



ORCOM 199

Organizational Communication Research

Study Guide for Unit 1 THE NATURE OF RESEARCH

A. Introduction

Keyton (2015) described research as the process of asking questions and finding answers. If we were to accept this definition to be true, it is almost certain that you have conducted your own research when you chose which university to attend, what specific course to take, and what elective courses to enroll in every semester. However, as senior Organizational Communication students, you have likely conducted your own formal study after completing nine units of research courses. In all these instances you were taking on the role of a researcher as you try to discover something or find answers to all your questions.

This section will acquaint us with the nature, characteristics, and types of research. We will also look into the trends in Organizational Communication research.

Objectives:

After covering this section, you should be able to:

1. explain the characteristics of scholarly research
2. discuss the different types of research
3. identify the trends in Organizational Communication research

B. Characteristics of Scholarly Research

Let's Begin

As previously mentioned, research can be informal with only a few or no specific steps, or it can be formal where a researcher follows highly defined procedures. To distinguish what makes scholarly research different from informal ways of knowing, it is important to discuss the basic characteristics of a scholarly



research. Such characteristics are not exclusive to the field of communication but rather are standard to all other disciplines.

Read

- Chapter 1 "Introduction to Communication Research" (pp. 1-16) of Keyton, J. (2015). *Communication Research: Asking Questions Finding Answers* (4th ed.). McGraw-Hill Education.
- "The Research Process" (pp. 2-16) of Wimmer, R. & Dominick, J. (2011). *Mass Media Research: An Introduction* (9th ed.). Wadsworth, Cengage Learning.

Think

1. Why is it important that the results of a research study are replicable or repeatable?
2. What do you mean by the *heuristic* nature of research?
3. Is it recommended to maintain an attitude of skepticism while performing a research study? Explain your answer.

C. Types of Research

Let's Begin

The types of research can be viewed from three different perspectives: application, objectives, and the enquiry process. Based on the viewpoint of application of research it is either applied or pure research. Conversely, a research study can be carried out with four objectives namely, descriptive, correlational, explanatory, and exploratory research. Lastly, there are two types of research based on the enquiry process i.e., the quantitative and qualitative approach.

Read

- "Types of research" (pp. 9-14) of Kumar, R. (2011). *Research Methodology: A step-by-step guide for beginners* (3rd ed.). SAGE Publications Inc., available in the course site
- "The Research Process" (pp. 14-16) of Wimmer, R. & Dominick, J. (2011). *Mass Media Research: An Introduction* (9th ed.). Wadsworth, Cengage Learning, available in the course site



Think

1. What are the differences between academic research and private research?
2. Is there anything academia has to offer the private sector in terms of how to operate more effectively?

D. Organizational Communication Research

Let's Begin

It is important to take note of the historical development of organizational communication research to know the directions it is taking. In this section, let us discuss the trends in the study of organizational communication and discover possible research topics that you might want to explore in your own study.

Read

- Krone, K. J. (2005). Trends in organizational communication research: Sustaining the discipline, sustaining ourselves. *Communication Studies*, 56(1), 95-105. <https://doi.org/10.1080/0008957042000332269>
- "Approaches to Organizational Communication Research" (pp. 40-57) of Wrench, J. & Punyanunt-Carter, N. (2012). *Organizational Communication: Theory Research, and Practice*. Flat World Knowledge, Inc., available in the course site

Think

1. What have you noticed about the type of research prevalent in the United States?
2. What do you think are the possible research topics in the field of organizational communication in the Philippine setting?