

Design of Quantitative Research (YMH516)
FHS UK, HiSo

Class assignments
**Research project
proposal**

Jiří Šafr

Email: [jiri.safr\(AT\)seznam.cz](mailto:jiri.safr(AT)seznam.cz)

To complete the course DQR:

- **Research project** proposal of the quantitative survey (ca 3-4 pp.)
- supplemented with **questionnaire** as research instrument (or possibly another method of data gathering)
- **data collection** (for training purposes only)
 - small pilot study
- passing of **knowledge test** (>60 %)

Research project proposal

„**Research proposal** provides preview of why a study will be undertaken and how it will be conducted.“

[Babbie 2007: 116]

It contains mainly (you should focus on):

- Definition of the problem, purpose of the study, general research question (and possibly hypothesis)
- Specific **research question(s)** and **hypotheses**; model of relationships
- **Operationalisation**
- Population definition and sampling

Research project proposal (in detail):

- **Objective of survey**, definition of the **problem**; **purpose of the study**: exploratory/ descriptive/ **explanatory** (the later is recommended) (→ *what you will survey and why you are interested in the topic*)
- **Population in focus** to which your results will be generalized; **unit of analysis in the study** (individuals vs. groups / aggregates/ organizations) (→ *who you will survey*)
- **Context – theoretical frameworks**, very (!) brief overview of theories explaining the problem establishing hypotheses (→ *from what your concept of the problem and hypotheses comes out*)
- **General research question (RQ) and hypothesis** (→ *what you expect: how the phenomenon/relationship is conditioned at the most general level*)
- How the problem (essential dependent variable/s) will be **conceptualized** (→ *elaborate the terms and specify indicators of the phenomena*)
- **Model of relationships** with list of variables included (if explanatory objective: which is dependent/ explanatory/ mediating variable); outline the model for the research questions or hypotheses (→ *what you need to measure to assess the hypotheses*)
- **Particular research questions and working hypotheses** (ca 10 hypotheses at least ½ of them two-level, i.e. what relation we expect between Variable1 and Variable2)
- **Operationalisation of (principal) variables** (→ *procedure how exactly(!) you will measure the most important variables, e.g. in your questionnaire*)
- **Data collection method**: way of administration of the questionnaire (Face to Face / CATI interview / self administrated/ collective/individual, (e)mail, CAWI ...)
- **Sampling from population**: method procedure, sample size, possibly logic of designing sample (e.g. strata relevant to RQ) (→ *how you will select respondents to your study*)
- (Outline of strategy for analysis of the data relevant to your RQ/ Hypotheses [optional])

Questionnaire

(research instrument)

- **Questionnaire** should contain (only) questions relevant to variables used in RQ and hypotheses → **all variables considered in the model/ hypotheses must be covered**
- configuration, formatting according to the administration method

Data collection

- **Data collection** is for training purposes only → small pilot study comprising only 5-10 respondents
- **Reflection of respondents' reactions** to the questionnaire → What have you done wrongly (and how would you improve it)
- **Data set:** only illustration of the process is sufficient (i.e. for limited number of variables/ cases in data format for MS Excel/ SPSS/ txt ...)