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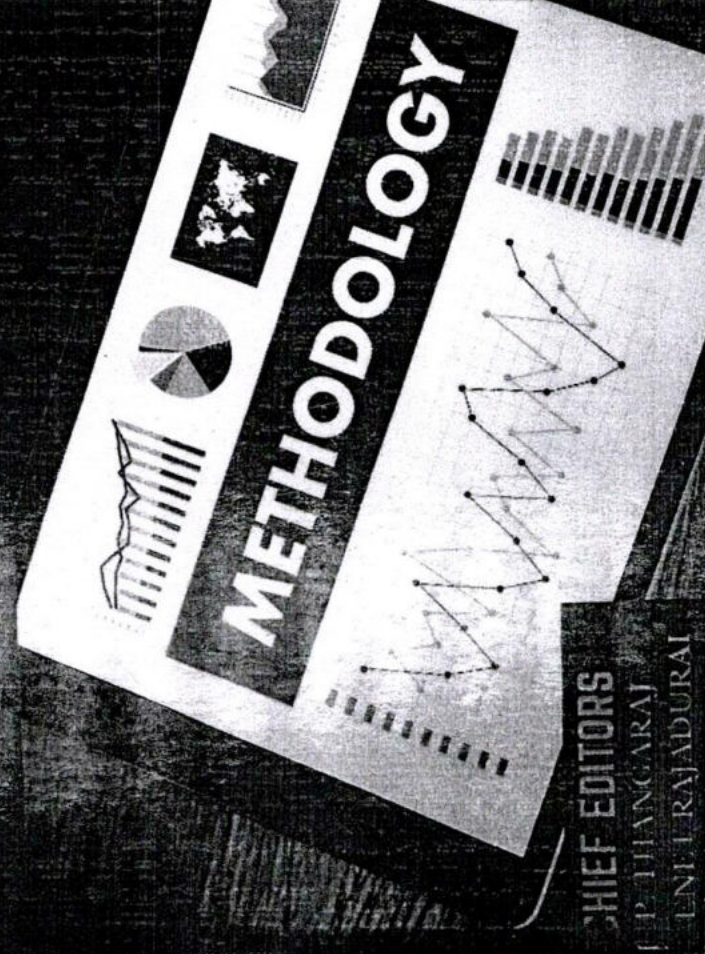
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A HANDBOOK ON RESEARCH METHODOLOGY FOR SOCIAL SCIENCES



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Chapter - 3

UNDERSTANDING RESEARCH DESIGN AND SAMPLING TECHNIQUES

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Introduction

Research methodology is the path that we use to solve a research problem systematically. Just like how we prepare a blueprint before starting to build a house, we prepare the methodology to get the mental picture of the whole research getting completed. The research design refers to the structure or approach through which the researcher conducts the study. It may be thought of as the research's blueprint or the "glue" that ties all of the study's main components together; in short, it is a strategy for the planned research effort. We pick a design depending on the topic's requirements or the nature of the study difficulty. The design allows the researcher to use proper processes to ensure that the data acquired is as free of bias, trust, and accuracy as possible. Thus, the research design identifies the study's objective, the procedures used to collect, measure, and analyze data, the kind of research methodology utilized, the study's potential limitations, the research locations, and the timeframe for doing the research.