

# Research design

[Business](#), [Marketing](#)



Research design Program Supervisor January 17, Research design Research method and design are important to data collection and reliability, and validity of collected data. Different research methods and designs exist, and this study defines qualitative, qualitative research methods and primary and secondary research and offers rationale for sequencing and dependency of research designs.

Qualitative and quantitative research, definitions

Qualitative research is a research method that is devoid of numerical data and which focuses on analysis and comprehension of observation. A researcher does the analysis and interpretation of data with the aim of developing meanings of observations or identifying patterns in associations. The non-numeric definition of qualitative research identifies use of narrations to describe observations. Types of qualitative research include “ field interviewing,” “ focus groups,” “ field observations,” and ethnography (Dantzer and Hunter 2011, p. 57- 62). Qualitative research, according to Wimmer and Dominick (2013, p. 120), can also be defined as a research method that applies a “ flexible questioning approach” data collection and analysis.

Quantitative research, however, is a research method in which data collection and analysis involve numeric values. This identifies an objective approach to research in which data is measured on a scale. The objective scope of the research method also identifies reliability and validity concepts, features of which qualitative research is devoid, for analysis of relationships between variables and description of variables (Dantzer and Hunter 2011, p. 68). Application of “ static or standardized set of questions” for data

collection and data analysis also defines quantitative research (Wimmer and Dominick 2013, 120).

#### Primary and secondary research, definitions

Primary research is a research in which original data is collected and analyzed and its scope identifies knowledge development with such aims as bridging knowledge gap or solving an identified problem (Gratton and Jones 2010, p. 8). Examples of primary research therefore include research through interviews, focus groups, observation, and quantitative research methods such as tests and experiments and surveys. Secondary research, however, defines a research approach in which data is collected from existing sources such as periodicals and journals. The research explores existing knowledge and suitable for identifying and understanding existing knowledge and for identifying knowledge gaps of social problems (Collins 2010, p. 120).

#### Rationale for sequencing and dependencies

Application of secondary research, then survey, and lastly focus group, in a sequential order is the most appropriate dependency arrangement for mixed research method because of its consistence with explanatory mixed research design that focuses on quantitative approach. Explanatory research framework for mixed research method explains the application and justifies the need for testing existing theories for validity in the dynamic environment. In implementing an explanatory mixed design, a researcher completes a quantitative research method such as a survey then implements a qualitative research method such as focus groups in order to understand developed knowledge from the quantitative study. The quantitative study

would however follow a secondary research for identification of knowledge gap of a social problem (Mathews and Kostelis 2011, p. 133). The fact that secondary research is a preliminary research for problem identification also identifies its first position in the sequence of interdependent research types (Collins 2010, p. 120).

#### Reference list

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