

Research Proposal

Plan or Suggestions

Research Proposal

a simply a structured, formal document that explains

- **what** you plan to research
 - (i.e. your research topic),
- **why** it's worth researching
 - (i.e. your justification), and
- **how** you plan to investigate it

Research Proposal - Purpose

The purpose of the research proposal is to **convince** your research supervisor, committee or university that your research is **suitable** and **manageable**

it demonstrate the quality and importance of the project as well as the ability to conduct the proposed research.

Elements of Research Proposal

1. A descriptive **title** or title page (**Problem Statement**)
2. A rich **introduction** and background to the proposed research
3. A discussion of the **scope** of the research
4. An initial **literature review** covering the key research in the area
5. A discussion of the proposed **research design** (methodology) Research Objective, sample, sampling, universe, technique, data collection method etc.

Drafting a Research Proposal

- Title Page
- Abstract and Table of Contents
- Introduction / Background
- Literature Review
- Research Methodology (Design and Method)
- Conclusion / Scope of research/Implications
- References
- Budget (Optional)

Evaluating a Research Proposal

- **Objectivity**
- **Ethical Aspects** like safety, Confidentiality
- **Training Aspects** How to conduct interview?
- **Budget**
- **Availability of Resources**
- **Cooperation**
- **Legal Aspects**

Research Design

- Design means a plan or drawing or blueprint
- produced to show the look and function or workings of a building or something else



Research Design

Research design is a blueprint of collection, measurement and analysis of data

It is the Conceptual structure within which research is conducted

According to william Zikmund,

Research design is defined as a master plan specifying the methods and procedure for collecting and analysing the needed information

Research Design

It helps to decide upon issues like What when where How much, by what means etc. with regards to research study

Research design provide outline about what the researcher is going to do like :

Location where study will be conducted, Nature of data required, sample design used ,Time period needed, from where data will be collected, technique of data collection, method of data analysis, type of report preparation,

Use of Good Research Design

- helps the researcher to complete the objectives of the study in a given time
- facilitates getting the best solution for the research problems.
- It helps the researcher to complete all the tasks even with limited resources in a better way.
- Reduce Cost
- Provide a direction

Research Design

Research Design is mainly classified into 3 categories

- Exploratory Research Design
- Descriptive Research Design
- Experimental Research Design (Causal Research Studies)

Experimental Research Design

- A causal relationship exists **when one variable in a data set has a direct influence on another variable.**
- Also known as Cause and Effect relationship
- warmer weather caused more sales of AC or Cooler

Experimental Research Design

- Treatment groups are **the sets of participants in a research study that are exposed to some manipulation or intentional change in the independent variable of interest.**
- The treatment group (also called the experimental group) receives the treatment whose effect the researcher is interested in.
- The control group receives either no treatment, a standard treatment whose effect is already known,

Experimental Research Design

- For Example
- A researcher wants to examine the effect of advertisement on customer demand
- Then two group will be selected
- One group will be exposed to Ad - Experimental Group
- Second Group will be Control Group

Experimental Research Design

Independent and Dependent Variables

- Those variables which affect the other variables are called **Independent Variables**
- Those variables which get affected by the other variables are called **dependent Variables**
- In a study to determine whether how long a student sleeps affects test scores, **the independent variable is the length of time spent sleeping while the dependent variable is the test score.**

Experimental Research Design

Moderating Variables

- a variable that can strengthen, diminish, negate, or otherwise alter the association between independent and dependent variables.

Experimental Research Design

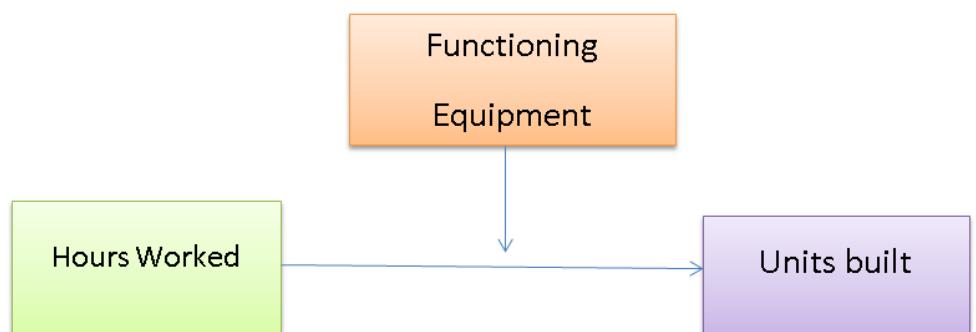
Concomitant Variables

- or covariate,
- is a variable which we observe during the course of our research or statistical analysis, but we cannot control it and it is not the focus of our analysis

Experimental Research Design

Moderating Variables

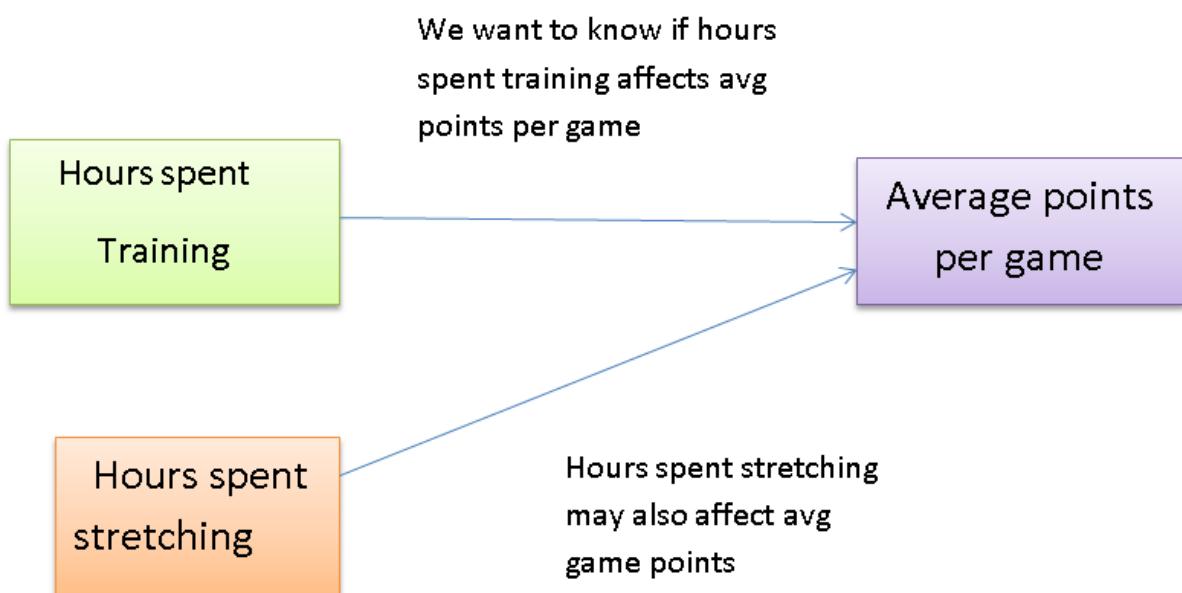
- a variable that can strengthen, diminish, negate, or otherwise alter the association between independent and dependent variables.
- Moderating variables can also change the direction of this relationship.



Experimental Research Design

Extraneous Variables

- an extraneous variable is any factor that can affect an experiment's dependent variables,



Experimental Research Design

- a research method used to investigate the interaction between independent and dependent variables,
- used to determine a cause-and-effect relationship.
- research conducted with a scientific approach using two sets of variables
- Independent Variable and Dependent Variable