Topic 6

Literature Review: Importance of Theory
THE RESEARCH PROCESS – THE EIGHT STEP MODEL
(Adapted from Kumar, 2005, p. 19)

**Formulating a research problem:**
- Considerations & steps

**Research design:**
- The design itself
- Logistical arrangement
- Measurement procedure
- Sampling
- Frame of analysis
- Time frame

**Methods and tools of data collection**

**Sampling theory & design**
- How?
  - Interview,
  - Questionnaire
  - Observation

**Methods used for data analysis:**
- How to use software & statistical tool – descriptive, correlational, t-test

**Principles of scientific writing**

**Literature review**

**Formulate Research Problem**
- STEP 1

**Conceptualize Research Design**
- STEP 2

**Develop instrument for data collection**
- STEP 3

**Select sample**
- STEP 4

**Writing research proposal**
- STEP 5

**Data Collection**
- STEP 6

**Data analysis**
- Coding, Transforming Data
- Editing/cleaning data

**Contents of a research proposal**

**Develop codebook**

**Research Report**
- STEP 8

- **Deductive reasoning**

- **Develop objectives**
  - Identify variables (definitions & typology)
  - Significance of study
  - Developing hypothesis
**Review of Literature**

**Where to look for sources?**

- Journals
- Books
- Reports
- Newspapers
- Conference proceedings
- Thesis

**Hardcopies or Electronic database**

**What you need to do with the sources?**

- Read the abstract

**A brief description of a research study that appears at the beginning of a journal article.**

**Choose the papers that you wish to read further**

**Review the paper in depth to understand the concept, definitions, theory, past research referred, methodology, types of analysis, result & discussion**
Contributions of Theory to Research

**Theory** – a set of interrelated concepts, definitions and proposition that are advanced to explain and predict phenomenon of study.

- Explain the cause and effect, why a certain relationship exist.
- To explain, support phenomenon of study.
- Form basis for hypothesis development.
- Theories as “bridges” between IVs and DV.
Why would the IV influence/affect the DV? The theory provides an explanation for the influence of IV over the DV.
Placement of Theory in Quantitative Research Studies

- One uses theory deductively and places it at the beginning of the study.
- Objective: to test/verify the theory (rather than developing a theory).
- Explains and predicts the probable relationship between IV and DV.
- Researcher need to:
  - Identify the theory for the study
  - Describe the theory
  - Describe the use of the theory
  - Explain the variables in the theory
  - Applied the concepts/proposition of the theory on one’s study.
  - Conclude with ‘if’….. ‘then’ logic to relate the IV to the DV.
Placement of Theory in Qualitative Research Studies

- To provide a broad explanation for the phenomena to be studied.

- Use the theoretical perspectives to guide their study as to what are the important issues to be examined.
Where to locate theory in journals or research reports?

Literature review section:
- Review papers
- Empirical papers
- Chapter II of thesis
Theory vs. Model

- Simplified explanation of a theory.
- A conceptual model – a pattern of interrelated concepts.
Examples of Theory in the Journal/Articles

Job search and intentions to leave current job

Based on theory of reasoned action (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) and career change theory (Rhodes & Doering, 1993) the immediate antecedents of career change are thoughts of changing careers, actual job search and intention to change. Individuals who invest time in job search are likely to be aware of alternative careers and careers. Kanchier and Unruh (1989) found that individuals who changed careers perceived greater availability of acceptable alternative positions. Likewise, when Neapolitan (1980) interviewed career changers and a matched group of stayers, he found that dissatisfaction with the current career was not enough to cause a career change, attractive alternatives were also required. Due to the lack of research on actual career change generally, no direct evidence in support of the proposed relationship could be located. On the other hand, there is strong evidence of the relationship between turnover and intentions to leave and job search behaviour (Griffeth et al., 2000). Thus, it is expected that job search behaviour and intentions to leave current job will be positively associated with career change.

Outcomes of career change

A career change is typically undertaken because there is an expectation that various aspects of work life will improve. It is anticipated that there would be an improvement in the changeable, instigating factors, namely, in job security, job satisfaction, and salary. We also expected a reduction in the number of hours worked and intentions to leave. A number of studies have shown that individuals who change careers have higher job satisfaction after the change (Breeden, 1993; Neapolitan, 1980; Smart & Peterson, 1997).
Figure 4: Social Cognitive Career Theory showing Social Cognitive Influences on Career Choice Behaviors (Lent et al., 1994, p. 93)