

# Planning Research Procedures in Academic Writing

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**Abstract:** *This article aims to explore the procedures of research in academic writing. It is beginning with planning research and contains necessary steps in the ground. Bryman state that start your work with your institute expectations and he continued with the same visions with Bell in most parts of planning a research proposal. Like selection topic and exploring the problem area with clear aim and including research questions. Using supervisor and having good relation with him/her is also discussed in here. Moreover making particular schedule or time table is the priority of a planning research according to both writers is discussed. The other issue is quantitative and qualitative research strategy which is defined and debated about the differences and some similar points. Furthermore, each of them discussed how they reacted and measured some data. In addition, this part includes validity and reliability. Actually, they are important in qualitative and quantitative research which create and assess quality of research. All though, data collection tools have discussed with the key elements like questionnaires and interview from two authors' views, the analysis of data thoroughly come out of the questionnaires and interview. The last part of this article will end with the writing up a report. In here, it is discussed how to write a research report in a clear way. It indicates formats of the writing, obvious heading with small titles on each table.*

**Keywords:** Academic Writing, Research planning, qualitative and Quantitative Research

## 1. Introduction

Research is an academic investigation on specific topics which may relevant to the social realities (Bryman, 2012). Social researches might be conducted in different areas including sociology, human geography, social policy, and criminology. Besides, social research is used for interpretation and examination of hypothesis, concepts or building new theories. Research is important for many reasons. For example, what is going on in modern life or when there is a development society which prepares an interesting idea of different approach for the investigation of a research question (ibid).

One of the most important aspects of college work is research. In any college course, you will need to gather information, assess it, and present it in your own work. For many students, research is an intimidating and overwhelming process. But another way to look at the prospect of conducting research is that it is your turn to delve into a new and interesting subject and present your own ideas about what it means. There is creativity in the research process, because you can often choose your own topic and sources, and use your ability to synthesize and analyze information to create something entirely new, whether it is a paper, lab report, or presentation. The advent of the Internet simplified research in many ways, making it more convenient and comprehensive, but the search for appropriate sources among the vast amount of information available means you need to refine your research skills.

So, research is a systematic investigation into a problem or situation, where the intention is to identify facts and/or opinions that will assist in solving the problem or dealing with the situation.

### Aim

The aim of this paper is to discuss the similarities and difference of planning research, quantitative and qualitative research strategy, data collection, analysis findings and writing up report at least from two writer's perspective. And

also reflect the impact of these issues in the researcher paper writing.

## Planning Research

Planning a research or project includes the following process. The first step of planning research according to Bryman (2012) is getting to know what is expected of you by your organization. It means that your institution or department will need some exact theme to be researched. While, according Bell (2010), start with selecting topic. Generally the topics will give for you to choose a topic from the list or it is optional to select a topic by your own. It is possible that you have an interesting idea, or many ideas that you want to explore. If you find similar topics inside the list write in outline. So, before choosing one of them some work necessary to done. Think about the involvement of each topic and which one will be keep up your interest. If you find the topic complicated or confused, you can discuss with colleagues and friends about your ideas. They may have some ideas or may know some aspects that could be helpful. In addition, it is possible that your colleagues or friends may know someone else that he/she did research in one or more of your topics. They may like to guide you on the specific topic. On the contrary, thinking about research area is the important point. Bryman states that "start thinking about what you want to do research on well before you are due to start work on your dissertation" (2012, p. 81).

Using supervisor is a requirement to complete a dissertation. Most institutions need a dissertation distribute students to supervisors. And also, what can be expected of a supervisor and the supervisor can help to students. Are the valuable for most of the time and how the students can visit them? Although, a supervisor is a person who is well versed in the research process and he/she is able to provide you the all issues such as feedback and structure research question, and interview schedule and so on (Bryman, 2012). In opposite, Bell discussed about supervision and students-supervisor relationships. He has point out "I can't emphasize enough the importance of establishing a good working relationship with your supervisor" (Bell, 2010, p. 35). He means that

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sometime it is possible to do your work alone but it is not general, a few people can do such single extra ordinary work. But he presented the same idea as Bryman did, most of us need a supervisor to share our ideas or thinking and he/she may give some good advice and formative view. In addition, the majority of the students is very happy and enjoyed with the positive supervisor relationships and their comments were helpful with their taught about all research. On the other hand if the things going wrong the students went badly wrong and they will start complain from supervisor (Bell, 2010).

The other part of research planning is managing time and resources. The focus in here is work-out a timetable. It shows connection with the supervisor, date line and review of the literature and writing up. The timetable and schedule should be clear it should include the exact starting time and finishing time. The second point is achieving resources from your organizations or institutions such as travel cost, photocopying, secretarial assistance, stationary and postage (Bryman, 2012). As the same issue stated by Bell, there is no enough time to do all work if you have a timetable that includes all parts of your issues, the work will be completed in an exact time. Thus, making a clear timetable help us to follow the schedule hardly for progress check, if it is necessary force on yourself and move from one stage to the next (Bell, 2010).

This step is formulating suitable research questions. The research questions must have a clear social scientific perspective. The characteristics of research questions as follow. They should be clear in the sense of being comprehensible. They should be researchable and they should relate to the topic. Moreover, research questions should be linked to each other and they should be on the average levels not too broad and not too narrow (Bryman, 2012).

Writing a short research proposal is necessary to prepare for dissertation, it is useful to get start on your research project. Beside that it is encouraging you to set realistic objectives for your research project. Therefore, it is important to place the following process in your research proposal the topic, problem area, focus, aim, research questions, tools, timetable and analyzing data (Bryman, 2012).

Preparing for your research is the other phase of planning a research. In here, identify your research questions logically and clearly before collecting data. And also, expand your data collection tools with these research questions. In addition, you have to think about access and sampling issues. If the research require obtaining access to or the cooperation of one or more closed settings like an organization, it is necessary to confirm at the earliest opportunity that is need permission to conduct your work. And also, you should think how you will go about getting access to people (Bryman, 2012).

The last step according to Bryman (2012), is doing your research and analyzing your results. What are necessary to do in here? Keeping good records help us to know who has replied, and a research dairy help us to remember several things. It tells us the personal risk and safety. More over us

will familiar with any data collection packages and hardware such as tape recorders for interview.

### Quantitative and Qualitative Research Strategies

Many authors on mythological issues find it helpful to differentiate between quantitative and qualitative research (Bryman, 2012). Therefore, "the status of the distinction is ambiguous, because it is almost simultaneously regarded by some writers as a fundamental contrast and by others as no longer useful or even simply as false" (Bryman, 2012, p.35). In here, it is clear that slight distinction on quantitative and qualitative are that quantitative researchers employ measurement and qualitative researchers do not. So, quantitative research can be interpreted as a research strategy which is highlighting the quantification in the collection data and analyzing data (ibid).

### Quantitative Research

Quantitative research defined as a distinctive research strategy. In past period it is described as providers the collection of numerical data (Bryman, 2012). And also, Denscombe stated that "quantitative research use number as the unit of analysis" (2010, p. 237). In here, the description of the research strategy as quantitative research should not be taken to mean that quantification of features of social life is all that differentiate it from a qualitative research strategy. So, "the very fact that it has a distinctive epistemological and ontological position suggests that there is a good deal more to it than the mere presence of numbers" (Bryman, 2012, p. 160).

According to Denscombe (2010), quantitative research likes to be connected with positivism. And also, quantitative research likes to support large size research with large numbers and enormous quantities. The absolute quantities involved and they transformed into numerical data. In addition, "the terms quantitative and qualitative research also imply a distinction in terms of the breath of focus of an investigation" (Denscombe, 2010, p. 238). In here quantitative research is tends to focus on particular variables and read them. Furthermore, quantitative research tends to linked with exact research plans in which the procedure of analysis is obviously divided from the procedure of data collection. While, "qualitative research tends to be linked with idea that research questions should not, and cannot, be specified precisely in advance of the data collection stage" (Denscombe, 2010, p. 238). In addition, quantitative research likes to be linked with data analysis after data collection. As qualitative research watch out the rising and repeated procedure formulation of the research question, the collection of data and the analysis of data as an appear and repetitive procedure. Whereas, qualitative research likes to be linked with data analysis during data collection (ibid).

### Qualitative Research

Qualitative research is dissimilar from quantitative research in many ways. Sometimes qualitative research takes to imply an approach to social research in which quantitative data are not collected or produced. Qualitative research has covered various traditions and stances over the years. Qualitative research generally explains by words rather than numbers. Moreover, an indicative vision of the relationship between theory and research and an epistemological site

express as interpretive meaning that in contrast to adoption of a natural scientific model in quantitative research (Bryman, 2012).

The majority of qualitative researchers highlight a preference for treating theory as something that come out of the collection and analysis of data. Mainly stress the importance of giving theoretical views to emerge out of one's data. While, "some qualitative researchers argue that qualitative data can be should have an important role in relation to the testing of theories as well" (Bryman, 2012, p. 387). Nowadays, qualitative research is more developed and get interesting in the testing of theories and that show the growing adulthood of the policy (Bryman, 2012).

Denscombe (2010), exemplify qualitative research as utilizes words or visual images as the part of analysis. Qualitative research likes to be linked with interpretive. Moreover, qualitative research likes to put emphasis on the role of the researcher in the production of the data. There is usually utilized of the standardized research instrument in qualitative research. On the other hand, qualitative research usually shows a preference for appearing thing on the context and emphasizing the significance of several inter-relationships among a broad range of factors in action at any time in the situation. Although, qualitative research likes to be associated with the view that research questions should not, also, cannot be specified exactly in advance of data collection point.

#### Data Collection Tool

The data collection presents the key point in any research project to many people. Hence, the data will be collected in different methods such as questionnaire, interview, survey and observation (Bryman, 2012). The methods are chosen to provide the data that you need to make a complete part of research, methods are the best way for the specific aims and the data collecting elements should planned to do the work (Bell, 2010). The questionnaire and interview are more well-known to many people than others (Bryman, 2012). In addition, "some methods entail a rather structured approach to data collection-that is, the researcher establishes in advance the broad contours of what he or she needs to find out about and designs research instruments to implement what needs to be known" (Bryman, 2012, p.12).

The questionnaire is one of the examples. Furthermore, the researcher creates what he/she exactly wants to know and to answer the research question, moreover that makes the project and plans questions in the questionnaire, this will let the data to be collected to respond the research question. The other method is structured interview which is used for investigations and that contains group of question which is designed for the same aim. In here, the same word question is used for both research questions and the types of questions that are placed in questionnaires and interview. So, they are completely different, the research question is indicate what is the aim of a research and a questionnaire question is to answer a single or further research questions (Bryman, 2012).

While, according to Chen (2010), some main types of data collection instruments such as questionnaire and interview

are the same as Bryman stated them. The other methods are different, like personal constructs, role playing, visual media in educational research, accounts, tests and observation. The aim of this part allows the researchers to choose appropriate instruments for data collection. As well as, "the strengths and weaknesses of these instruments are set out, so that decisions on their suitability and the criterion of fitness for purpose can be addressed" (Cohen, 2010, p. 375). Therefore, this part is not only for introduces core principles that emphasize instruments but that is convey sound, tested, practical advice for their usage (ibid).

## 2. Analyzing Findings/Results

The aim of analyzing an issue or something is that to acquire a better understanding of it. There are several types of analysis, the social research is able to utilize or arrange to describe, explain or interpret the data. Moreover, "in practice, though, the options tend to gravitate around the notions of quantitative and qualitative research" (Denscombe, 2010, p. 237). Thus, quantitative research utilizes the numeral as the item of analysis. So, the numerical data can be visible as the product of research tools which is examined for validity and reliability to make sure the data correctly reveal the incident itself, not by researcher's priority. While, qualitative research utilizes words or visible pictures as the unit of analysis (Denscombe, 2010). Qualitative data come out from many sources such as interview, observation and field note... the researcher prepares recorders and think what he/she need before and after the interview. Moreover, an alternative is to record and write the analysis of the data directly from video or audio recording. In here, we are selecting the issue from the original sources rather than the mediated source of recording. There is something that the researcher followed for better recording. "Giving each speaker a name, recording hesitations, small to long pauses and silence, recording inflections and tone of voice, recording speed, volume of the speaker and so many others" (Cohen, 2010, p. 537)

The analysis of data indicates five stages. The stages have relation with quantitative and qualitative data. In the initial stage, the data should prepare according to text or preparing software with the coding before collection and categorizing, checking data. Secondly, looking forward the returning and adding some notes or some memos to get ideas, The third point are utilize of statistical exams and make coding the data and grouping the codes into categories, as well as, contrast of categories and themes. The forth one is performance of the data such as tables, charts, figures and findings with the explanation of some images quotes or models. The last one is validation of the data with external and internal reliability, comparison with alternative clarifications (Cohen, 2010).

According to Bell (2010), unprocessed data come out from questionnaire, interview schedules, check list and many others to need recording. like interview which is discussed in above paragraph. It is recommended in questionnaires to recognize kinds of question which the answers can be analyzed and offered. Quantity and category questions are need one answer only. The answer to a quantity question is a number or the amount of some characteristics. The answer

for category question is one, which is only given set of categories.

### Writing up a Research Report

When the data completed and the analyzing evidence finished, we will need to write the final report. Therefore, I highlight some main steps from two writer's perspective. According to Bell (2010), set up deadlines for any sections and the whole report. According to Denscombe use past tense might because researchers are reflecting the incidents that happened in the past. Besides that, write standard and comprehensible English like use spell and grammar checker. In addition, writes the sentences and paragraphs in a logical link with coherent or cohesive, try to take readers on journey of discovery. In addition, writing headings and sub heading divide the text into clear and easy parts which help the reader to understand the all over report.

The other important elements are reference, formatting, and present the limitations. Completing and using reference style according to your organization exceptions and standard ways. Then using standard formatting that includes page layout and page setup. The structure of writing a report start with title which is indicate main part and should specify broad area with more detail. Then writing abstract must provide a brief review which encourages people to see it. It should write in a separate sheet. After that, use five key words and they cross-referencing during library searches. Also, write preface that explains how the research reflects the personal experiences and the biography of researcher. Besides, that, writing acknowledgment also necessary in a research paper to appreciate from whom that they helped the researcher to use his/her books and many other resources. Next sometimes the article will contain some abbreviations, they should be listed in alphabetic order under the heading. Then, the main parts of the article start with introduction. It explains the chapters and text and led the reader to enter the article. After the introduction the literature review will be discussed and give more information regarding to the existing topic and its material with the existing k knowledge. Then, the main part will be continued and will be finished with discussion, conclusion, matters, references and index (Denscombe, 2010).

According to Bell (2010), the focus should on our schedule to write down the date on the dairy. Then we have to write every section according to our time plan and we must continue our writing, if it's going well or may not. Next, we make sure our selves that all parts have been covered and we must follow the length and format which are acceptable for our institution or advisor. After that, we should write the title which relates to the content and then acknowledgement. So, heading is the important part of writing a report which helps the reader to follow the structure and make easy our work to carry on a logical pattern. Besides that, putting titles and numbers on each tables and make sure the quotations are written very well and providing reference list with complete reliable system. We make sure that we have written with good English without any problem and we have to recheck our thesis writing with the reader development. Then we have to take note the reader comments and we should read a load to find some mistakes. At the end we have to evaluate our own research. Actually we cannot judge in our work but

we identify some areas of weakness. We must correct them before to the examiner (Bell, 2010).

According to Denscombe (2010), most of the concepts are the same. As he state the suitable structure and acceptable formatting with good English writing without any misspelling and grammar errors. And also, literature review, clear headings with writing titles (numbers and name) for each tables. Making list of exact and complete references, it should give up at the end of each writing report. These are such as similar views between two authors. There are some differences, from both points of views making schedule and time table help the researchers to do the work on time and in an easy way. Moreover, are there any limitations of the research methodology and acknowledged.

### 3. Discussion

The title in above is quantitative and qualitative research strategy which are really tricky but they are very important for researcher, so the result shows that a researcher must know the difference and similarities among them. In addition, find the elements which are defining the research analysis like the quantitative research or analyses the data in numerical have been focused at the planning stage. And also, qualitative research is analyses the data in wording (Cohen, 2010). They will help the researchers to analysis their data in particular way.

The other issue is data collection tools, after reading the literatures and writing this paper it founds this issue very important. These issues teach researchers when they do research how to collect the data? After that they will understand that how they can collect data in different ways such as questionnaires, interview, observation, role playing and so on. So these are really helpful for a researcher when he/she want collect the data.

On the analyzing of data researcher will understand that the data will be collected with the data tools like questionnaires and interview. The data will come out in two ways quantitative or qualitative, then it is easy to categorize the data and use some measurements like range, mode and standard deviation. As it is mentioned in the literature review, it would be helpful to use these components in my research during the analysis.

Finally, writing up a report is necessary at the end of each research. It would helpful to set up the schedule for the writing report section. And also, the first thing when researcher start writing report, is reviewing literature and then they make sure their selves to cover all parts. Next they can focus on formatting, acknowledgement, heading, putting titles and numbers on tables, at the end when they have to make a clear list of references. Moreover, they can make sure their selves to write good and comprehensible language. Thus, this part absolutely important for a researcher when he/she wants to write literature review data analysis and so on.

### 4. Conclusion

To conclude this article, planning research is the first step of a thesis or a research paper that a researcher need to know it.

Therefore, a planning research starts with different steps. As Bryman (2012), state that start your work with the expectation of your organization. While, according to Bell (2010), your work will be start to select a topic and think about them. The other elements are the same as both authors mentioned. Such as using supervisor is really necessary for a researcher but Bell mention the relationship of students and supervisors, also he highlights that sometimes few people can do their task without supervisor but it is not usual. The other parts are quantitative and qualitative research that they are different from each other, quantitative research linked with numerical data and qualitative research associated with word. Moreover, the two writers mostly agree with all part of this issue.

Data collection is also discussed in this article. In here, Bryman and Cohen agree in some methods of data collection such as questionnaires, interviews and observations but Cohen convey more methods like, role playing, personal constructs and visual media that let the researchers to select the correct instruments for data collection. Besides that, analysis of the data is the other significant theme in here. According to Bell (2010), the unprocessed data come out from different methods like questionnaires and interviews, the result will be analyzed and emerge in this stage. Although, Cohen starts with five stages, these stages contain preparing the data, coding, making group, categories, performance of the data and with the clear tables, charts and comprehensive text. On the other hand Denscombe (2010), emphasis on quantitative and qualitative data analysis which they are playing key role in analyzing data. In addition, writing up is the other part of the research or thesis for a researcher, also this is called final report. In here the writers have similar ideas such as making clear time table, starting with comprehensive language including grammar, spelling and acceptable format with clear references. Finally, this article end up with reflections and discussion on different parts of this paper and explored what is the impact of this literatures on my future?

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