

Descriptive Research Design

- a type of research design that aims to obtain information to systematically describe a phenomenon, situation, or population.
- Aims to observe, describe and document the phenomenon/situation
- it helps answer the what, when, where, and how questions regarding the research problem, rather than the why.



Descriptive Research Design

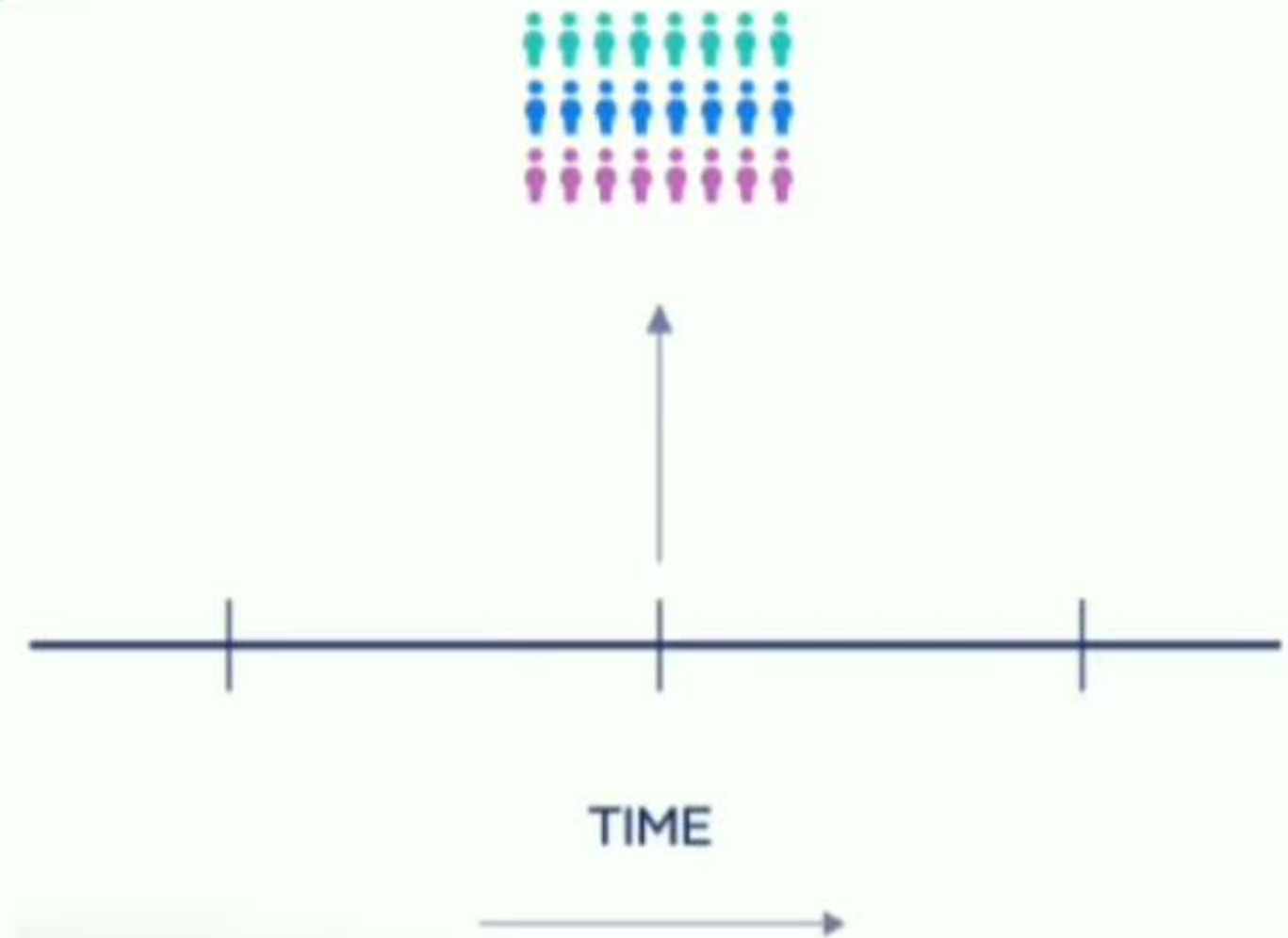
- For Example
 - How much time does an average teenager spend on watching documentaries on OTT platforms?
 - From where customer purchase their FMCG Goods- Mall, mom and pop shop, Super Market?

Type Descriptive Research Design

Cross-sectional Research

Data is collected from a population at a specific point in time;
Different Samples

Data collected at one point in time



Type Descriptive Research Design

Longitudinal Research

Data is collected repeatedly from the same sample over an extended period of time.

Same Sample

Data collected repeatedly over time

