



# ORCOM 199

## Organizational Communication Research

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### Study Guide for Unit 3.4 **THE RESEARCH PROPOSAL: Writing the Methodology**

#### **A. Introduction**

The methodology chapter thoroughly explains the over-all procedure that guides you in conducting your research. It covers specific discussions of the research design and methods, explanation of the concepts and indicators of the study, description of the research instruments to be used in data gathering, the profile of the respondents, sampling procedures, and the tools you will use to analyze and interpret your data. It is also important to describe the scope and limitations of your study.

#### **Objectives**

After covering this section, you should be able to:

1. identify the importance of a well-developed research methodology
2. discuss the different subsections of the methodology
3. draft an outline of the methodology chapter of your research proposal

#### **B. Writing the Methodology**

##### **Let's Begin**

Planning a comprehensive and clear methodology is critical for the success of your research. This chapter of your thesis proposal should be able to explain to your readers the detailed procedures to be implemented in your study. It does not only explain why and how you collect your data but also how to address your main research problem. As such, it involves various subsections namely, research design and methods, concepts and indicators, research instrument, units of analysis and sampling, data gathering, data analysis, scope and limitations, and ethical considerations.



## Read

- Chapter 7 “The research design” (pp. 93-101) of Kumar, R. (2011). *Research methodology: A step-by-step guide for beginners* (3rd ed.). SAGE Publications Inc., available in the course site
- Chapter 8 “Selecting a study design” (pp. 103-133) of Kumar, R. (2011). *Research methodology: A step-by-step guide for beginners* (3rd ed.). SAGE Publications Inc., available in the course site
- Chapter 9 “Selecting a Method of Data Collection” (pp. 137-165) of Kumar, R. (2011). *Research methodology: A step-by-step guide for beginners* (3rd ed.). SAGE Publications Inc., available in the course site
- Chapter 12 “Selecting a Sample” (pp. 191-214) of Kumar, R. (2011). *Research methodology: A step-by-step guide for beginners* (3rd ed.). SAGE Publications Inc., available in the course site

## Think

1. What are the expected contents of the methodology?
2. What are the qualities of a well-written methodology?
3. Application: Draft an outline of your methodology.