



天津大学
Tianjin University

管理与经济学部

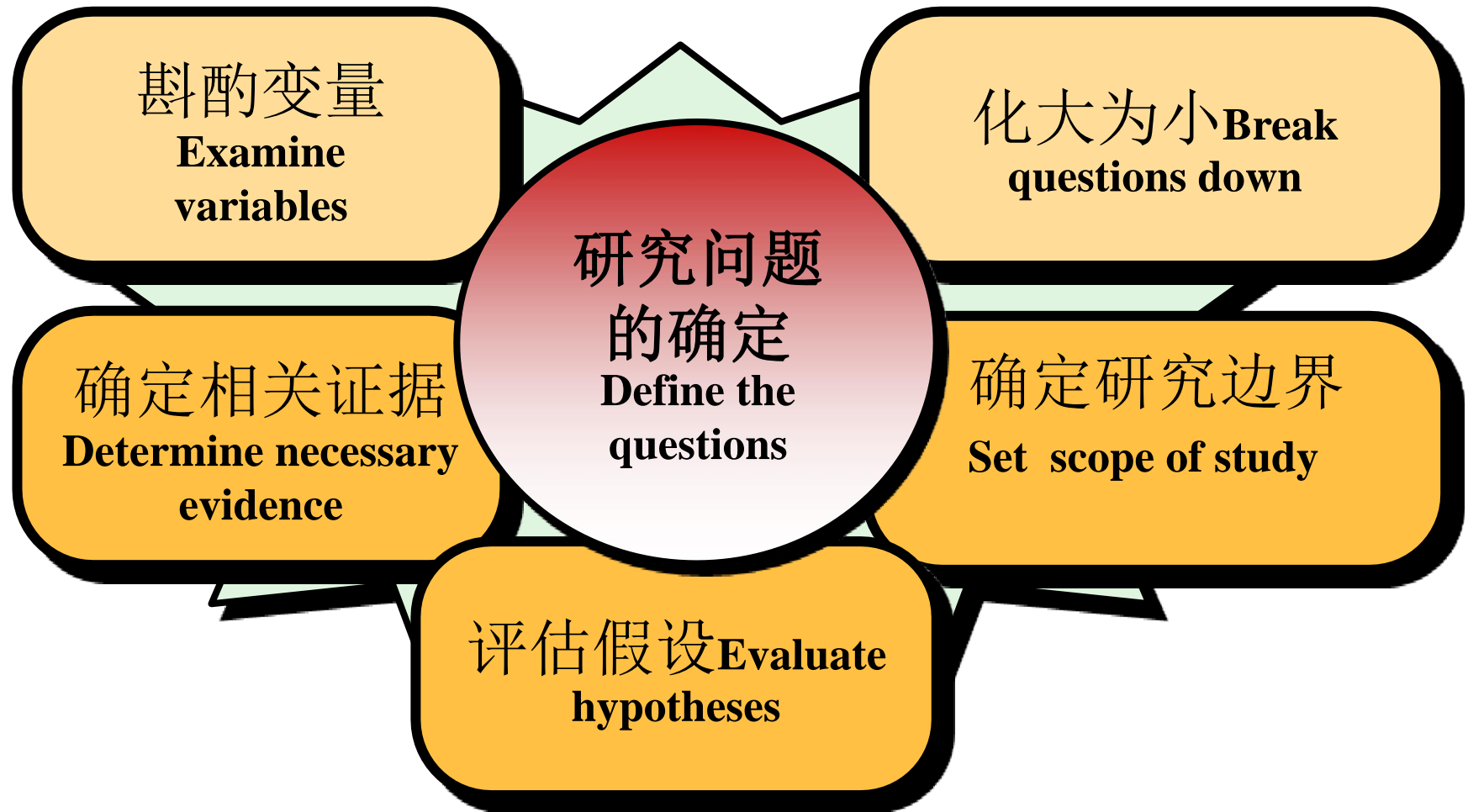
College of Management and Economics



研究问题和理论 (Research Question and Theory)



The Research Question



Techniques for narrowing a topic into a research question



- 回顾文献 Examine the literature
- 与他人进行思想交流 discuss ideas with others
- 应用到特定情境 Apply to a specific context
- 明确研究的目的和期望的结果 make research aim and outcome clear.

A good research questions



- 清晰 Clear
- 聚焦 Focused
- 简明 Concise
- 复杂/复合
Complex
- 可论证 Arguable

Examples of Poor Research Questions



阅读是件好事么？ Is reading a good thing?

- **非实证可测、不科学的问题** Not empirically testable, “nonscientific” questions

性别和年龄 gender and aging

- **宽泛主题，非可研究问题** General topics, not researchable questions

满意和信任 Satisfaction and trust

- **变量罗列，非问题** Set of variables, not questions

什么能阻止校园霸凌行为 What can be done to prevent bullying in the campus?

家庭收入如何影响大学生？ How does family income affect university students?

- **太模糊、不明确** Too vague, ambiguous

在低收入地区的年轻人经历了哪些其它人没有经历的问题 What problems do young people who grow up in low-income settings experience that others do not?

- **需进一步细化** Need to be more specific

Examples of Good Research Questions



探索性问题 Exploratory questions

- 大学的图书馆服务如何影响大学的研究绩效?
- How does the library services of the university influence research performance?

描述性问题 Descriptive questions

- 在低收入家庭成长的学生比来自中收入家庭的学生是否更可能在适应大学学习时面临困难?

Do students raised in low-income households more likely have difficulties adjusting to university studies than students who come from middle income households?

解释性问题 Explanatory Questions

- 在数据库使用上获得了指导的学生是否获得课程高分?
- Do students who have received instruction in how to use database achieve higher grades in course?

Test



- Why is smoking harmful? **Too Unclear**
- What is the effect on the environment from global warming? **Unfocused**
- Is e-game an interesting thing? **Not empirically testable**
- How are job design influence employee job performance **Good**
- What can be done to improve sales in Chinese market? **Vague, ambiguous**
- Do men or women score higher on the graduate record exam? **Good**
- How do government policies affect IT firms? **Vague, ambiguous**
- How do employees at X Corporation feel about compensation, benefits, and recognition programs based on their experiences within the organization and how does this influence their level of job satisfaction in their work roles and commitment to the company and, possibly, their productivity? **Too broad**

Test



- How is guanxi orientation affecting performance rating in Chinese firm? **Good**
- Is there a relationship between reward and job satisfaction? **Good**
- What percentage of participants in this study are women? **Good**
- How do people feel? **Vague, ambiguous**
- What is the clients' degree of satisfaction with the services provided by the Social Service Agency? **Good**
- What are the factors that contribute to employee job satisfaction at Chinese **Vague, ambiguous**
- What candidate are California voters most likely to support for president? **Good**

Example



■ 管理问题 *management problems*

- 近几年，某校大学生普遍反映就业难
- 为什么？ 我们如何解决？



■ 研究问题 *Research Problems*

- 哪些经济和社会因素导致大学生就业难？
- 哪些大学相关因素影响大学生就业？
- 哪些措施可提升大学生就业率？



■ 研究目标 *Research Objectives*

- 明确影响大学生就业的社会经济因素
- 明确影响大学生就业的大学因素
- 提出大学在提高大学生就业率方面的改进建议

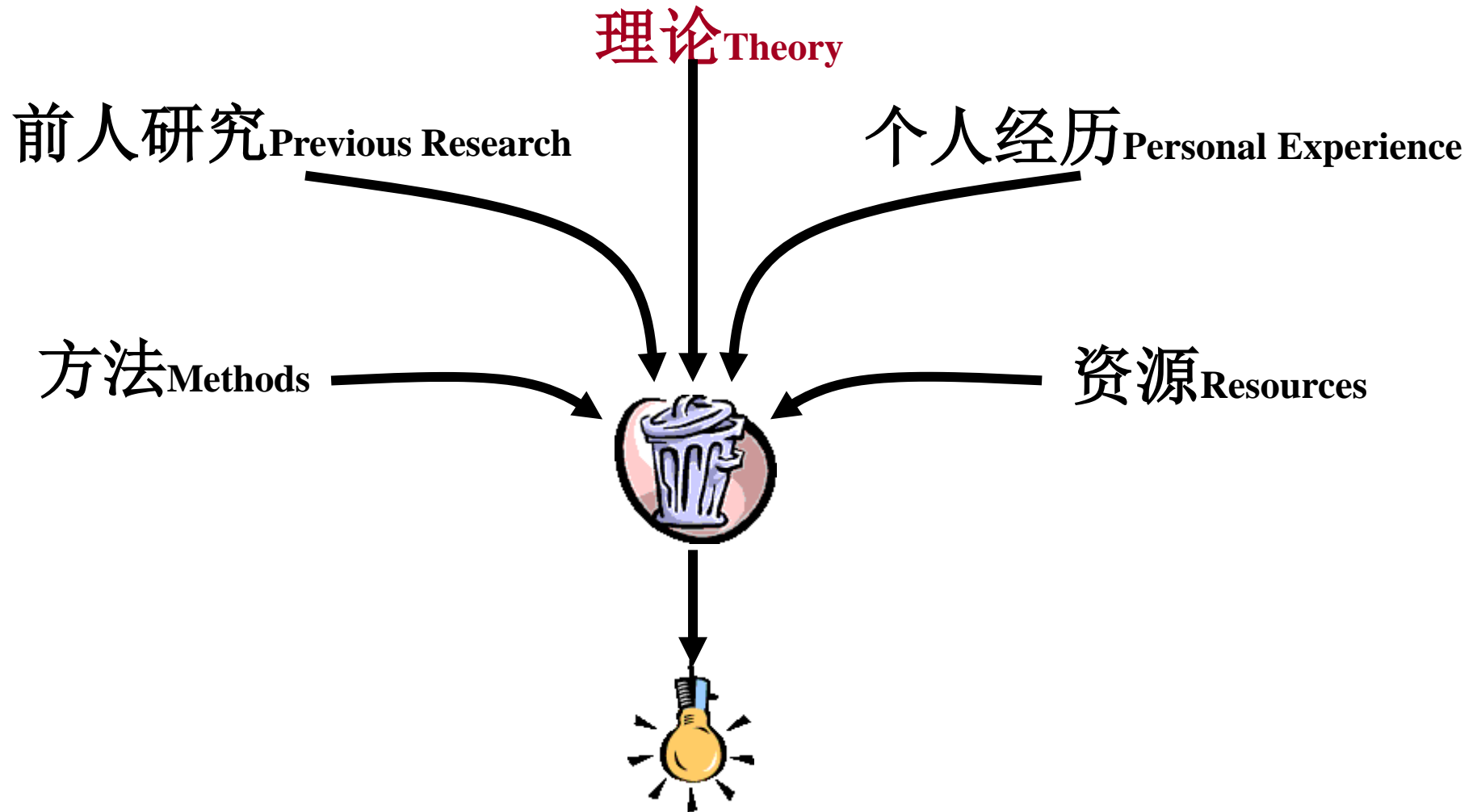
Research Process2-- *Hypotheses Formulation*



■ Step 2: 假设设立Hypotheses Formulation

- 假设是对问题的回答Hypotheses are answers to problem statements.
- 定性研究可以被用来提供假设Qualitative research can be used to provide hypotheses.
- 好假设的特点 Characteristics of a good hypothesis:
 - 推测的形式 It is in a conjecture form.
 - 确定两个或多个构念的关系 It specifies relations between two or more constructs.
 - 可验证的It implies testability.

Sources of Research Projects





什么是理论-概念化视角 **Conceptual Perspectives**

■理论是对复杂、难预知的现象提供一个因果解释，如认知问题和实践问题 Theory provides causal explanation about phenomena that are perplexing or enigmatic to the human observer; i.e., a cognitive problem, a practical problem

✓在自然世界中，理论对那些需要新的或更好解释的物理现象或自然情形提供一个因果关系的思考 In the natural world, theory sheds causative light on physical occurrences or natural states that require new or greater understanding

✓在人类事务中，理论对那些需要新的或更好解释的心理和行为事件提供思考 In human affairs, a theory sheds light on psychological and behavioral events that require new or greater understanding



一系列用来解释和预测现象的系统关联的概念、定义和推理

A set of systematically interrelated concepts, definitions, and propositions that are advanced to explain and predict phenomena (facts).

(from Cooper and Schinder, 2008)

两个或多个概念或构念间的关系

A relationship between two (or more) concepts or constructs

Utility of Theory



- 指导想法和行为 guide thought and action
- 明确个人对新想法的接受能力 determine personal receptivity to new ideas
- 为冲突或合作提供基础 provide the fodder for conflict or collaboration
- 是变革和创新的基础 are fundamental to change and innovation
- 组织和发展新概念 organizing and developing new conceptions
- 对旧观点的回顾性检测 retrospective examination of old perspectives
- 整合新旧概念从而创造新的理论框架 combining old and new conceptions to build new theoretical frameworks for understanding

Sources of Theory



- 实践 Practice
- 研究发现 Research findings
- 其它学科的思想/理论—perspective or theory - from other fields

Good Theory



- 解释力 Explanatory Power
- 预测力 Predictive Power
- 组织归纳力 Organizing power
- 启发性 Heuristic provocativeness
- 结构简约性 Parsimony
- 证伪性 Falsifiability
- 内部一致性 Internal consistency

What theory is not



- 参考资料 References
- 数据 Data
- 变量或构念罗列 Lists of Variables or Constructs
- 图表 Diagrams
- 假设 Hypotheses (Predictions)
- 类型 Typologies
- 隐喻 Metaphors

课堂训练

- 1. 该论文的研究问题是什么？
- 2. 该论文如何引出研究问题？
- 3. 该论文的自变量、因变量、中介变量、调节变量是什么？请画出研究模型图？



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