

CHAPTER 4

Research Design: It Depends on the Question

Learning Objectives

1. Describe the initial steps in the research process, from choosing a research topic to preparing a research design.
2. Use the language of social research by defining and applying the key terms in this chapter.
3. Distinguish between quantitative and qualitative research, identifying the different goals and steps of each.
4. Conduct a literature review and formulate a research question, while considering the research design implications of your question.