

# Love response papers week 7-- research

[Business](#)



**ASSIGN  
BUSTER**

Single Research Design: An Interpretation Single research design has been used for its advantages over other types of research design. Despite the simplicity and affordability in conducting this kind of research still not all studies can be utilized using this design due to some of its weak points with regards to the validity of the result in one way or another.

This response paper is a review of the advantages and disadvantages of the single-subject research design. Knowledge of the single-subject research design will be exhibited by formulating a sample research question that will be utilizing the design.

Key words: research, single-subject research, advantages, disadvantages

#### Single-Subject Research Design: An Interpretation

Single-subject research design focuses on the behaviour of an individual subject tested over treatment variables. By focusing on the behaviour of the individual subjects better identification of potential sources of error and to control errors is an advantage (Francis, 2011, p. 387). It is a design that can be applied when the sample size is one or when a number of individuals are considered as one group (Wasson, 2003). Therefore causal relationship between variables is established even using one or little group and it provides a good demonstration that a variable has an effect on behaviour being observed (Francis, 2011, p. 387).

On the contrary, generality is questionable when using a single subject design since experimental situation is tightly controlled to reduce error variance. Plus the fact that some variables cannot be easily controlled especially variables that are innate in person, such as personality and intelligence that cannot be easily controlled and may affect the result of the study remarkably (Francis, 2011, p. 388).

<https://assignbuster.com/love-response-papers-week-7-research/>

With the proper knowledge on the use of a single-subject design, a sample research question can be formulated as “ Effect of positive reinforcement in work performance.” By using the ABAB design, control condition is followed by an experimental condition, which is followed by an additional control condition and experimental condition (Wasson, 2003). In the sample research question, baseline work performance phase is the pre-experimental phase which will be recorded and will be taken as the control condition followed by the implementation of the positive reinforcement as the experimental condition then by another control condition and another experimental condition which is the reinforcement phase. In which all behaviour in all situations, controlled and experimental, will be observed and recorded for analysis.

The formulated single subject-research has the definite possibility of attaining a good causal relationship between the variable and the behaviour--positive reinforcement and work performance. Another advantage is also credited to the number of subject needed for the study and the cost of it as well. On the other hand, generality has always been a problem with regards to single subject designs. Personality of the subjects cannot be totally controlled because some employee might just be indifferent not participate in the reinforcement system that will affect the percentage of the validity of the result.

#### References:

- Francis, A. (2011). *EMBA Research Methods*. McGraw-Hill Companies, Inc.
- Wasson J. (2007). *Single Subject Design*. Retrieved from <http://www.practicalpress.net/updatenov05/SingleSubject.html>