



*Training Course:
Study, Design and Research Methods*

*26 - 30 October 2026
Casablanca (Morocco)*

Training Course: Study, Design and Research Methods

Training Course code: MA234946 From: 26 - 30 October 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Program Introduction

This program is designed to provide participants with a comprehensive understanding of research methods and study designs commonly used in the social sciences. Participants will explore a wide range of methodologies, including experimental, observational, and survey-based research, as well as statistical analysis techniques.

Through practical exercises, case studies, and discussions, participants will learn to critically evaluate research studies, design their own investigations, and interpret data accurately. The program also emphasizes ethical considerations in research, ensuring that participants are prepared to conduct studies responsibly and rigorously.

Program Objectives

By the end of this program, participants will be able to:

- Understand the different study designs and research methods used in social sciences.
- Critically evaluate the quality and validity of research studies.
- Design and conduct their own research projects effectively.
- Apply basic statistical analysis to research data.
- Understand and apply ethical principles in conducting research.

Target Audience

This program is ideal for:

- Researchers and academics seeking advanced methodological skills
- Graduate students in social sciences or related fields
- Research coordinators and managers overseeing study design
- Market research professionals
- Medical and health researchers
- Government officials involved in policy research and analysis

Outlines:

Day 1: Introduction to Research Methods and Study Design

- Overview of research methods and the importance of study design in social sciences

- Introduction to experimental, observational, and quasi-experimental designs
- Understanding the scientific method, research process, and components of a research proposal
- Exploration of descriptive, correlational, and experimental research designs
- Discussion of research objectives and aligning study design with research questions

Day 2: Survey Design and Data Collection

- Principles of effective survey and questionnaire design
- Overview of sampling methods: probability and non-probability sampling
- Data collection techniques: self-report surveys, interviews, observations, and experiments
- Practical exercises in survey creation and sampling strategy
- Evaluating data quality and minimizing bias

Day 3: Experimental Design

- Principles of randomization, control, and manipulation in experiments
- Types of experimental designs: pre-test post-test, posttest-only, and Solomon four-group designs
- Understanding control groups: active, placebo, and no-treatment
- Designing experiments to test hypotheses rigorously
- Hands-on exercises applying experimental design principles

Day 4: Observational Methods and Analysis

- Principles and techniques of observational research
- Types of observational methods: naturalistic, participant, and structured observation
- Introduction to data analysis methods: descriptive statistics, inferential statistics, and causal inference
- Practical exercises in collecting and analyzing observational data
- Ensuring reliability and validity in observational research

Day 5: Statistical Analysis, Interpretation, and Research Ethics

- Introduction to statistical analysis: descriptive and inferential statistics
- Interpreting research findings and drawing valid conclusions
- Ethical considerations in research: informed consent, confidentiality, and data security
- Case studies illustrating ethical and methodological best practices
- Integrating methodological knowledge into designing and executing research studies

Registration form on the Training Course: Study, Design and Research Methods

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