

Ministry of Higher Education and Scientific Research

University of Djilali Bounaama

Department of Foreign Languages

Second year Students

**Research Design (2)**

**2-Research Design for Descriptive Research Studies:**

Studies concerned with specific predictions, with narration of facts and characteristics concerning individual, group or situation are all examples of descriptive research studies. From the point of view of the research design, the researcher must be able to define clearly what he wants to measure and must find adequate methods for measuring it along with a clear cut definition of ‘population’ he wants to study. Since the aim is to obtain complete and accurate information, the procedure to be used must be carefully planned. The research design must make enough provision for protection against bias and must maximise reliability, with due concern for the economical completion of the research study. The design in such studies must be rigid and not flexible and must focus attention on the following:

(a) Formulating the objective of the study (what the study is about and why is it being made?)

(b) Designing the methods of data collection (what techniques of gathering data will be adopted?)

(c) Selecting the sample (how much material will be needed?)

(d) Collecting the data (where can the required data be found and with what time period should the data be related?)

(e) Processing and analysing the data.

(f) Reporting the findings.

Hence, descriptive research design must ensure the minimisation of bias and maximisation of reliability of the evidence collected. This design can be appropriately referred to as a *survey* *design* since it takes into account all the steps involved in a survey concerning a phenomenon to be studied.

**3-The Difference between Exploratory and Descriptive Research Designs:**

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| Research Design | Exploratory Research | Descriptive Research |
| Overall design | Flexible design (design must provide opportunity for considering different aspects of the problem) | Rigid design (design must make enough provision for protecting against bias and must maximize reliability) |
| Sampling design | Non-probability sampling design (purposive or judgement sampling) | Probability sampling design (random sampling) |
| Statistical design | No pre-planned design for analysis | Pre-planned design for analysis |
| Observational Design | Unstructured instruments for  collection of data | Structured or well thought out instruments for collection of data |
| Operational Design | No fixed decisions about the  operational procedures | Advanced decisions about  operational procedures |