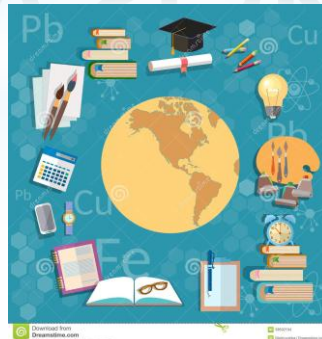




Research Realities: Implications to University Stakeholders



Dr. Cristie Ann Jaca-Delfin

Dr. Felino B. Javines Jr.

- Why is research important?
- How do we prepare for it?
- How do we get the most out of it?



Presentation Outline

- *To become aware of the importance of research in university setting;
- *To identify research skills that improve one's research capability; and
- *To make an outline of a possible research proposal.



Presentation Outcomes

- * Many want to do research but is afraid to start.
- * Many want to do research but needs a lot of time.
- * Many want to do research but wants to have a mentor.
- * Many want to do research but are wanting support. (funding, de-loading, scholarship)

* Research Realities

- * University teachers are required to do research.
- * Universities are expected to do produce a number of researches.
- * Universities need to maintain their status through research and publication.

* Research Realities

*Why is important?

RESEARCH

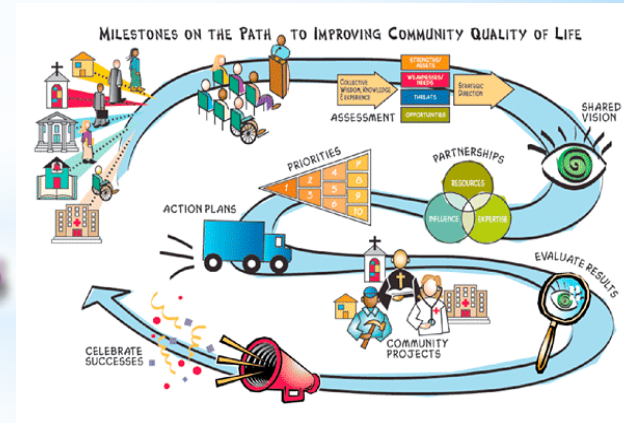
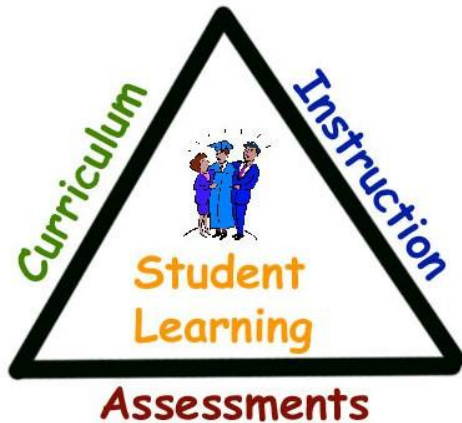


UNIVERSITY

CURRICULUM and
INSTRUCTION

RESEARCH and
PUBLICATION

COMMUNITY
EXTENSION



***Research is important
because it makes us**
... ask relevant questions
... read reliable materials
... validate information
... synthesize facts & figures

*How do we do **RESEARCH** ?



1. Identification of Research Problem
2. Formulation of Research Problem and Objectives
3. Development of Theoretical Background
4. Designing the Research Methodology
5. Collection, Analysis and Interpretation of Data
6. Presentation of Conclusion & Recommendations
7. Taking Course of Action



Research Problem

"How can organizations today (brands) **engage** the target audience **effectively**?"



The Research Process



*We do



by ...

- ... communicating
- ... collaborating
- ... thinking critically
- ... creating possibilities



Communication

Collaboration

Critical Thinking

Creativity

Skills of an Effective Researcher



***We make the most of our research by . . .**

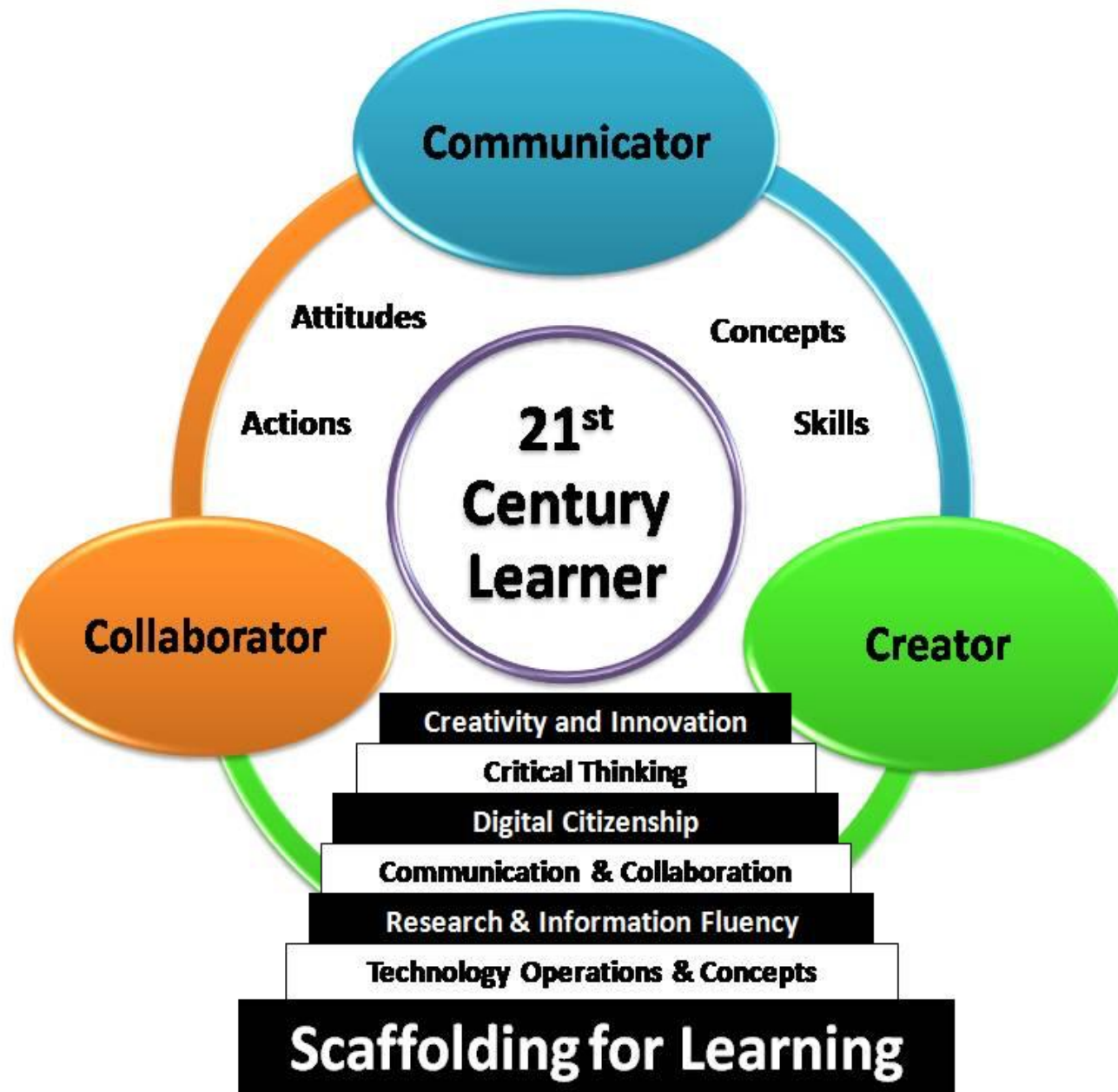
- applying to improve something
- presenting in conferences
- publishing in journals
- organizing international conferences

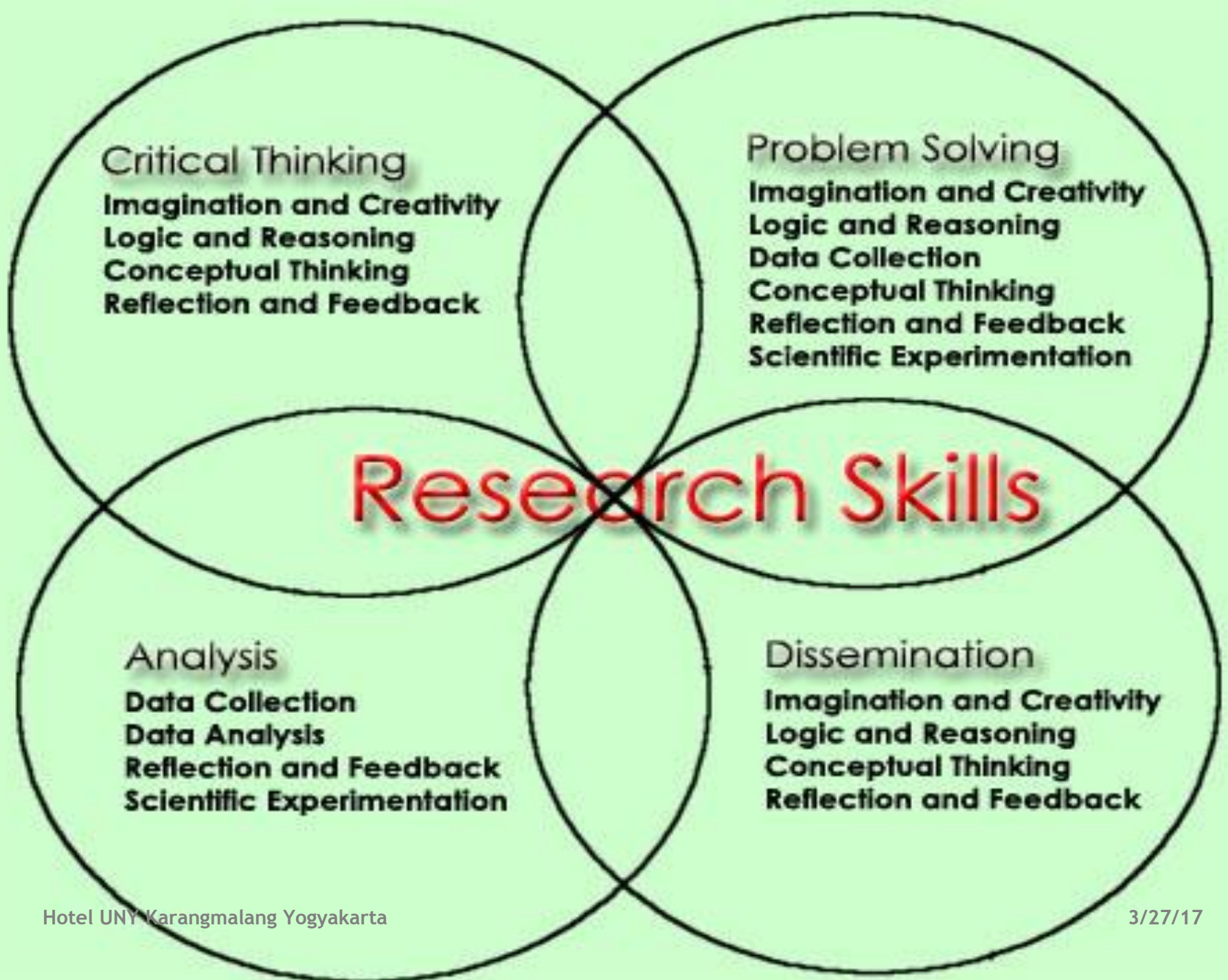
Topic idea: media bias

Research question: How does mainstream news reporting maintain objectivity?

Thesis statement: Mainstream news organizations such as Fox News present news that favors the Republican Party.

*Let's Do Research!





- * Make a Research Development Plan
 - * Timeline
 - * Pool of Experts
 - * Invite Consultant-Researchers
- * Organize a Research Capability Workshop
 - * Classify teacher-researchers based on qualification, expertise and experience
- * Create Research Proposals
 - * Research Proposal Writing Workshop
 - * Team Research
 - * Mentoring Sessions



* **How should we start?**

- * What is my research profile?
 - * Academic qualification
 - * Teaching experience
 - * Training experience
 - * No. of researches conducted
- * What kind of research do I want to do?
 - * Research Capabilities
 - * Research Experience
 - * Research Mentor/s

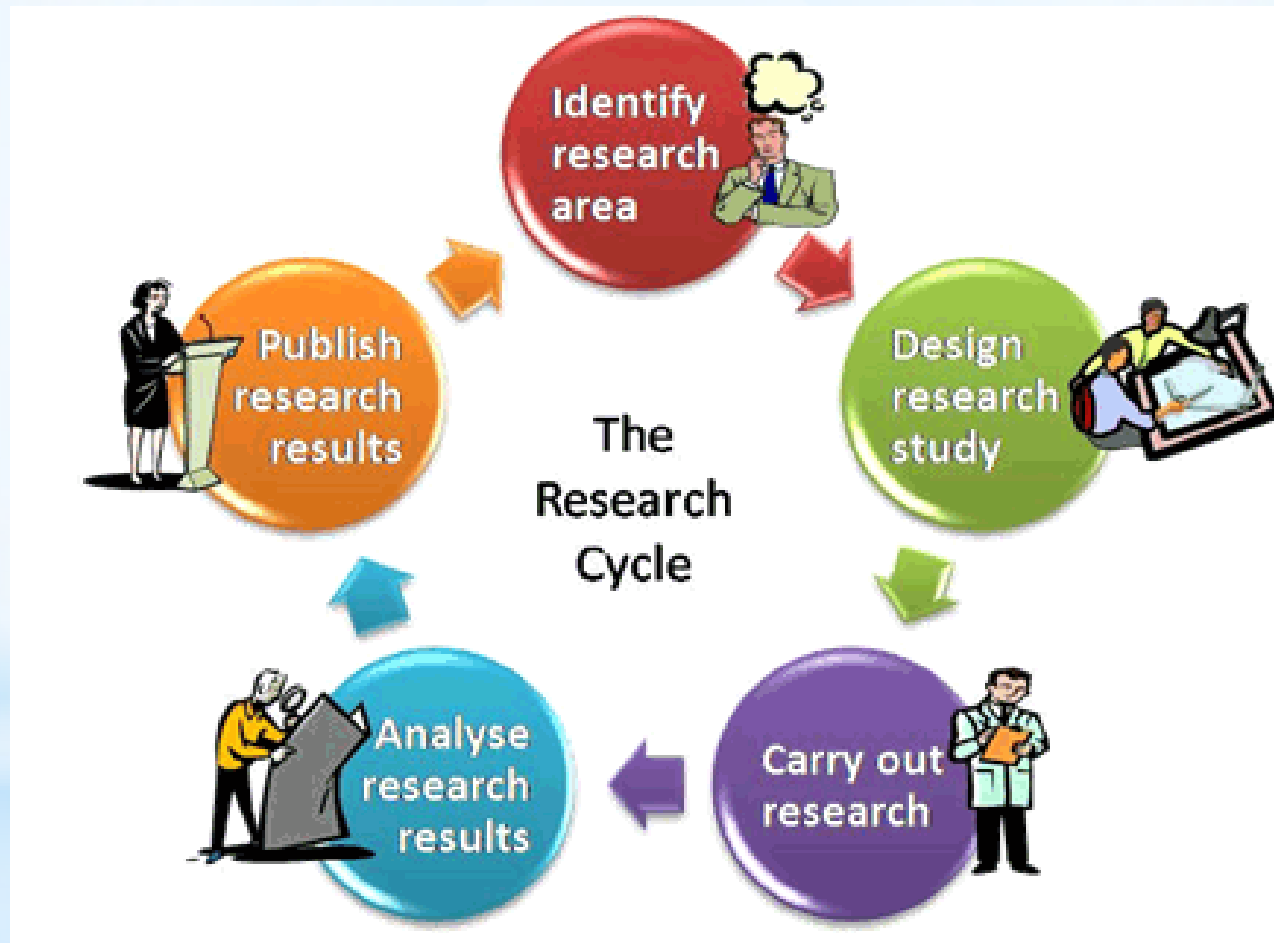


* Needs Analysis

* <file:///localhost/Users/cristieannjacadelfin/Desktop/WorkshopMaterial.docx>

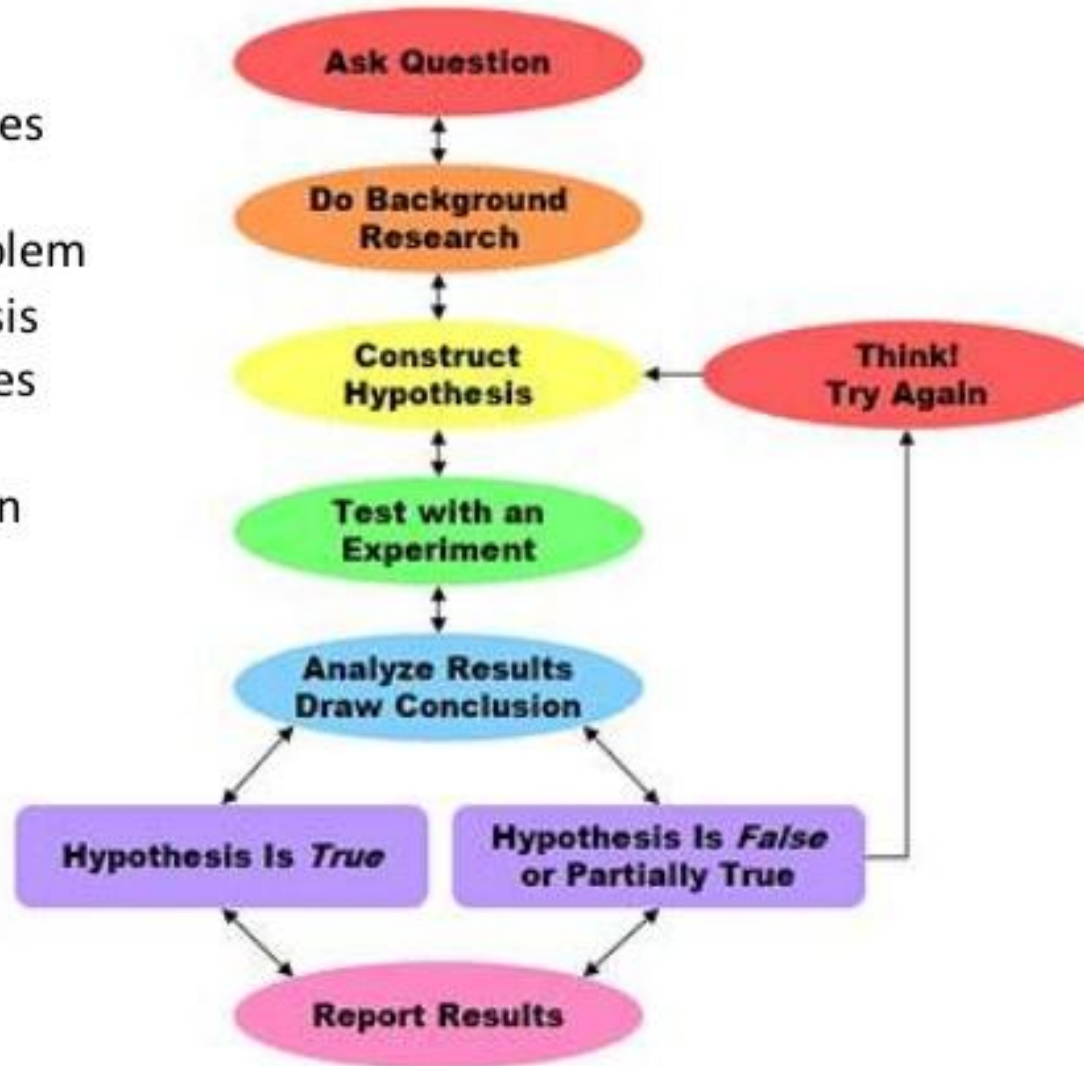
* Workshop Material

*Workshop Proper



Research Process

- The Research Problem
- Formulation of Research Objectives
- Review of Related Literature
- Delimitation of the Research Problem
- Formulation of Testable Hypothesis
- Identification of Research Variables
- Construction of Research Design
- Designing Tools for Data Collection
- Designing Plan for Data Analysis
- Collection of Data
- Data Processing
- Data Analysis and Interpretation
- Drawing Conclusions and Recommendations
- Writing of Research Report
- Reporting of Research Findings



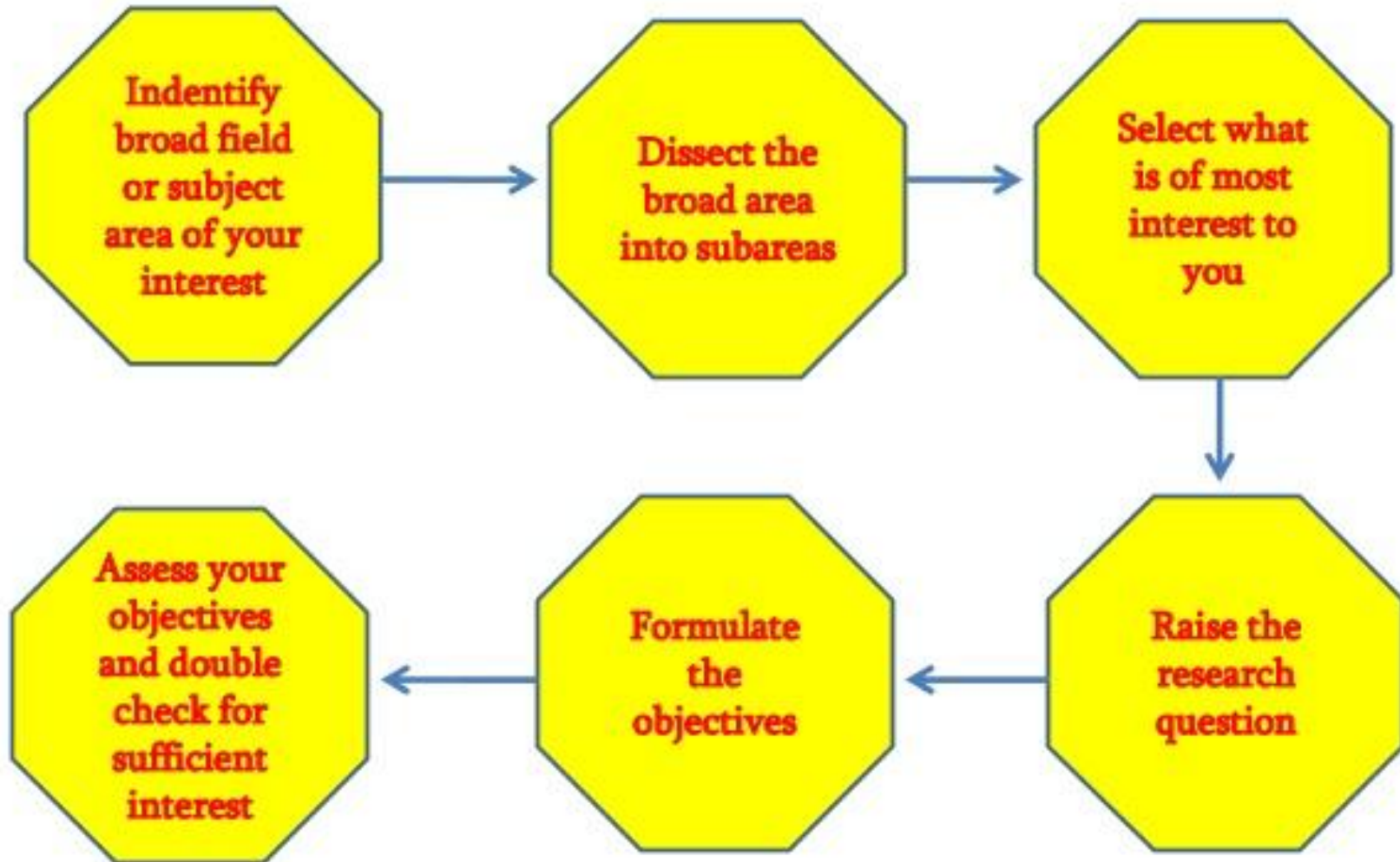


*Workshop

INTRODUCTION

- A research problem is a question that researcher wants to answer or a problem that a researcher wants to solve
- Identification & formulation of a research problem is the first step of the research process.
- Selection of research problem depends on several factors such as researcher's knowledge, skills, interest, expertise, motivation & creativity with respect to the subject of inquiry.
- It is believed that most of the good research studies need lots of time for selection of a research problem.

Steps in formulation of a research problem



Thank you for listening! ☺

