

The background of the slide is a photograph of a vast, deep blue ocean stretching to the horizon. The sky above is a lighter blue with wispy white clouds. On the far left, a vibrant rainbow is visible, its colors blending into the sky and reflecting on the water's surface.

Research Designs

Social Sciences

Survey Research

- Can be Qualitative or Quantitative
- Self-report
- Opinion
- Perceptions (attitudes & beliefs)
- Different than knowledge measure or social-psychological measure/inventory
- Mail/Internet/Personal Interview/Phone Interview

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- Ex Post Facto
 - Historical

Qualitative Design

- Focus Group
- Delphi Technique
- Phenomenological
- Survey (Interview)
- Observation

Combined (Qualitative & Quantitative)

- Use of multiple measures (Triangulation)
- Interviews & Standardized scales
- Interviews & Self-report inventories
- Quantitative data & case study (observation)

Content/Documentary Analysis

- Contents of Brochures
- Contents of TV Programs
- Comparison of ethnicity in a series of journals
- Language types used to foster gender equity

Pre-Experimental

- Case Study
- Biased (Purposeful) Sampling

Quasi-Experimental Research

- When Randomized selection and/or assignment can not be achieved
- Often Descriptive or Comparisons

Experimental Design

- When random selection and assignment can be achieved

Other Designs & Considerations

- Program Evaluation
- Meta-Analysis (Model Building)
- Reliability & Validity (testing an instrument)