# Research Design Process by Nikki Woods and Paul Rice [Video Transcript]

This video will go through the stages of the research design process.

**Aims and Objectives:** An aim is what will be achieved and will provide an overview of the desired outcomes or intentions. It is advisable to only have between two to three aims. The objective is related to the aim. It is the specific action of what you will do and how to answer the research problem.

**Time Management:** It is advisable to have in place a timeline or timetable indicating at each stage the development of and the actions to be taken during the course of the research. Additionally, this will indicate clearly the key stages, activities and deadlines to be completed within a realistic timeframe.

**Literature Review:** This is your extensive reading around your chosen topic. It is not a descriptive list of what you have already read. Instead, it announces the existing literature on your topic and its purpose is to develop an argument about the significance of your research and where it leads; this is your opportunity to demonstrate your understanding of the literature using analysis and evaluation by offering an argument, which links back to the research problem you are exploring. Here, you are demonstrating where your work fits into the current literature and considering any indications for future work in the area.

**Methodology:** This refers to the overall approach to the research process from the theoretical and opinion to the collection and analysis of the data. In other words, this is the qualitative and quantitative methodologies which will be covered next week. The research method is related to the methodology and refers to the technique or tool to be chosen to collect the data, for example interviews and questionnaires.

**Results and Analysis:** Once the data has been collected, it is first presented as a result, followed by its analysis. The results section states what factual information you have found in your research and it allows you to provide any initial interpretations. In the analysis of the results, you are moving beyond the data and questioning its meaning. At this stage, you are critically analysing the results, putting your findings into context and providing an analytical project that when read, demonstrates your understanding of what you have done and what you were thinking during the process.

**Discussion:** This is your opportunity for you to provide a compelling argument of your interpretations of your findings, which highlights the differences and contributions to the current knowledge in your topic area. This is where you can take ownership of your project and demonstrate original thinking; here you can offer further discussion of how your research has developed what was already known in your topic area. To achieve this, this section must have a logical structure and be linked back to the research problem to show the value of your research.

Now all the stages of the research design process have been explored.

Thank you for watching.