

Practical Research 2

Quarter 1 – Module 10

Formulation of Conceptual Framework

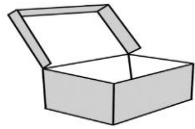


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What I Need to Know

Good day Senior High School Students! In this lesson, you are going to learn how to:

Illustrates and explains the conceptual framework (CS_RS12-lf-j-6)

The rationale and fundamental basis of the entire research is a framework. As a basis, it presents the interrelationships of theories, principles and beliefs that are necessary to the investigation of the present problem.

Moreover, in this lesson, you will learn concepts and do practice activities that will help you do the following:

1. learn the concept of theoretical framework/conceptual framework;
2. describe conceptual paradigm; and
3. understand and connect factors that explain conceptual framework.



What I Know

Before you start studying this module, answer the following questions to see what you already know about the topics that will be discussed.

Write the letter of the answer on the blank before each number.

_____ 1. A concept to be investigated is called ____.

- A. Dependent variable
- B. Intervening variable
- C. Independent variable
- D. Variable

_____ 2. The why and how of the research topic focuses on?

- A. Conceptual Framework
- B. Hypothesis
- C. Operational Framework
- D. Theoretical Framework

_____ 3. Focus on the what, when, and where of the research topic?

- A. Conceptual Framework
- B. Hypothesis
- C. Operational Framework
- D. Theoretical Framework



_____ 4. A criterion that is expected to be predicted or explained is called_____.

- A. Dependent Variable
- B. Independent Variable
- C. Intervening Variable
- D. Variable

_____ 5. It is a variable that is expected to influence (change) the dependent variable.

- A. Dependent Variable
- B. Independent variable
- C. Intervening Variable
- D. Variable

Lesson 1	Formulation of Conceptual Framework
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In discovering a reader's context, you may ask questions like:

What is the conceptual framework of the study?

What is the purpose of conceptual framework?

What is the difference between theoretical and conceptual framework?



What's In

Some researchers would mistake the conceptual framework as a flowchart of the research. It should be considered and clarified that it may include in the research methodology the diagram of conceptual framework but limited to just presenting the research process. On the other hand, conceptual framework offers a functional and workable model in undertaking the investigation or simply a graphic representation of the research.

The conceptual framework a diagram that connects variable of the study with lines (correlation) or arrows (cause and effect relationship) reflects the depth understanding of the researcher regarding the general atmosphere and conceptual foundation of the study. When writing conceptual framework, researchers begin with formulating a research question, identifies relevant cases that relate to the present study, and then suggest how these concepts can be integrated and connected with each other. With this, the goal is less about affirming a theory and more about describing the connections between ideas.

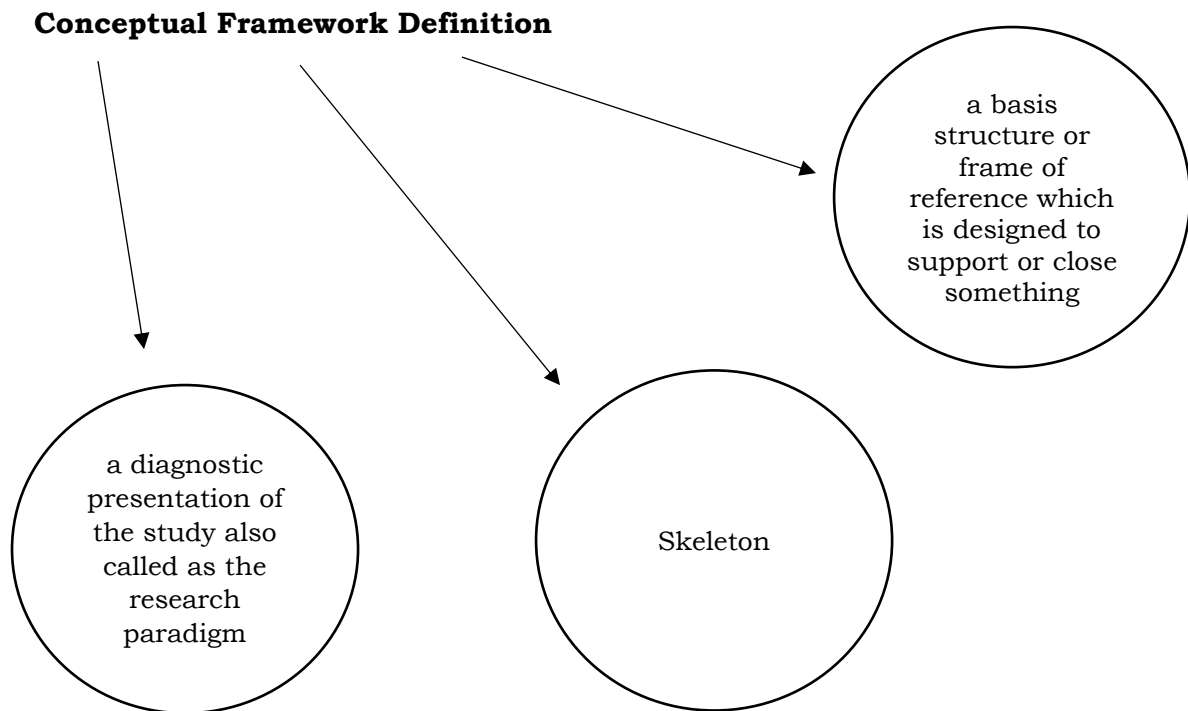


Figure 1

There are important distinctions between theoretical framework and conceptual framework. Theoretical framework involves specific theory such as psychology's social learning and it focuses on why and how of the research topic while conceptual framework involves works and ideas relevant to the study not limited to a theory and focuses on the what, when, and where of the research. Or simply, it is based on tradition and experience respectively. As such, a "one size fits all" formatting is not encouraged since it will be detrimental to the creativity and logic of the researcher. Presented are few of many graphical formats in presenting the framework.

Research Title: *SHS Students' Social Media Usage and their Attention Span in Class*

Conceptual Framework

Fig. 2 below illustrates the conceptual framework of the research. The paradigm presents the variable that will be considered in the research.

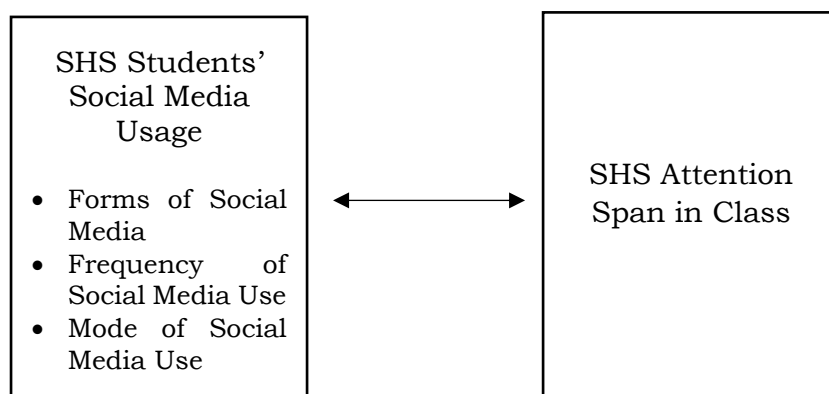


Figure 2

The level of SHS students' social media usage will be described in the research in terms of three sub-variables: (a) forms of social media; (b) frequency of social media use; and (c) mode of social media used. In the research, this variable is seen to possess a hypothesized relationship with SHS students' attention span in class. This hypothesized relationship is represented by the two-headed arrow connecting both variables.

The Input-Process-Output (IPO) format of the conceptual paradigm is the process used in describing technical studies that deals with innovations or inventions. Engineering and Marketing Studies would often adopt the IPO format since it clearly describes the process on the innovation or invention and modification of a novel products employed in the study.

Research Title: *Acceptability of Ampalaya Cupcake Preference of TVL – Bread and Pastry Students of Marikina High School.*

Fig.3 Sample of Input – Process – Output (IPO) framework

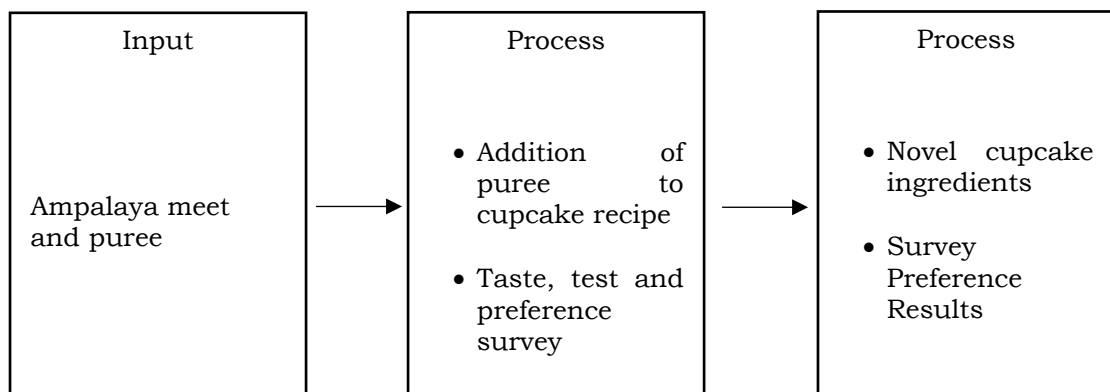


Figure 3

The theoretical framework format used in measuring students' understanding of the complexity of concepts and interrelationships.

Fig. 4 below is the sample showing the theoretical paradigm of a relationship factors.

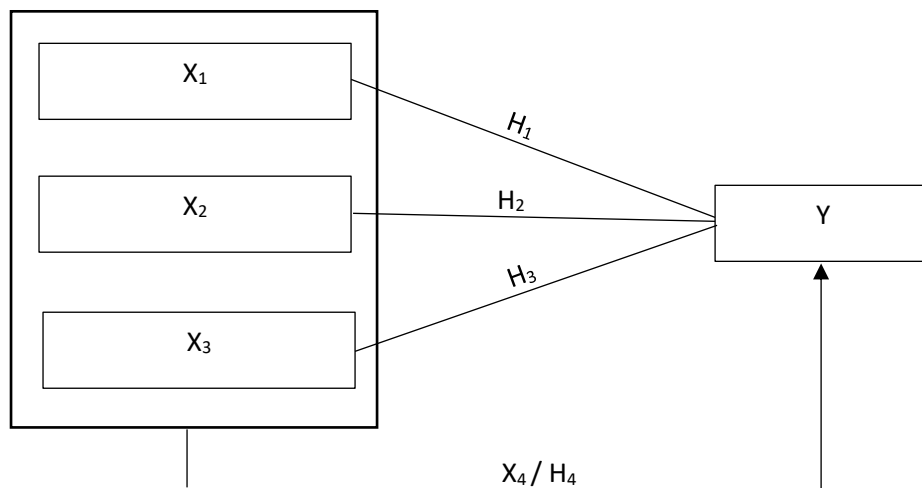


Figure 4

? What's New

You will be given three research titles, construct a conceptual paradigm, you may use any framework and briefly explain why. Answers may be different as long as you can justify.

1. Does a SHS students' academic performance in Math have any association with his /her stress tolerance?

Construct your graph on the space provided

Justification:

2. The effect of visual merchandising toward sales profitability of Starbucks coffee.

Construct your graph on the space provided.

Justification:

3. Internet availability at home and student's average sleeping time at night.

Construct your graph on the space provided.

Justification:



What is It

Meanwhile conceptual framework begins with text and clearly cite the diagram. It ensures congruence with research questions. The number of research questions is at least equal to the number of lines /arrows in conceptual framework. Include in the diagram the variables which may have values or sub-variables. Again, it uses the diagram to explain research framework.

A variable is a concept to be investigated. The variable can be empirically studied when operationally defined. Variables are classified as independent variables, dependent variables and intervening variables. A dependent variable is a criterion that is expected to be predicted or explained. It is the effect factor which reveals the changes or caused by independent variable. It is what you measure in the experiment and what is affected during experiment. Hence, dependent variable is an output variable. An example of dependent variable is how tall you are at different ages the dependent variables is (height) depends on independent variable (ages). An independent variable is a controlled variable that is expected to influence or change the dependent variables, a standalone variable or a manipulated variable. The intervening variables are the variables that in between the dependent and independent variables. Also, it can influence both dependent and independent variables. Some are few examples to give you more understanding.

Examples:

1. You want to figure out which brand of microwave popcorn pops the most kernels so you can get the most value for your money. You test different brands of popcorn to see which bag pops the most popcorn kernels.

Independent Variable: Brand of popcorn bag (because you are actually deciding the popcorn bag branch).

Dependent Variable: Number of kernels popped (because it's what you measure for each popcorn brand).



2. You want to know the effect of Price, Durability, and Design toward Sales of a sports shoes so you can get an idea to save and be practical. You test different brands of sport shoes to know which sports shoes are practical to buy.

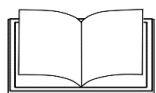
Independent Variable: Price, Durability and Design (because you are considering the effect)

Dependent Variable: Sport shoes (because that sport shoes depends on the effect).

Activity: Identification

Identify the independent and dependent variables for each of the four scenarios below.

1. Conceptual, Interpersonal and Technical Skills of Bank Managers: Their Relationship to Operational Efficiency.
Independent: _____
Dependent: _____
2. Impact of Blended Learning on Students' Achievement in Practical Research 2.
Independent: _____
Dependent: _____
3. Sales Management and Its' Relation to Customer Satisfaction
Independent: _____
Dependent: _____
4. Influence of Service Quality toward Quality Education of SHS in Marikina High School.
Independent: _____
Dependent: _____
5. New Packaging Design Improve the Selling Power of Starbucks Coffee.
Independent: _____
Dependent: _____



What's More

Activity 1 Movie / Video Clip

1. It shows how to write the theoretical and conceptual framework

[https://www.youtube.com/watch?v=j5q3GLIb8PE&t=187s.](https://www.youtube.com/watch?v=j5q3GLIb8PE&t=187s)

Write your reactions on the movie clip.



Activity 2 Checking your understanding

In your own point of view, what do you think is the best framework in order to see the relationship of the variables.

Activity 3 Skills ability

Do you have other way in constructing framework that connects the variable? Explain.



What I Have Learned

Now that you have finished the lesson, you may have learned that:

1. Writing theoretical framework, needs to start by becoming familiar with the foundations of the theory.
2. Conceptual framework connects variables with the purpose of explaining and predicting the phenomena.
3. Operational framework offers a functional and workable model in undertaking the research or investigation.
4. There are different ways to do framework.
5. Researchers must be able to identify the relevant theories and principles from existing literatures which can serves as the theoretical of the study.
6. Variable can be empirically studied when operationally defined.



What I Can Do

Now that you have learned some essential knowledge about academic texts, you are ready to do the following activity below.

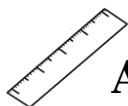
After watching the video answer the following questions with a **yes** or **no** and justify your answer.

How to support research with conceptual and theoretical framework.
<https://www.youtube.com/watch?v=j2c8G0bBfHk>

1. Is your question about a particular theory?
2. Is your theory used to justify your question?
3. Is your theory used to organize your findings?



4. Is your research about generating a new theory?
5. Is your theory useful to explain the content?
6. Is a conceptual framework needed?



Assessment

Good job, you finally finished the lessons! Let us now assess your understanding by doing the activity below:

A. Write your concise learning about the following:

1. Variable

2. Dependent Variable

3. Independent Variable

4. Theoretical Framework

5. Conceptual Framework

B. Do your Own!

1. Decide a researchable topic leading to a quantitative research suited to the level of SHS students.
2. Identify the dependent and independent variable.
3. Construct a graphical representation / framework that connect the factors of the research title.



Additional Activities

Activity: Learning enrichment

Given an argument of a research title, identify the independent variable and dependent variable. Write the cause or the one you test for independent variable and effect or the one you measure for dependent variable on the space provided.

1. If people who have headaches take aspirin, then they will get relief faster than those who don't.
Cause: _____
Effect: _____
2. If a brand name light bulb is left on, then it will burn longer than a bargain brand light bulb.
Cause: _____
Effect: _____
3. If students' study 15 minutes/night, then they will have higher test grades than those who don't study.
Cause: _____
Effect: _____
4. Changing thermostat setting up on down will cause the room temperature to change in the same way.
Cause: _____
Effect: _____
5. Teenagers with positive family relationships and activity involved in afterschool programs are less likely to participate in deviant behaviour as an adult.
Cause: _____
Effect: _____



References

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4. <https://www.youtube.com/watch?v=j2c8G0bBfHk>
5. <https://www.youtube.com/watch?v=j5q3GLIb8PE&t=187s>
6. https://www.youtube.com/watch?v=_VdOB4JJE_8

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