

# PR 1 REVIEWER

KIM

11- St. John of the Cross

Jeremiah 29:11

## LI: Introduction to Research

### Research

**Aristotle**, (384-322 BC). The word research is derived from the Middle French "**recherche**" which means "to go about seeking", the term itself being derived from the Old French term "**recherche**" a compound word from "**re-**" + "**cherchier**", or "**sercher**", meaning 'search'.

Research is a **systematic investigation** Establish facts, solve new or existing problems, prove new ideas, or develop new theories. It is a quest for knowledge through diligent study and search.

### Core Purpose of Research

- *To discover new knowledge.*
- *To answer a specific question.*
- *To solve practical problems.*
- *To describe or explain a phenomenon.*
- *To interpret and revise existing theories or knowledge.*

### Key Characteristics of a Good Research

#### Systematic

Follows a logical, sequential plan or procedure.

#### Empirical

Based on direct experience or observation (measurable evidence ).

#### Logical

Guided by the rules of sound reasoning And inference.

#### Replicable

The research and process and findings can be verified by repeating the study.

#### Cyclical

Research often leads to new questions, starting the process again.

#### Critical

Careful and precise judgment is applied at all times.

### The Research Process

- *Thinking of a research topic*
- *Research problem/question*
- *Reviewing literature*
- *Designing the study*
- *Collecting Data*
- *Analyzing Data*
- *Interpreting and Reporting Findings*

### Ethics in Writing a Research

#### Informed Consent

Participants must willingly agree to participate after being fully informed of the study's nature, risks, and benefits.

#### Confidentiality / Anonymity

Protecting the identity and private information of participants.

#### Non-maleficence

Ensuring the research does not cause harm (physical, psychological, or social) to participants.

#### Integrity

Reporting results honestly and without fabrication or falsification of data.

#### Plagiarism

Never presenting someone else's work or ideas as your own. Proper citation is essential.

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## Difference between QL and QN

### GOAL

#### Qualitative Methods

To explore and understand experiences, meanings, and perspectives.

#### Quantitative Methods

To measure and test relationships, to generalize findings.

### TYPE OF DATA

#### Qualitative Methods

Words, stories, observations, and detailed descriptions.

#### Quantitative Methods

Numbers, statistics, charts, and graphs.

### INSTRUMENTS

#### Qualitative Methods

Interviews, focus groups, case studies, and ethnography (fieldwork).

#### Quantitative Methods

Experiments, surveys (with closed-ended questions), and structured observations.

### ANALYSIS

#### Qualitative Methods

The matic analysis to identify patterns, categories, and interpretations.

#### Quantitative Mehods

Statistical analysis to find significance, correlations, or differences.

### KEY QUESTIONS

#### Qualitative Methods

“Why?” or “What is the experience like?”

#### Quantitative Methods

“How much?” or “How often?”

## Examples of Qualitative Methods

In-depth interviews with 10 students to understand their motivations and challenges regarding study habits.

The Meaning of 'Success': A Phenomenological Study of Senior Executives in Non-Profit Organizations.

Exploring the Lived Experiences of First-Generation College Students Navigating University Life.

How Social Media Influencers Construct and Maintain Authenticity: An Ethnographic Analysis.

## Examples of Quantitative Methods

A survey of 100 students to measure the average number of hours they study per week.

A Correlational Study between Hours of Sleep and Job Satisfaction among Registered Nurses in Metropolitan Hospitals.

The Impact of Blended Learning Models on the Academic Achievement Scores of High School Mathematics Students.

Comparative Analysis of Financial Literacy Levels between Urban and Rural Small Business Owners.

## Kinds of Research

### Descriptive Research

**GOAL:** To describe the characteristics of a population or phenomenon being studied.

**EXAMPLE:** A study describing the demographics ( age, gender, income ) of voters in a region.

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## Correlational Research

**GOAL:** To establish the relationship or association between two or more variables.

**EXAMPLE:** Studying the relationship between hours of sleep and test scores.

## Casual / Experimental Research

**GOAL:** To establish a cause-and-effect relationship. The researcher actively manipulates one variable ( independent variable ) to see the effect on another ( dependent variable ).

**EXAMPLE:** Testing if a new medication ( cause ) reduces symptoms ( effect ).

## Basic ( Fundamental / Pure Research )

**GOAL:** To expand knowledge for its own sake, without immediate practical application.

**EXAMPLE:** Research into the fundamental structure of DNA.

## Applied Research

**GOAL:** To solve a specific, practical problem or to create a new product/method.

**EXAMPLE:** Researching a more efficient way to treat a specific disease or a better marketing strategy.

## Action Research

**GOAL:** To solve an immediate problem in a local setting, often involving practitioners ( e.g., teachers, managers ) studying their own practice.

**EXAMPLE:** A teacher studying their classroom methods to improve student engagement.

## Qualitative Research

- experience
- meaning
- perspective
- interview
- fieldwork
- thematic
- observation
- case study
- ethnograph
- perception
- 1 variable

## Quantitative Research

- measure
- test
- relationship
- survey
- impact
- relation
- cause - effect
- efficiency
- predicting
- compare
- 2 or more variables

## L2: Qualitative Research

### Qualitative Research

**Qualitative research** is an approach that primarily seeks to understand social and human problems by building a holistic, complex picture, often framed in a natural setting.

### Key Characteristics

#### Natural Setting

Data is collected in the environment where the problem naturally occurs (e.g., in a school, a community center, or a participant's home).

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## Researcher as Key Instrument

The researcher is actively involved in data collection (e.g., conducting interviews, observing behavior). The researcher's interpretation is central.

## Multiple Sources of Data

Data is gathered from various sources (interviews, documents, field notes, photos) and then synthesized.

## Inductive Reasoning

The researcher builds patterns, categories, and theories from the "bottom-up"-starting with specific observations and moving toward broader generalizations.

## Emergent Design

The research plan (questions, methods) can change and evolve as the researcher gains deeper insight into the field.

## Holistic Account

The final report attempts to present the complexity of the research problem, painting a picture of the whole context.

## Kinds of Qualitative Research

### Ethnography

To understand an entire culture or social group from the perspective of its members.

Shared patterns of behavior, beliefs, and language within a group that shape its identity.

It is unique due to its deep, long-term immersion in a specific cultural setting to produce a comprehensive cultural portrait.

## Ethnography (Examples)

- "The Digital Nomads of Chiang Mai: An Ethnographic Study of Transnational Work Culture and Community Formation."
- "Rhythms of the Assembly Line: An Ethnography of Communication and Solidarity Among Automotive Factory Workers."
- "The Unwritten Rules of the Street: An Ethnographic Analysis of Social Navigation and Code-Switching in Urban Youth Gangs."

## Phenomenology

To describe and interpret the essence of lived experiences concerning a particular phenomenon.

The experience of several individuals, focusing on what they have in common.

Focuses intensely on subjective consciousness and the structure of an experience.

## Phenomenology (Examples)

- "The Experience of Loss: A Phenomenological Study of Grief and Resilience Among Parents Who Have Lost a Child to Cancer."
- "Navigating the Unexpected: Exploring the Lived Experience of First-Generation College Students in Elite Universities."
- "A Quiet Transformation: A Phenomenological Investigation into the Spiritual Experience of Long-Term Vipassanā Meditation Practitioners."

## Grounded Theory

To systematically generate a theory that is “grounded” in the data collected in the field.

It is distinct because its end product is a substantive theory, rather than a cultural description or an essential experience description.

### Grounded Theory (Examples)

- “Developing a Model of Collaborative Governance: A Grounded Theory Study of Multi-Stakeholder Partnerships in Climate Change Mitigation.”
- “The Process of Re-Entry: A Grounded Theory of Identity Reconstruction and Social Integration Among Formerly Incarcerated Women.”
- “From Crisis to Commitment: A Grounded Theory of How Mid-Career Professionals Decide to Switch to Non-Profit Work.”

## Case Study

To conduct an intensive description and analysis of a single, bounded case or multiple related cases.

A deep dive into a specific entity—which could be an individual, a group, an organization, an event, or a program—to understand its complexity.

### Case Study (Examples)

- “The Transformation of Lincoln High School: A Case Study of Collaborative Leadership and Successful Curriculum Reform.” (Instrumental Case Study)
- “A Deep Dive into Disaster: An Intrinsic Case Study of Organizational Response Following the 2024 Philippine Volcano Eruption.”

- “The Journey of an Educator: A Single-Case Study of a Veteran Teacher’s Adaptation to Remote Learning Technology.”

## Narrative Research

To explore the life of an individual or small group by asking them to tell their stories and then restorying them into a chronological narrative.

It examines how individuals make sense of their lives through their personal stories and experiences.

### Narrative Research (Examples)

- “Weaving a New Life: A Narrative Inquiry into the Post-Migration Stories of Three Syrian Refugee Families in Canada.”
- “The Architect of Change: A Narrative Study of Dr. Eleanor Vance’s Career and Legacy in Public Health Policy.”
- “Echoes of the Battlefield: A Narrative Analysis of Veteran Identity as Told by Three Vietnam War Medics.”