



☞ **RESEARCH** – The research is a study that is conducted to discover new information or to test a hypothesis. It involves the collection and analysis of data to answer a specific question or to solve a problem.

☞ **RESEARCH DESIGN** – Research design is a plan or blueprint that guides the researcher in the collection, analysis, and interpretation of data. It involves the selection of a research method, the identification of variables, and the determination of the sample and the data collection procedures.

Research Design	Advantages	Disadvantages
Experimental Design	High internal validity	High cost and time
Quasi-Experimental Design	High external validity	Low internal validity
Correlational Design	Low cost and time	Low internal validity
Case Study	High depth of understanding	Low generalizability
Survey Design	High external validity	Low internal validity

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