

طرح بحث / الحکما الجملہ ۱۸/۱۲/۲۰  
۱۳۶

۲- Clarify the difference between the problem & purpose of the study.

- The Problem of the study contains what will be examined by the researcher or the content of the study
- The purpose statement of the Study contains why the study will be conducted.

۳- List types of non-experimental research design.

- a. Survey studies
- b. Correlation studies
- c. Comparative studies
- d. Methodological studies

۴- Differentiate between structured and Un-structured Interviews.

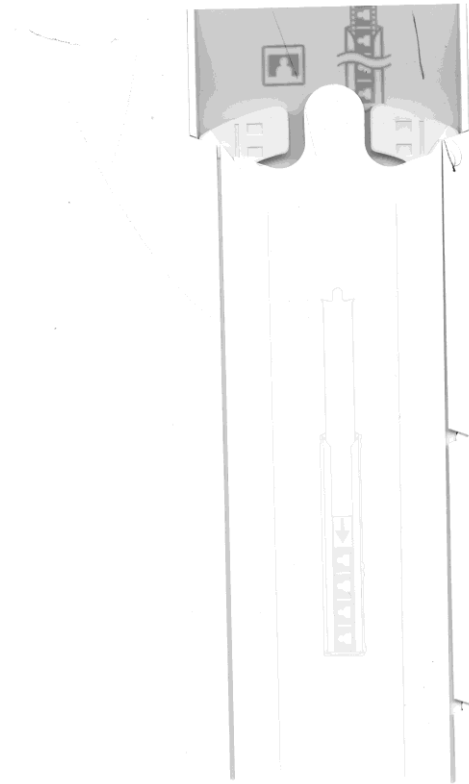
**Un-structured Interviews:**

- The interviewer is given a great deal of freedom to direct the course of the interview.
- Conducted more like a normal conversation.
- Particularly appropriate for exploratory or qualitative research studies where the researcher does not possess enough knowledge about the topic to structure questions in advance of data collection.

**Structured Interviews:**

- Involve asking the same questions, in the same order, and in the same manner of all respondents in a study.
- Structured interviews are most appropriate when straight forward factual information is desired

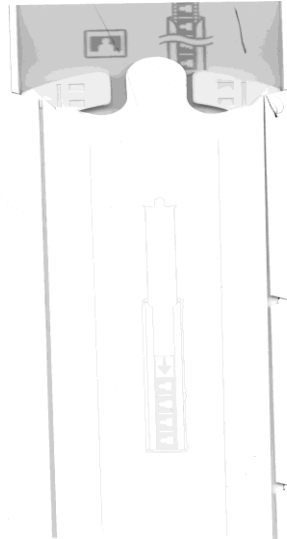




**III. Complete the following:**

1- Mention **Four** Factors that Influence questionnaire Response Rate.

- Mailing at a time other than holiday seasons or popular vacation times.
  - Hand-addressed outer envelopes.
  - Personal signature of the researcher on cover letter.
  - Information in the cover letter that motivates respondents.
  - An incentive.
  - Neatness and clarity of instrument.
  - Ease of completion of instrument.
  - Time to complete the instrument does not exceed 10 to 15 minutes.
  - Guarantee of privacy.
  - Inclusion of a preaddressed, stamped envelope.
- 2- List types of non-experimental research design.



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2- List types of non-experimental research design.