



# ORCOM 199

## Organizational Communication Research

---

### Study Guide for Unit 3.1

#### **THE RESEARCH PROPOSAL: Identifying the research problem**

##### **A. Introduction**

The research process almost always starts with a research problem, which can be in a form of a question or statements (i.e., research objectives). Before you go into the complex and complicated journey of doing research, effective and researchable research problems and objectives must be established.

According to Kumar (2011), "the research problem serves as the foundation of a research study: if it is well formulated, you can expect a good study to follow" (p. 44). In this section, we will discuss some steps that we could take to formulate effective and researchable organizational communication research problems. We will also learn how to write the different parts of the introduction.

Objectives:

After covering this section, you should be able to:

1. identify the significance of formulating a research problem
2. formulate researchable research problems and objectives in the field of organizational communication

##### **B. Identifying the research problem**

###### **Read**

- American Journal Experts. (2022, May 17). *How to write a statement of the problem for your research proposal.* <https://www.aje.com/arc/how-to-write-a-statement-of-the-problem/>



University of the Philippines Manila  
College of Arts and Sciences  
Department of Arts and Communication

- "Defining the Research Problem" in chapter 3, "Structuring the Research Project from Walliman, N. (2011). *Research methods: The basics*. Routledge.

### Think

1. What are some considerations in selecting a topic/research problem?
2. What are the steps in formulating a research problem?
3. Application: What are possible problems / topics for your research proposal? Come up with at least two. What inspired you to choose them?