

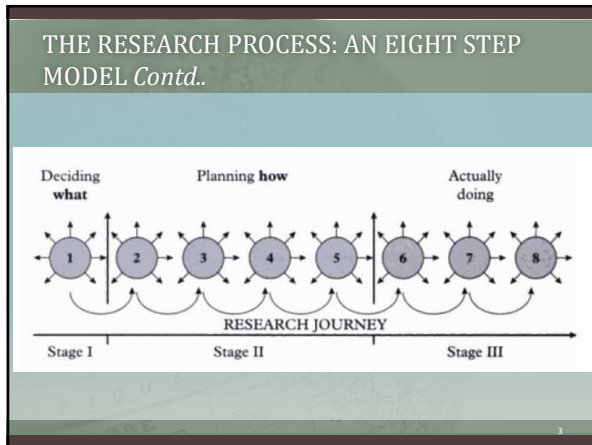
THE RESEARCH PROCESS

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THE RESEARCH PROCESS: AN EIGHT STEP MODEL

- RM is a supportive subject in several ways in many **academic disciplines** at various levels by people committed to a variety of research paradigms.
- Thus research approaches, specific techniques, will vary depending on the subject matter. ☺ ☺
- Therefore the model we are discussing today can be applied to a number of disciplines in social sciences.
- Decide: **what you want to find out about?** (research problem, questions), and **how to go about finding their answers?** . . . ☁



THE RESEARCH PROCESS: AN EIGHT STEP MODEL *Contd..*

- Phase I: deciding on what to research.
 - Step I: formulating a research problem
 - A research problem identifies your destination.
 - The more specific and clearer you are the better, as everything that follows in the research process.
 - The main function of formulating a research problem is to decide **what** you want to find out **about**.
 - It is relevant to identify the **gaps** in your knowledge of relevant disciplines.

from Dr.C.N.Wickramasinghe

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FLASH! ORIGINALITY OF A RESEARCH

		Research Phenomena	
		Old Facts/issues	New Facts/issues
Research Method	Old Ideas/methods	Obsolete Re-inventing the wheel	Outcome would be original
	New Ideas/methods	Outcome would be original	Outcome would be original

Advice

Expert advices are the only way you can check whether your research problem is original.....

The only way you can get reliable expert advices by trying to publish your concept/argument/research issue in peer reviewed journal


If your concept paper get three or four rejections due to lack of contribution to knowledge your problem need to be reconsidered

from Dr.C.N.Wickramasinghe

Where Originality Can Come From

- Originality in **exploring the unknown/unexplored**
- Originality in **exploring the unanticipated**
- Originality in **tools, techniques and procedures**
- Originality in **data**
- Originality in **transfer of mode or place of use**
- Originality in **by-products**
- Originality in **the experience**

An original contribution to knowledge



from Dr C.N.Wickramasinghe

THE RESEARCH PROCESS: AN EIGHT STEP MODEL *Contd..*

- Phase II- planning your research study.
 - Step II- conceptualizing a research design. 😊 😊 😊
 - Research design should include the following
 - The study per se and the logistical arrangements that you propose to undertake.
 - The measurement procedures 🧐
 - The sampling strategy
 - The frame of analysis and the time frame
 - Step III-constructing an instrument for data collection
 - How you are going to collect data.

THE RESEARCH PROCESS: AN EIGHT STEP MODEL *Contd..*

- Step IV-selecting a sample
- Step V- writing a research proposal
 - Having done all the preparatory work, the next step is to put everything together.
- Phase III-Conducting a research study
 - Step VI-collecting data
 - Step VII-processing and displaying data
 - Today computers are used to analyze data.


😊 😊 😊 😊

THE RESEARCH PROCESS: AN EIGHT STEP MODEL *Contd..*

- Step VIII-writing a research report
 - Writing the report is the last and for many, the most difficult step of the research process.



REVIEWING THE LITERATURE

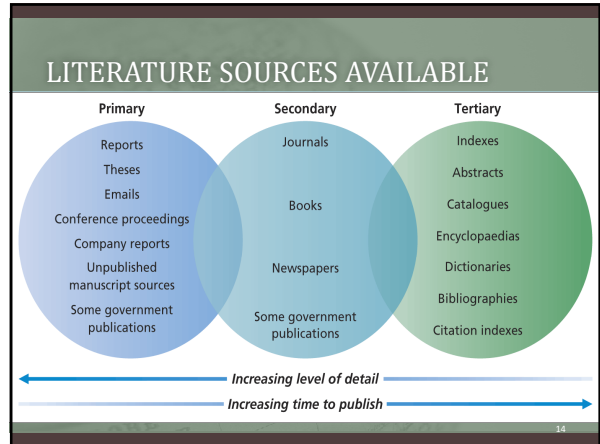


LITERATURE REVIEW

- One of the essential tasks when you undertake in a research study.
- When you conduct your research study, your tutors, or research supervisors will advise you to, *review the literature, write a literature review, or critically review the literature.*
- Reviewing the literature can be time consuming, daunting, and frustrating, but also *rewarding.*
- The purpose of your literature review will depend on your *approach* you are intending to use in your research.

Early Literature Review Should be Search for Different Argument for Same Phenomena

The diagram shows two scenarios for literature review. The top scenario, labeled 'Good LR', shows a tangled ball of multi-colored yarn on the left, which is transformed via a green arrow into several distinct, sorted skeins of yarn in different colors (orange, pink, blue, yellow) on the right. The bottom scenario, labeled 'Bad LR', shows two neat blue balls of yarn on the left, which are transformed via a green arrow into several neat blue balls of yarn on the right. The text 'from Dr C.N.Wickramasinghe' is at the bottom left, and the number '13' is at the bottom right.



LITERATURE SOURCES AVAILABLE *Cont'd*

- **Primary literature:** sources are the first occurrence of a piece of work. They include published and unpublished manuscript sources such as letters, memos, and committee minutes, etc.
- **Secondary sources** are the subsequent publications of primary literature.
- **Tertiary sources**, also called 'search tools' are designed either to help to locate primary and secondary literature or to introduce a topic.

The number '15' is at the bottom right.

SECONDARY LITERATURE SOURCES

- **Journals** are also known as 'periodical' 'serials' and 'magazines' and are published on a regular basis. Journals are a vital literature source for any research. They are well covered by tertiary literature, and good selection can be accessed from most university libraries (printed or online) 😊 😊
- Refereed academic journals and indexed journals. 😊
- professional journals: are produced for their members by organizations such as the Chartered Institute of Personal and Development. 😊

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THEORETICAL AND CONCEPTUAL FRAMEWORKS FOR RESEARCH

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DEVELOPING A THEORETICAL FRAMEWORK

- As you started reviewing the literature you will soon discover that the problem you wish to investigate has its roots in a number of theories that have been developed from different perspectives. 😊

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DEVELOPING A THEORETICAL FRAMEWORK - MY EXPERIENCE

- Krueger and Brazeal's Entrepreneurial Potential Model (EPM)

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graph LR
    A[Perceived Desirability  
(Social norms, Attitude)] --> C[Credibility]
    B[Perceived Feasibility  
(Self-efficacy)] --> C
    C --> D[Potential]
    E[Propensity To Act] --> D
    F[Precipitating Event] --> D
    D --> G[Intentions]
  
```

DEVELOPING A CONCEPTUAL FRAMEWORK

- The theoretical framework consists of the theories or issues in which your study is embedded, the conceptual framework describes the aspects you selected from the theoretical framework to become the basis of your inquiry.

DEVELOPING A CONCEPTUAL FRAMEWORK - MY EXPERIENCE

☐ Critical constructs considered in this investigation

Elaboration based on Krueger and Brazeal (1994:95)

REFERENCES..

- Kumar, R 2011, *Research Methodology: A Step by Step Guide for Beginners*, 3rd edn, Sage Publications.
- Sekaran, U & Bougie, R 2009, *Research Methods for Business: A Skill Building Approach*, 5th edn, John Wiley & Sons.