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## Explain descriptive and exploratory research

**What is exploratory and descriptive research. Explain the difference between descriptive research and exploratory research. What is descriptive explanatory and exploratory research. Explain exploratory and descriptive research design. Explain the difference between descriptive exploratory explanatory and evaluative research. What is the difference between exploratory research and descriptive research. Explain the differences between exploratory descriptive and causal research. Explain the difference between descriptive exploratory and explanatory research.**

In order to continue enjoying our site, we ask that you confirm your identity as a human. Thank you very much for your cooperation. In order to continue enjoying our site, we ask that you confirm your identity as a human. Thank you very much for your cooperation. Exploratory research is one which aims at providing insights into and an understanding of the problem faced by the researcher. Descriptive research, on the other hand, aims at describing something, mainly functions and characteristics.

| A Comparison of Basic Research Designs |   |  |
|--|---|--|
|  | Exploratory   | Descriptive  |
| Objective:                             | Discovery of ideas and insights   | Describe market characteristics or functions   |
| Characteristics:                       | Flexible, versatile<br>Often the front end of total research design   | Marked by the prior formulation of specific hypotheses<br>Preplanned and structured design   |
| Methods:                               | Expert surveys<br>Pilot surveys<br>Case studies<br>Secondary data: qualitative analysis<br>Qualitative research | Secondary data: quantitative analysis<br>Surveys<br>Pilot<br>Observation and other data  |
|  | Causal  | Determine cause-and-effect relationships<br>Manipulation of one or more independent variables<br>Measure the effect on dependent variables<br>Control of other mediating variables |
|  | Experiments   |  |

The research design is defined as a framework for carrying out research activities in different fields of study. The research design is classified into two important categories i.e. exploratory and conclusive research. Conclusive research is further subdivided into descriptive and causal research. The people often juxtapose exploratory research and descriptive research, but the fact is that they are different. Take a read of this article to understand the differences between exploratory and descriptive research.

### Exploratory vs Descriptive Research

| Basis for Comparison | Exploratory Research  | Descriptive Research   |
|----------------------|---|--|
| Meaning              | Exploratory research means a research conducted for formulating a problem for more clear investigation. It is generally conducted when a little is known about a topic of interest. | Descriptive research is a research that explores and explains an individual, group or a situation. |
| Objective            | To provide insights and understanding and develop hypothesis  | To test specific hypotheses, examine relationships, and describe characteristics and functions     |
| Overall Design       | Flexible  | Rigid  |
| Research Process     | Unstructured  | Structured   |
| Sampling             | Non probability sampling  | Probability sampling   |
| Structural Design    | No pre planned design for analysis  | Pre planned design for analysis  |
| Findings/Results     | Tentative   | Conclusive   |
| Outcome              | Generally followed by further exploratory or conclusive research  | Findings can be used as input for decision making  |

Content: Exploratory Research Vs Descriptive Research Comparison Chart Definition Key Differences Conclusion Comparison Chart Basis for Comparison Exploratory Research Descriptive Research Meaning Exploratory research means a research conducted for formulating a problem for more clear investigation. Descriptive research is a research that explores and explains an individual, group or a situation. Objective Discovery of ideas and thoughts. Describe characteristics and functions.

### Difference between exploratory & Descriptive / diagnostic study

| Type of study        | EXPLORATORY STUDY                               | DESCRIPTIVE STUDY                             |
|----------------------|---|---|
| RESEARCH DESIGN      |   |   |
| Overall design       | flexible design                                 | Rigid design                                  |
| Sampling design      | Non probability Sampling design                 | Probability Sampling design                   |
| Statistical design   | No preplanned design for analysis               | Preplanned design for analysis                |
| Observational design | Unstructured instruments for collection of data | Structured instruments for collection of data |
| Operational design   | No fixed decision about operational procedure   | Advanced decision about operational procedure |

Overall Design: Flexible, Rigid. Research process: Unstructured, Structured. Sampling: Non-probability sampling, Probability sampling. Statistical Design: No pre-planned design for analysis, Pre-planned design for analysis. Definition of Exploratory Research: As the name implies, the primary objective of exploratory research is to explore a problem to provide insights into and comprehension for more precise investigation. It focuses on the discovery of ideas and thoughts. The exploratory research design is suitable for studies which are flexible enough to provide an opportunity for considering all the aspects of the problem. At this point, the required information is loosely defined, and the research process is flexible and unstructured. It is used in the situation when you must define the problem correctly, identify alternative courses of actions, develop a hypothesis, gain additional insights before the development of an approach, set priorities for further examination. The following methods are used for conducting exploratory research: Survey of concerning literature, Experience survey, Analysis of insights stimulating Definition of Descriptive Research. By the term descriptive research, we mean a type of conclusive research study which is concerned with describing the characteristics of a particular individual or group. It includes research related to specific predictions, features or functions of person or group, the narration of facts, etc. The descriptive research aims at obtaining complete and accurate information for the study, the method adopted must be carefully planned. The researcher should precisely define what he wants to measure? How does he want to measure? He should clearly define the population under study. It uses methods like quantitative analysis of secondary data, surveys, panels, observations, interviews, questionnaires, etc. Descriptive Research concentrates on formulating the research objective, designing methods for the collection of data, selection of the sample, data collection, processing, and analysis, reporting the results. The difference between exploratory and descriptive research can be drawn clearly on the following grounds: Research conducted for formulating a problem for more clear investigation is called exploratory research. Research that explores and explains an individual, group or a situation, is called descriptive research. The exploratory research aims at the discovery of ideas and thoughts whereas the primary purpose of descriptive research is to describe the characteristics and functions. The overall design of the exploratory research should be flexible enough so that it provides an opportunity to consider various aspects of the problem. On the contrary, in descriptive research, the overall design should be rigid which protects against bias and also maximises reliability. The research process is unstructured in exploratory research. However, it is structured in the case of descriptive research. Non-probability sampling i.e. judgment or purposive sampling design is used in exploratory research. As opposed to descriptive research where probability (random) sampling design is used. When it comes to statistical design, exploratory research has no pre-planned design for analysis. Unlike, descriptive research that has the pre-planned design for analysis. Conclusion: Therefore exploratory research results in insights or hypothesis, regardless of the method adopted, the most important thing is that it should remain flexible so that all the facets of the problem can be studied, as and when they arise. Conversely, descriptive research is a comparative design which is prepared according to the study and resources available. Such study minimises bias and maximises reliability. Chapter 3: Developing a Research Question: As you can see, there is much to think about and many decisions to be made as you begin to define your research question and your research project. Something else you will need to consider in the early stages is whether your research will be exploratory, descriptive, or explanatory. Each of these types of research has a different aim or purpose, consequently, how you design your research project will be determined in part by this decision. In the following paragraphs we will look at these three types of research. Exploratory research: Researchers conducting exploratory research are typically at the early stages of examining their topics. These sorts of projects are usually conducted when a researcher wants to test the feasibility of conducting a more extensive study; he or she wants to figure out the lay of the land with respect to the particular topic. Perhaps very little prior research has been conducted on this subject. If this is the case, a researcher may wish to do some exploratory work to learn what method to use in collecting data, how best to approach research participants, or even what sorts of questions are reasonable to ask. A researcher wanting to simply satisfy his or her own curiosity about a topic could also conduct exploratory research. Conducting exploratory research on a topic is often a necessary first step, both to satisfy researcher curiosity about the subject and to better understand the phenomena and the research participants in order to design a larger, subsequent study. See Table 2.1 for examples. Descriptive research: Sometimes the goal of research is to describe or define a particular phenomenon. In this case, descriptive research would be an appropriate strategy. A descriptive may, for example, aim to describe a pattern. For example, researchers often collect information to describe something for the benefit of the general public. Market researchers rely on descriptive research to tell them what consumers think of their products. In fact, descriptive research has many useful applications, and you probably rely on findings from descriptive research without even being aware that that is what you are doing. See Table 3.1 for examples. Explanatory research: The third type of research, explanatory research, seeks to answer "why" questions. In this case, the researcher is trying to identify the causes and effects of whatever phenomenon is being studied. An explanatory study of college students' addictions to their electronic gadgets, for example, might aim to understand why students become addicted. Does it have anything to do with their family histories? Does it have anything to do with their other extracurricular hobbies and activities? Does it have anything to do with the people with whom they spend their time? An explanatory study could answer these kinds of questions. See Table 3.1 for examples. Table 3.1 Exploratory, descriptive and explanatory research differences (Adapted from Adjei, n.d.). Exploratory Research Descriptive Research Explanatory Research Degree of Problem Definition Key variables not define Key variables not define Key variables not define Researchable issue example "Would people be interested in our new product idea?" "Did last year's product recall have an impact on our company's share price?" "Can I predict the value of energy stocks if I know the current dividends and growth rates of dividends?" Researchable issue example "How important is business process reengineering as a strategy?" "Has the average merger rate for financial institutions increased in the past decade?" "Do buyers prefer our product in a new package?"