

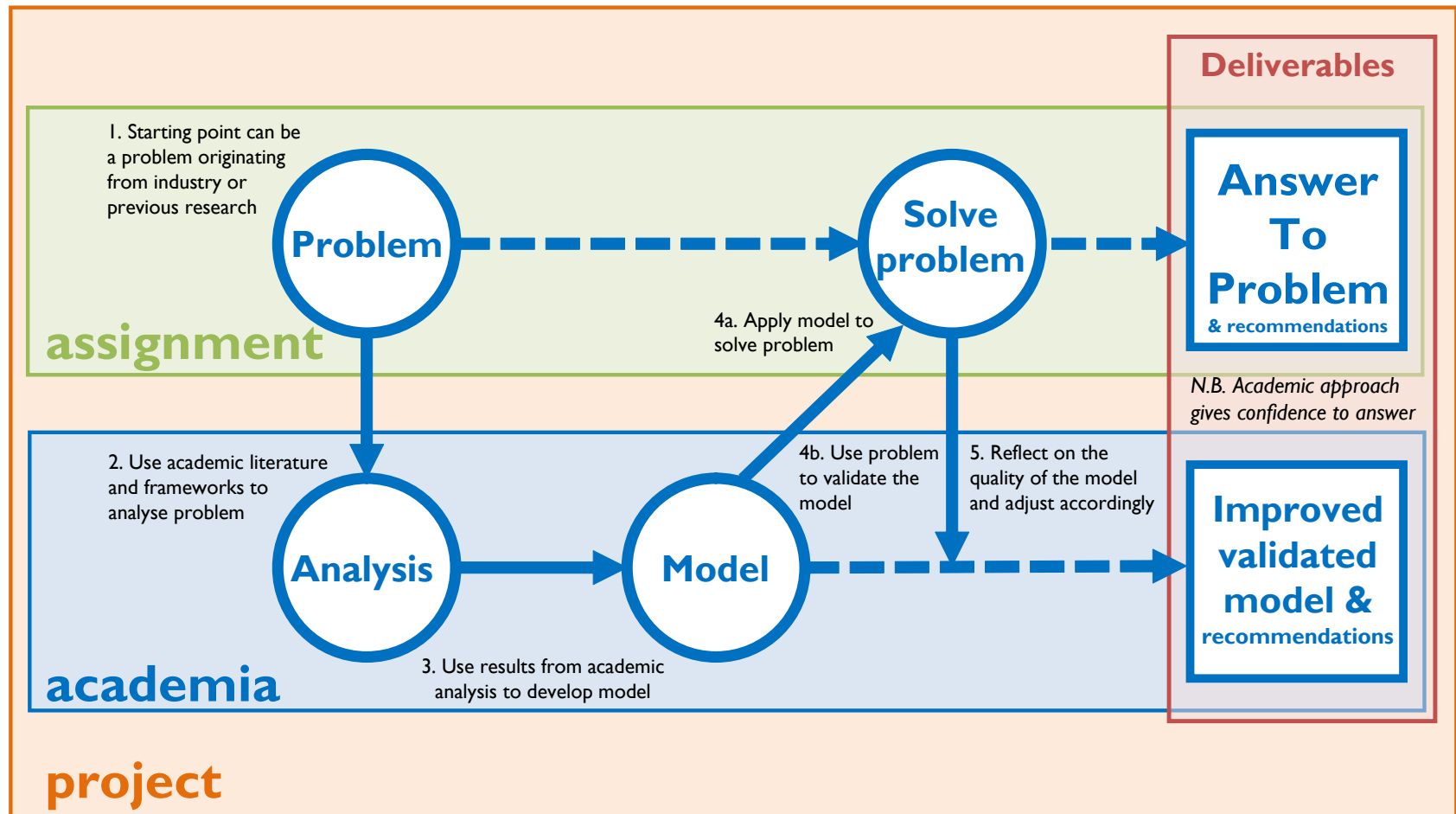
# Introduction to Research Design for your MSc.

# Key ideas for this week

- How do I design my research
- How do I formulate Research Objectives & Research Questions?
- What types of research are there?
- How do I select appropriate research methods?
- Is the research method I pick feasible and ethical?

# MSc Thesis – what's academic about it?

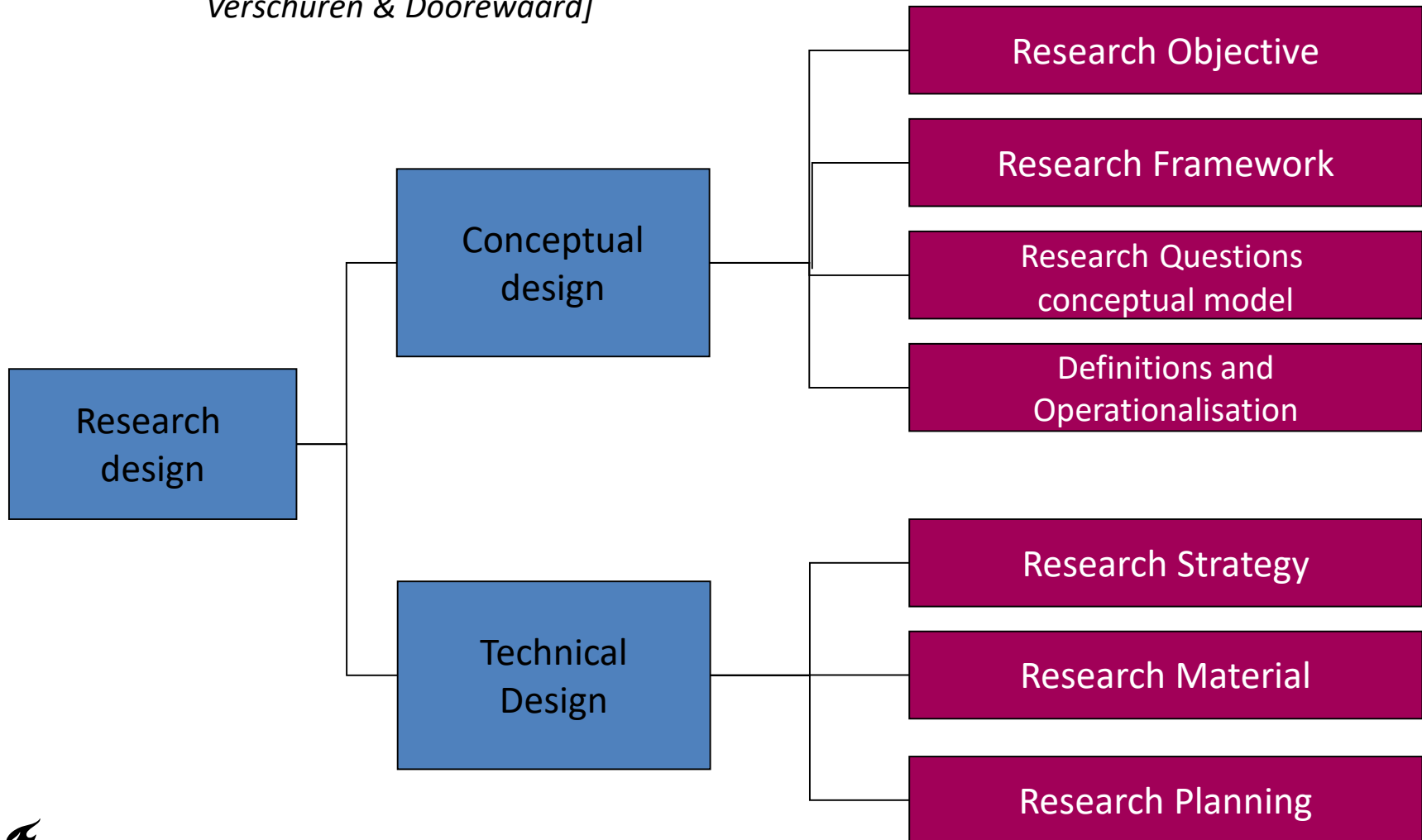
## MSc project deliverables



# Strategic Framework for Research

# Strategic Framework for Research Design

[Source: designing a research project  
Verschuren & Doorewaard]



# Conceptual Research Design

- The modeling of the content of the research
- Determines what, why and how much is going to be studied
- 4 phases:
  - Objective of the research
  - Research framework
  - Research Question/Conceptual model
  - Definition & Operationalisation

# Technical Research Design

- Set of activities needed to realize the objectives set out in the conceptual design phase
- Concerns decisions on how, where and when
- 3 phases:
  - Research Strategy
  - Research Material
  - Research Planning