Chapter 10
Research Conceptualization

Oyesoji Amos Aremu
University of Ibadan, Nigeria

ABSTRACT

This chapter discusses the import of research conceptualization, documentation, and communication. The intent is to clinically exposit the importance of research and its processes, to underscore the philosophy of research and its relevance to science, and to make research and its processes a better tool in the hands of researchers. Orchestrating this, the chapter clinically exposits the following sub-headings: research conceptualization, objective research, motivation in research, forms and types of research, exploratory research, descriptive research, qualitative research, quantitative, criteria of a good research method, methodological and theoretical robustness of research, research method and its methodology, and justification for the choice of research method. The chapter, therefore, may make a significant contribution to the field of research. Arguably, the essence is to make research methodology more apt and educative.

INTRODUCTION

Research is a scientific language through which scholars express reports. It is the major expression through which scientific knowledge is conceptualized, documented and communicated. Research is therefore basically a language that is highly objective and scientific. Its process requires deep thinking and processes to ensure a rational end-product. The importance of research is underscored in Biblical account of creation when God through His methodological mindset launched into the void nature of the world and systematically brought out the best in the planet called the world within a six-day period for the benefit of mankind (Genesis 1: 1- 26). This reference to

historical account of creation as demonstrated by the Divine Methodology attests to the fact that research is not only a serious venture, its methodology should also be methodical, logical, straightforward and referenced. Kerlinger and Lee (2000) alluded to the above by asserting that scholars must know and understand research language for problem-solving. The fulcrum of research knowledge, therefore, underscores the need to synergize common sense and science for the simple reason of stating facts objectively, inductively and deductively depending on one's methodological approach.

The account professed above brings about two phenomena: wisdom and science. These are not only required in research, they are the pivot upon which research processes are elucidated and communicated. A research venture that is not situated in wisdom and scientifically driven is a nullity and would also amount to a great error that the body of knowledge can be subjected to. Aptly, Cohen (1997) asserts that without some guiding ideas, scholars cannot put facts together, cannot determine what is relevant and what is irrelevant.

The foregoing sets the tone: A scientific documentation through which thought processes in research are documented. Without any prejudice, however, this would be within standardized knowledge of research basically because research and its processes are universal.

RESEARCH CONCEPTUALIZATION

The onset of this paper requires a working definition of research. Generally and on the face value, research can be easily defined. However, scholars differ on definitions of research. This is expected given the universality of research. Every discipline conducts research. Kerlinger and Lee (2000) define research as scientific, systematic, controlled, empirical, amoral, public, and critical investigation of natural phenomenon. This definition, in itself, would require further enquiry into the terms used. Even at that, research truly involves what Kerlinger and Lee asserted. The process of planning and carrying out a research is a universal requirement for all researchers. All scientists have their own particular view of the purpose of research, but essentially, research is carried out in order to firstly describe, then explain and ultimately predict, with each of these reflecting a progressively more sophisticated application (McQueen & Knussen, 2006). Deductively, research conceptualization means that researchers who are supposed to be scientifically minded should have a focus of what is intended.

The usual way we approach the world is flawed, subjective and judgmental (and, indeed, very human). It may get us by on a day-to-day basis, but it is not an approach designed to accurately describe, explain or predict. To be able to do this, there is a

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