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Given article text here The chapter describes a descriptive method used to study challenges in Hong Kong's real estate industry, combining surveys and interviews with industry personnel. The book "Research Design" by Creswell provides an overview of qualitative, quantitative, and mixed methods approaches. It covers topics such as research proposal development, data collection, and statistical interpretation. The author emphasizes the importance of selecting a suitable research approach based on the problem's nature, researchers' experience, and the study's audience. The book aims to educate students, teachers, and researchers about research design. Research involves gathering large amounts of data through various methods like interviews, observations, and questionnaires to gain insights into phenomena. Descriptive research focuses on describing, analyzing, and explaining the characteristics of populations or phenomena in detail. It aims to provide a better understanding of a phenomenon by answering questions related to its characteristics. When using descriptive design research, researchers often rely on surveys, observational studies, and other methods to collect data. For instance, a researcher might survey college students to understand what influences their decision to attend college. They would ask questions like "What led you to decide to attend college?" or "How supportive were your family and friends of your decision?" Descriptive design research can be applied in various contexts, such as studying the prevalence of anxiety among college students, attitudes towards workplaces, or customer behavior in retail stores. There are several types of descriptive surveys, including census surveys, which collect data from every member of a population, sample surveys, which gather data on a selected population to gain insights into its characteristics, and comparative surveys, which compare two or more entities to identify similarities and differences. Longitudinal surveys involve collecting repeated observations on the same subjects over time to study changes and relationships between variables. Cross-sectional surveys collect data on a population's attitudes, beliefs, and behaviors at a particular time. By using descriptive design research, researchers can gain a deeper understanding of populations or phenomena and form hypotheses for further investigation. Given text here The process begins with identifying the target client profile, using a survey to gather data that will inform educated judgments about organizational development. This can be seen in practice through a cosmetics company's use of descriptive surveys to categorize customers based on characteristics. By analyzing customer feedback and opinions on product features like design, color scheme, and packaging, businesses can gain insight into consumer motivations and preferences. A health drink manufacturer might inquire about purchasing habits alongside tea consumption to better understand their target audience. The resulting data helps businesses identify patterns in shopping behavior and factors that influence purchases. Surveys have shown that customers are more likely to make purchases during the holiday season, offering a key opportunity for companies to prepare for increased demand. To conduct descriptive design research, several steps must be followed: identifying the research question, developing a research design, collecting data through surveys or other methods, analyzing the results, and interpreting the findings. This method provides a detailed description of a phenomenon, generates hypotheses for future research, and identifies patterns or trends in the data. However, there are limitations to descriptive design research, including its inability to identify causal relationships between variables and potential lack of generalizability to other populations or situations. Descriptive design research offers an accurate portrayal of specific populations, behaviors, or conditions and can reveal trends and insights despite its limitations. Unlike qualitative research, descriptive design research combines qualitative and quantitative methods to collect data, including interviews, focus groups, surveys, and observational studies. It differs from experimental research in that it focuses on analyzing phenomena and identifying causal relationships between variables.

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