Introduction To Designing And Conducting Research

Clifford J. Drew

Introduction. Health professionals rely on research to improve the delivery and outcomes of health care for individuals, families, and communities. Research must be thoughtfully designed and rigorously conducted to produce accurate and generalizable results. Therefore, it is important for those conducting research to develop expertise in the design and conduct of research. The purpose of this chapter is to provide an overview on design decisions to consider when planning a study. The reader is referred to research textbooks for greater detail on specific designs or methodological challenges. The main two types of research designs used in medicine are the quantitative research design, which generates numerical data or information that can be converted into numbers, and the qualitative research design generates non-numerical data that provides a complete description of the research topic. In this section we will focus on the quantitative design. 2. Steps in conducting research. The first step in any research project is to clearly define the research question, since it will be the basis for developing and conducting the research project. 2. Criteria of a good research question.