

Practical Research 1

Second Semester

Third Quarter-Module 5
Kinds of Research Across Fields



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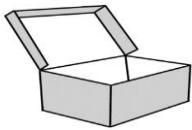
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What I Need to Know

Hello Grade 11 learners! In this module for the 1st grading period, you will learn how to:

Provide examples of research in areas of interest

You can say that you have understood the lesson in this module if you can already:

1. Compare and contrast the different qualitative research methods;
2. Distinguish the steps in conducting qualitative research methods;
3. Give examples of research topic in area of interest; and
4. Propose a topic for research based on area of interest.



What I Know

Before you proceed to the different activities inside the module, answer first the short pre-assessment activity below to find out what you know about the topic on the kinds of research across fields.

Answer the questions below to the best you can by writing a paragraph containing at least 50 words.

1. If you are to conduct a study, what topic are you going to research about?
2. What is your area of interest?
3. Does the topic you choose belongs to your area of interest? Why?

Lesson 1

Kinds of Research Across Fields



What's In

The last module that you studied tackled the lesson on the difference between quantitative and qualitative research. It is of gladness that I tell you that you were really doing great in studying the lessons presented to you and in doing your varied tasks.

Please accept my warmest appreciation on your achievements, dear learner! It is with great positivity that I present to you your next lesson which you know is very important as you continue with your quest for knowledge and in preparing you in the near future. But before we proceed, please do the task below as directed.



In the last module, you were assigned to watch a video using the link <https://www.youtube.com/watch?v=IsAUNs-IoSQ>. Part of your task was for you to get key points from the video you watched and share these information. What important information did you get?

A. In a paragraph or two containing at least 100 words, summarized and share the valuable information you got from the video you watched.

B. In your own understanding, identify the field in which the topic is conducted. Write the area/field on the space provided before topic.

- _____ 1. Vaccine on Covid-19 virus
- _____ 2. Academic performance in Practical Research 1
- _____ 3. Consumer preference on gadgets
- _____ 4. Constituents' approval on Marikina Mayor Marcy Teodoro's programs and actions towards Covid-19 pandemic
- _____ 5. Effects of Mobile Legend on the health of the youths

Kudos, dear learner! With the kind of behaviour and performance you are showing, I know that the lessons in this module will be interesting to you. Furthermore, I know that with the positive attitude that you have, all the tasks that you will be doing before the end of the lessons will be done properly and correctly.

So, what is in store for you? In this module, you are going to learn about the kinds of research across fields. Learning the different kinds of research in various fields will help you identify the topic and area of your interest when you are to begin doing your own study.



What's New

A. Before Reading Activity

At your age now, you already know your likes and dislikes, am I right? What do you like to do? What are the things that you think you are good at? What are the things that you do not like? What interests you the most?

B. During Reading Activity

Let us read the text about Carl Angelo below.

Carl Angelo dreams of becoming an auto-mechanic. This is because during his childhood days in Tacloban, he used to work in an auto shop.

His senior high school adviser told him to take other courses in college which he said is more apt for him. Angelo is very good in repairing broken mechanical parts. Not only that, he is also very good at cooking.

He is confused on what course to enrol at the Marikina Polytechnic College once he graduated from school. He really wants to become an automobile mechanic and put up a shop someday. But his classmates, friends, family and teacher say that it is better if he gets a diploma in Food and Service Management and work abroad someday.



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C. After Reading Activity

Let us analyze what you have read. Answer the following questions in your own words:

1. In what areas Carl Angelo is said to be good at? _____
2. What course is he most interested about? Why? _____
3. What advise did he get from his teacher? Why? _____
4. If you were Carl Angelo, what course will you take in college? Why? _____



What is It

Dear learner, in the reading activity above, you were given the text about Carl Angelo. *What did you learn from it? If you were Carl Angelo, will you take the course that you like the most or follow the advice of his teacher? Why? Why not?*

My dear student, at this stage of your studies, you probably already knew that all the lessons that you study in your modules prepare you as future researcher in the field of your choice. It is with great importance that you know the kinds of research in different fields as this will help you get more ideas about the wonderful world of research. Also, knowing the kinds of research in different areas will lead you on what to study when the time comes that you start with your own research.

As a Grade 11 student-researcher, you are actually asked to focus on qualitative research. You are expected to come up with a study that is qualitative in nature.

Can you not make a study using other research methods? Can you not come up with a quantitative research?

You can actually have a study using the quantitative research method. But this research method is used and conducted in Grade 12.

Given the reason, this module will delve more on the qualitative research method.

Are you ready to take a new journey towards becoming a good researcher, dear learner? Well then, let us start.

By the way, do you still remember what qualitative research is? Can you tell me what it is?

To proceed:

According to www.researchconnections.org, qualitative research is concerned with understanding and interpreting another person's social world through accessing their lived experiences. It further says that there are three qualitative field



research methods and these focus on capturing lived experiences. These methods are: direct observation; participant observation; and qualitative interviews.

1. Direct Observation

What is direct observation? From the words itself, what do you think is the meaning of this term?

Experts say, my dear student, that direct observation has the following characteristics:

1. Data is gathered primarily through close visual inspection of a natural setting.
2. Rather than actively engaging members of a setting in conversations or interviews, the direct observer strives to be unobtrusive and detached from the setting.
3. It may be an initial approach to understanding a setting, a group of individuals, or forms of behavior prior to interacting with members or developing interview protocols.

Furthermore, they say that direct observation is not necessarily an alternative to other types of field research methods. It is more of a first step in the conduct of the qualitative study. *But what advantage do you get from using this research method? What about the disadvantage?*

Accordingly, this method is **advantageous** as *it offers contextual data on settings, interactions, or individual that are used in the research*. But on the other hand, it is also **disadvantageous** given the fact that *behaviors observed during direct observations may be unusual or atypical*.

Another thing, where do we use this method? To answer the question, let us discuss further.

Forms of data gathered from direct observation:

Based on the source used in this lesson, direct observation as a research method is *most appropriate to open public settings where anyone has a right to be*. It is discouraged to conduct direct observation in private or closed settings especially if there is no knowledge or consent of the respondents as this will raise ethical concerns.

Direct observation data are gathered through:

- Field notes – which is the principal form of direct observation and which detail behaviors, conversations, or settings as recorded by the researcher.
- Checklist or rating scale – a complementary or alternative approach also called structured protocols.
- Photographs or video



Given the above data gathering methods and you are going to use the direct observation research method, what will you use in getting your data? Why?

You are on the right track, dear learner! But before you decide on what data gathering method to use, let us first study how to conduct observations for research.

How to Conduct Observations for Research

According to *The Visual Communication Guy*, the following are the steps in conducting observation research given in full:

1. Identify Objectives

Determine what you want to observe and why.

Are looking to see how students respond to a new environment? How customers interact with employees? How bosses interact with subordinates?

When conducting observations, you are trying to learn habits, patterns, behaviors, reactions, and general information about people in a particular environment to better understand what they do and, hopefully eventually, why they do it (though observations alone often won't tell you the "why").

2. Establish Recording Method

To make observations most effective, it's important that you minimize or eliminate any disruptive or unfamiliar devices into the environment you wish to observe.

For example, it is often least effective to videorecord observations in situations where the people being observed know they are being filmed (but it's usually unethical to film without telling them).

Note-taking is the most common method, though in some public spaces you can take photographs, audio recordings, and other methods.

3. Develop Questions and Techniques

Determine whether you are conducting an informal or a formal observation (see explanations to the far right.)

Knowing your objective, determine if there are specific questions you have or if you are going in completely open-minded.

What you hope to learn will help you know what specifically to look for. Be prepared when entering an observation space by having a sound understanding of the type of information you are trying learn.

4. Observe and Take Notes

Visit the space you are hoping to get information from.



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Be as unobtrusive as possible, taking notes, photographs, audio, and film, only where it is allowed, you have permission, and it makes sense for the research without disrupting the environment.

If you are doing formal observations, will you need to code certain behaviors, actions, words, visuals, and other observed data.

5. Analyze Behaviors and Inferences

Separate the difference between what you observed (which are factual behaviors) and why what you observed happened.

Typically, to make some sense of your observed data, you will need to interview people in the environment you are observing, either during the observation itself, or afterwards.

Make connections between interactions, responses, behaviors, and other phenomena.

There you have it, my dear student! *Do you think you can now do direct observation? Is it clear to you now how to use this kind of research method?*

I am glad that about your positivity, dear learner. You always assure me with your behavior that you will really become a good researcher someday!

Let us now have the next research method.

2. Participant Observation

Dear learner, are you familiar with the Indigenous Peoples in our country? What indigenous tribe are you most interested about? What do you want to know about them?

The above questions my dear student, are vital to help you understand participation observation method. *But what is this method?*

This qualitative research method, according to experts, originally developed in the early 20th century by anthropologists researching native societies in developing countries. At present, it is used by researchers in studying a range of issues.

Participant observation, they say, *is a field research method whereby the researcher develops an understanding of the composition of a particular setting or society by taking part in the everyday routines and rituals alongside its members.*

It has become the principal research method used by ethnographers. **Ethnographers** are specialists within the fields of anthropology and sociology who focus on recording the details of social life occurring in a setting, community, or society. They often live among the members of the society for months or years, attempts to build trusting relationships so that he or she becomes part of the social setting. This



is very important as gaining the confidence and trust of the members, many will speak and behave in a natural manner in the presence of the ethnographer.

Going back to the questions on what indigenous tribe are you most interested about, are you familiar with the tribe's rituals? Do you want to know more about these? What will you do to know these rituals? Are you willing to live with the tribe members for your study?

Well, that is good! Let us then discuss the advantage and disadvantage of using the method.

Dear learner, experts conclude that participant observation is **advantageous** because the *ethnographer develops a rich, "thick" understanding of a setting and of the members within a society*. But they also say that it is **disadvantageous** for the reasons that the *researcher must devote a large amount of time (and money) to develop this complex understanding* and that an *ethnographer's objectivity may decline as he or she spends more time among the members*.

Given this, will you use this kind of method? Why?

Before you decide on using this method, let us have first how data are gathered in this method.

Forms of data gathered from participant observation:

In this research method, data is gathered through:

- Field notes – considered as the primary type of data in which the ethnographer takes notes of observations and experiences and later develops them into detailed, formal field notes.
- Diary – a more intimate and informal record of the happenings within the setting.
- Participant observation – this practice, with its emphasis on developing relationships with members leads to informal and conversational interviews which, in the long run, become more formal and in-depth. Data from these interviews can become part of the field notes.

Remember dear learner, that in ethnography, you are to immerse with your respondents. It is therefore not surprising that some ethical issues occur. Let us discuss these issues.

Ethical Issues Concerning Ethnographic Study

Put in mind that participant observation or ethnographic study should be done with utmost care and consideration so as to avoid ethical concerns.

Experts believe that one main ethical issue confronting ethnographers is *deciding when and how to inform members that they are part of a research study*. To avoid this problem, the ethnographer or researcher should:



- Identify himself or herself as a researcher at the onset of participant observation. A general but forthright description of the aims of the research should be sufficient.
- Reveal any controversial aspects of the study.
- Obtain informed consent from any member who agrees to a formal and in-depth interview.

If you were the researcher, will you follow the things mentioned above? Why? Why not? If you decide on using this method, do you know how to conduct such?

Very good! You are showing a great deal of learning now, my dear learner!

Let us discuss how to use the method:

In its article on ethnography, <https://thevisualcommunicationguy.com>, gives the following ways on how to do ethnographic research. The information is so important and self-explanatory that minor revisions or none at all were done to it:

1. Identify Research Question

Determine what problem you are seeking to better understand. Develop a problem statement that raises questions you seek to know more about. The problem or question may be about nearly any topic that addresses people in a designated environment. You may be wishing to better understand things like culture, relationships, interactions, processes, or anything else that affect how people think and/or behave.

2. Determine Location(s) for Research

Identify the best place to conduct the participatory research. You may choose more than one location if the research question/problem warrants it. Select a location that will provide the best opportunity to observe, participate, take field notes, and understand how the people in that environment act, communicate, and think.

3. Formulate Presentation Method

Consider the most effect way(s) to obtain objective information. Will you be adopting a role of a person in the community or organization you are observing? Will you be covert or will others know you are conducting research? Recognize that if others know you are a researcher, they may act and respond differently. If they don't know, on the other hand, consider the most ethical way to observe and collect data.

4. Acquire Permissions and Access

Because ethnographic research can be a bit intrusive, it's usually necessary to obtain permission for access into the location you plan to research. Always obtain permission in writing. Let decision-makers know what your observational methods will be, how you plan to participate, how



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the information you collect will be used, and so forth. Being ethical and considerate is critically important.

5. Observe and Participate

Ethnography requires more than just observation. To research effectively, you will want to participate in the organization you are researching in some capacity. Determine the types of things you are looking for in regards to your question and problem and determine the most effective ways to collect notes. Be as objective as possible when observing and participating. Write running descriptions, things you remember, impressions and feelings, ideas that come to mind, and so forth.

6. Interview

To increase your understanding of behaviors and actions, interviews may be necessary. You may do these interviews immediately after witnessing something, at the end of a designated observation period, at the end of the day, or even at the end of the entire research period. Determine who is best to interview and what questions are critical to helping you understand your research question.

7. Collect Archival Data

Many organizations, communities, and cultures have other artifacts and information that you can use to assist in your data collection. Review things like papers, emails, physical artifacts, phone conversations, marketing collateral, websites, and other information-rich sources to enhance your understanding of the environment.

8. Code and Analyze Data

Code your data in a way that makes the most sense for your observations. Consider the following methods for analyzing and summarizing data: code and label things you saw and heard; sort for patterns; identify outliers; compare with theories; take note of reflective remarks.

Congratulations, dear learner for having reached this far of the lesson! But we are not finished yet! And I know that you getting more interested in knowing the rest of the topics.

Let us have now qualitative interviews. By the way, do you still remember what interview is? Can you tell me what this is?

Very good! Now, on with the next topic!

3. Qualitative Interviews

Qualitative interview is defined as a type of field research method that elicits information and data by directly asking questions of members.



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There are three primary types of qualitative interviews. These are the informal or conversational, semi-structured, and standardized or open-ended.

Informal/Conversational Interviews

This type of qualitative interview:

- ✓ frequently occur during participant observation or following direct observation.
- ✓ the researcher begins conversing with a member from a setting. As the conversation unfolds, the researcher formulates specific questions, often spontaneously, and begins asking them informally
- ✓ is appropriate when the researcher wants maximum flexibility to pursue topics and ideas as they emerge during the exchange

Informal interviewing is said to be **advantageous** as *it allows the researcher to be responsive to individual differences and to capture emerging information*. However, it is also viewed as **disadvantageous** on the basis that *it may generate less systematic data which makes it difficult to classify and analyse*.

Semi-Structured Interviews

This type of qualitative interview:

- ✓ involves formally recruiting a member from a setting for the specific purposes of conducting an interview
- ✓ needs a devised list of predetermined questions or probes, also known as an interview guide prior to the interview so that each interviewee will respond to a similar series of questions
- ✓ uses open-ended questions to elicit as much detail and meaning from the interviewee as possible
- ✓ the researcher is free to pursue and probe other topics as they emerge during the interview

Semi-structured interviewing is said to be **advantageous** as *it systematically captures data across interviewees* but it is also viewed as **disadvantageous** as *it does not offer as much flexibility to respond to new topics that unfold during the interview*.

Standardized, Open-Ended Interviews

In standardized or open-ended interviews:

- ✓ questions are carefully scripted and written prior to the interview which serves to minimize variability in question wording
- ✓ the researcher asks a uniform series of questions in the same order to each interviewee
- ✓ the questions are open-ended to capture individual differences across interviewees

Furthermore, standardized or open-ended interviews are particularly appropriate for qualitative studies involving multiple interviewers.



This type of qualitative interview *enables compatibility across interviewers* and this is seen to be an **advantage**. But on the other hand, its **disadvantage** lies in the fact that *it does not offer much flexibility to respond to new topics that unfold during the interview*.

There you have it, my dear student. I hope that you gained more knowledge on the topic after you studied them. But to make you more equipped on how to conduct qualitative interview, let us have this additional information. *I know that you thirst for more knowledge on the topic, right?*

In a question on how to conduct interviews in qualitative research, Ryan Taylor, in his blog on the topic published in <https://www.rev.com>, says that qualitative interview is a more personal form of research compared to questionnaires as in this type of research, the interviewer can probe or ask follow-up questions of the interview participant.

Accordingly, qualitative interview techniques include:

- Start interviews with “get-to-know-you” questions to put the interview participant at ease.
- Pay attention.
- Use active listening techniques.
- Watch for body language cues.
- Pivot questions as needed.
- Acknowledge emotions.
- Avoid interrogation.
- Ending interviews, ask subjects if they have anything to add.

Bravo, dear learner! I think you are now ready to conduct a qualitative research. But wait! It is a requirement that you know your area of interest first before deciding on what to research about. *Have you thought about your research area already, dear learner? What area are you most interested about? Are you interested in conducting a research on arts? On student behaviour? On social media?*

To help you decide on what area to conduct a study on, let us then discuss how to identify your area of interest. Remember that it is important that you know your area of interest because this will make your task easier to do.

Identifying Your Area of Interest

We discussed on field researches, particularly on qualitative research methods above. But it is not only important that you know the methods but also on how and where to use them.

It is therefore important that you know your area of interest as this will make you easily decide on the topic of your study.

According to <https://undergradresearch.wustl.edu>, the most important ingredient in a successful research project is the passion of the researcher. With



this, a researcher should answer first this question: What is it that makes YOU want to learn more?

What are you passionate about, dear learner?

Experts say that before you undertake a research project, you need to take some time to think about what it is about a particular field or a burning question that interests you.

Dear learner, you must be aware of the area you are most interested in and in which you conduct your study upon. In selecting research area, <https://research-methodology.net> says that it is the very first step in writing your research and that it is important for you to choose research area that is interesting to you professionally, as well as, personally. Furthermore, it says that your research area should relate to your future career path and potentially contribute to the achievement of your career objectives.

It also says that most students underestimate the importance of selecting research area that is appropriate for them. It added that the decision in selecting a research area cannot be made in haste and students should start considering different options at the beginning of the semester.

Is everything clear to you now? Well, that is good to know.

May I then give you these sample research areas which I know will help you decide on what to do.

The following are some of the research areas:

Globalization

Globalization can be a relevant topic for many students. Forces of globalization, accordingly, are nowadays greater than ever before and researches can address the implications of these forces to the various aspects in life.

Following are some examples of research areas in globalization which are adapted to suit your needs:

- The role of globalization into the emergence of global financial and economic crisis of _____
- Impacts of globalization on marketing strategies of beverage manufacturing companies: a case study of The Coca-Cola Company
- A study into advantages and disadvantages of various entry strategies to Chinese market

Corporate Social Responsibility (CSR)

This is one of the most popular topics at present. CSR refers to the additional responsibilities of business organizations towards society apart from profit maximization. There is a high level of controversy involved in CSR. This is because



businesses can be socially responsible only at the expense of their primary objective of profit maximization.

Perspective researches in the area of CSR may include the following:

- The impacts of CSR programs and initiative on brand image: a case study of McDonald's Philippines
- A critical analysis into the role of CSR as an effective marketing tool
- A study into the role of workplace ethics for improving brand image

Social Media and Viral Marketing

This relates to increasing numbers of various social networking sites such as Facebook, Twitter, YouTube etc. Increasing levels of popularity of social media among various age groups create tremendous potential for businesses in terms of attracting new customers.

The following can be listed as perspective researches in the area of social media:

- A critical analysis of the use of social media as a marketing strategy: a case study of Burger King Marikina
- An assessment of the role of Facebook as an effective platform for viral marketing campaigns
- An investigation into the new ways of customer relationship management in mobile marketing environment: a case study of catering industry in Marikina City

Rene Tetzner (2019), in an article published in <https://www.proof-reading-service.com>, says that a topic of particular personal interest & relevance to the researcher and his or her life tends to make the research and writing processes more exciting and enjoyable. He adds that the topic chosen for a research paper must be appropriate for the field of study and observe any specific guidelines or requirements associated with the intended paper. To illustrate, he says that the editor of a literary journal, for instance, or the instructor of a literature course will want a paper exploring some aspect of literature, usually the literature of a particular period, genre, style or author, and the same kind of focus will also be required in other research areas.

The examples of research paper topics listed below are given by the above writer which range across disciplines and fields of study to help a wide range of academics, scientists and students choose and develop topics with true research potential that will prove engaging not only for those authors, but also for their readers.

I have chosen one or two topics per area for the sake of discussion:



Animals and Animal Rights

1. Should animals be used by humans as food? This could include a study of slaughterhouses and processing facilities and perhaps an argument for or against a vegetarian or vegan diet.
2. There should (or should not) be greater penalties for cruelty to animals. Specific instances and their legal ramifications could be described and discussed as meaningful case studies.

Art and Art History

1. Art is (or is not) a vital aspect of a primary (or secondary) school education and should (or should not) be included in the curriculum.
2. The importance (or perhaps role) of illustrations in children's books. A selection of different examples to compare and contrast or a close focus on a particular book, series or author would prove effective. Alternatively, the use of art in books written for adults could be considered.

Computer and Computer Science

1. Do spell checkers, grammar checkers and autocorrect functions strengthen or weaken the writing skills of computer users? Consider more than one of these tools in the investigation.
2. What role or roles do you think artificial intelligence is now playing and/or will in the future play in human evolution?

Economic and Business Studies

1. In what ways and to what degree do social media and networking sites function as instruments for business promotion?
2. Are large corporations able to break the law and get away with it in ways that small businesses and individuals cannot? Why or why not?

Education and Schools

1. Explore the benefits and drawbacks of a 'no child left behind' educational policy.
2. Plagiarism occurs in the schools of many countries. How serious do you think the problem is in your area, and what, if anything, could be done to improve the situation?



English Literature

1. Does quality literature have a positive effect on society? Does it make readers wiser, more perceptive, more empathetic or perhaps better writers?
2. Investigate and discuss the sophisticated use of irony to establish character and communicate potentially unwelcome concepts to readers in the writing of a major author such as Chaucer, Shakespeare or Dickens.

Environmental Studies and Global Warming

1. Investigate power sources in your region or country. Are they environmentally sound? What sources of alternate energy might be especially well suited to the area and why?
2. Learn all you can about an endangered wildlife species or group in your locality. Consider the current state of the animals, the reasons why they have become endangered and the actions that have been used and could be used to increase their chances of survival.

Families, Food and Nutrition

1. Explore the relationship between nutrition and family health. This topic could easily be narrowed to focus, for instance, on breastfeeding and baby health or perhaps the health and social benefits of a family sitting down together over a home-cooked meal.
2. How have fast-food restaurants affected family nutrition and health? Should the menus of such restaurants be regulated?

Health and Medicine

1. Explore one of the health problems that currently pose particular challenges for humanity and are under intense investigation in the published scholarship: depression, Alzheimer's, cancer, AIDS, autism and Covid-19 are good examples. Consider how the condition affects individuals and society and what might be done to alleviate suffering and cost.
2. Study a group of teenagers under treatment for depression to discover common predictors of the disease and suggest how this information could help in the prevention of teenage depression.

History

1. Explore the role and importance of salt in world history. This topic could be productively narrowed to focus on a particular region or period.
2. Investigate and discuss the importance of a major historical event, such as the Martial Law, the EDSA Revolution, the Denial of ABS-CBN Franchise, the Anti-Terror Bill, the War on Drugs, and etc. Why was it so very important?



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The Internet

1. Does frequent use of the internet enhance or undermine a child's health, development, education and/or social skills? Consider what children are doing online as well as what they might be doing were they not online.
2. How big an issue is online security or cyber security as far as you are concerned? What makes you feel safe and secure about your online activities? What might make you feel safer?

Law

1. Despite negative publicity and dire consequences, drivers continue to text while operating vehicles. Why do you think this happens and what would be the most effective way to prevent the problem?
2. Should people be legally able to take their own lives when they are suffering from a debilitating terminal disease?

Marketing and Communications

1. Has all the communicating we do via text messaging, email, social media, blog sites and professional online platforms improved our ability to communicate in person? Be sure to share your reasoning and support your viewpoint.
2. Marketing invades nearly every aspect of modern life. Based on your own experience and that of friends and family, do you think the impact of these impersonal communications is predominantly positive or negative?

Politics

1. Choose a significant political scandal or event that has recently occurred in your country or region and discuss how it began or occurred, how news of it was spread and how it affected individuals and society in the area.
2. Investigate and discuss the unique nature of the Duterte presidency and its implications both within the Philippines and beyond.

Religion and Beliefs

1. Are dreams meaningful or simply games of the sleeping mind? Research a variety of perspectives on the matter and consider the possible functions and causes of dreams such as prophecy, therapy, eating before bed or falling asleep in an anxious or troubled state.
2. Does the regular attendance of citizens at formal religious services have an impact on crime in a region? This topic could be narrowed by choosing a specific type of crime or focussing on children, teenagers or families.



Sociology and Social Concerns

1. Terrorism creates a fear culture that can become a society's own unintentional terrorist. Explore and discuss how this is true or false of the effects of terrorism in the twenty-first century.
2. Discuss gay rights in relation to your own community. Consider whether gay marriage is permitted, whether gay couples can adopt children, whether gay individuals are welcome at religious services and social events, whether gay pride is publicly displayed and other tell-tale signs. Could the situation be better?

Technology and Industrialization

1. Investigate how home computers, tablets and smart phones have changed human beings, their behaviours and their culture. Be sure to consult published scholarship on the topic as well as your own experience.
2. How has the use of fossil fuels shaped the modern world? This topic could be narrowed to focus on a particular or local area or on one major effect of the predominance of fossil fuels, such as pollution from oil spills or the slow development of alternate energy sources.

Women's Studies

1. Women still tend to earn less money than men for performing the same jobs and duties. Consider specific examples as you discuss why this is the case and suggest how the problem might be realistically remedied.
2. Do beauty contests empower or objectify women? This topic might be shifted to focus instead on female strippers, nude centerfolds or the women who act in pornographic films.

Dear learner, remember that it is very important that you know your area of interest before deciding on a topic for research. Usually, your teacher will expect you to come up with a study that is aligned with the course or track that you are enrolled in. But it is also acceptable that you choose a topic that is not within your track as long as you are interested with it and that you are able to do the task and come up with a good outcome.

Are the points clear to you now? Do you have some questions? If you do, please feel free to let me know for me to help you.

To wrap this lesson up, allow me to give you the steps in selecting a topic from <https://www.umflint.edu>:

Accordingly, these are the few things that you will need to do when selecting a topic:

- ❖ Brainstorm for ideas
- ❖ Choose a topic that will enable you to read and understand the literature

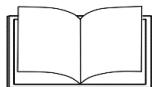


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- ❖ Ensure that the topic is manageable and that material is available
- ❖ Make a list of key words
- ❖ Be flexible
- ❖ Define your topic as a focused research question
- ❖ Research and read more about your topic
- ❖ Formulate a thesis statement

It is a fact that selecting a good topic may not be easy but once you choose your own topic, remember that it must be narrow and focused enough to be interesting, yet broad enough to find adequate information.



What's More

Answer the activities that will follow to practice your knowledge and skill about the topic of qualitative research across fields. Use separate sheets of paper for your answers.

Activity 1

Fill in each column with information comparing and contrasting the kinds of qualitative research methods.

Characteristics of Qualitative Research Methods

Direct Observation	Participant Observation	Qualitative Interviews

Activity 2

A lot of phenomena happen in your daily life. Based on this, give an example of a topic that you are most interested about that can be made into a research. In a paragraph or two containing at least 100 words, tell us why you choose this topic.

Your topic of Interest: _____

Reasons why you are interested on this topic.





What I Have Learned

In this module, you have studied about kinds of research across fields. Express what you have learned by doing the task below.

In a paragraph containing at least 100 words, discuss the importance of knowing your area of interest before deciding on a research topic. Be guided by the rubrics below in doing your task.

Rubrics for grading output

Criteria	Outstanding 10 points	Very Satisfactory 8 points	Satisfactory 6 points	Needs Improvement 4 points
Content	Topic is well-discussed and examples are used to make the points clearer.	Topic is satisfactorily discussed and some examples are used to make the points clearer.	Topic is somehow discussed and less examples are used to make the points clearer.	Topic is not properly discussed and no examples are given to make the points clear.



What I Can Do

You were tasked earlier to watch the video, "How to Develop a Good Research Topic" at <https://www.youtube.com/watch?v=nXNztCLYgxc>.

Think of the different phenomena that you observed daily especially those that are within your track or your area of interest. Propose a topic for research that you plan to accomplish within the semester. Complete the parts below for your task. Use a separate sheet of paper.

Research Title Proposal

PARTS

SHORT EXPLANATION/DISCUSSION

1. Topic _____ - _____

2. Background or Significance (Importance of the study) _____ - _____

3. Project Purpose (Why you conduct the study) _____ - _____

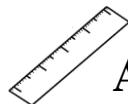
4. Plan or Approach (How are you conducting the study) _____ - _____

5. Time-frame (When do you start and finish the study) _____ - _____



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Assessment

Showcase the knowledge and skills you have learned in this lesson by answering the assessment activity.

Below are some phenomena and/or situations for research. Read each phenomenon/situation very carefully then identify what kind of qualitative research method is applicable to be used on each. Write the letter corresponding the qualitative research method on the blank space before each item.

Your choices:

- A.** Direct Observation
- B.** Participant Observation
- C.** Qualitative Interviews

- _____ 1. Earl Jerald is a Grade 11 General Academic Strand student. He is very interested on the different ethnic groups in the Philippines. He wants to study the life and culture of the Tedurays.
- _____ 2. Inna Louise is a researcher of "Kuha Mo" of ABS-CBN. She is tasked to get news from different places in the country for broadcast in the program. She goes from one place to another and gets information from different sources.
- _____ 3. Carl Angelo observes that most of his classmates are into mobile gaming. He also observes that they always hold their cellular phones and play Mobile Legends even if the teacher is in front of them. He wants to know from his classmates why they are showing such behaviour and what satisfaction they get from doing so.
- _____ 4. Whang-od Oggay is a known Filipino tattoo artist who hails from the Kalinga. You want to know how she starts with her passion in the field of arts.
- _____ 5. Aron is a pure-blooded Waray. He lives now in Marikina City after the onslaught brought about by the typhoon Yolanda. He wants to know about the Marikeños – their life, culture, arts, and history.



POSTTEST

Match Column **A** with Column **B**. Write letter of the correct answer on the space provided before each item.

COLUMN A

- 1. Data from direct observation
- 2. Direct observation
- 3. Ethnographers
- 4. Participant observation
- 5. Passion
- 6. Qualitative interview
- 7. Qualitative interview technique
- 8. Qualitative research
- 9. Semi-Structured Interviews
- 10. Standardized interviews

COLUMN B

- A. “get-to-know-you” questions
- B. Directly asking questions of members.
- C. Field notes, checklist or rating scale, and photograph or video
- D. Ingredient in a successful research project
- E. Involves multiple interviewers.
- F. Offers contextual data
- G. Record the details of social life occurring in a setting, community, or society.
- H. Recruiting a member from a setting for the specific purposes
- I. Taking part in the everyday routines and rituals alongside its members.
- J. Understanding and interpreting another person's social world

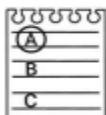




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Answer Key

- WHAT I KNOW**—Answers may vary **WHAT'S IN** — Answers may vary **WHAT'S NEW** — Answers may vary
- A. Answers may vary B. 1. Medicine
2. Education
3. Business
4. Social science
5. Health/Education
- C. Expected answers:
1. Repairing broken mechanical parts/cooking
2. Auto-mechanic
3. Enrol in Food and Service Management
4. Answer may vary
Assessment - 1.B 2.A 3.C 4.A 5.B



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