

Principles of a Good Research Article

1. Selectiveness:

- Only necessary contents should be included to save time, costs, and energy. However, care should be taken that the vital points should not be missed.

2. Comprehensiveness:

- Report must be complete. It must include all the necessary contents. In short, it must contain enough detail to convey meaning.

3. Accuracy:

- As far as possible, research report must be prepared carefully. It must be free from spelling mistakes and grammatical errors.

4. Attractive:

- Report must be attractive in all the important regards like size, colour, paper quality, etc. Similarly, it should use liberally the charts, diagrams, figures, illustrations, pictures, and multiple colours.

5. Objectivity:

- Report must be free from personal bias, i.e., it must be free from one's personal liking and disliking. The report must be prepared for impersonal needs. The facts must be stated boldly. It must reveal the bitter truth. It must suit the objectives and must meet expectations of the relevant audience/readers.

Principles of Good Research

1. Objective, not subjective
2. Systematic process
3. Reliable (repeatable)
4. Valid (Success of measuring what was planned)
5. Replicable

Topic Selection

- Personal interest, experience and values
- The state of knowledge in a field

Overall Methodology

Approach to research:

- Quantitative research
- Qualitative
- Mixed method research

Six assumptions of qualitative designs

(Merriam 1988: 19-20)

1. Qualitative researchers are concerned primarily with process, rather than outcomes or products.
2. The qualitative researcher is the primary instrument for data collection and analysis. Data are mediated through this human instrument, rather than through inventories, questionnaires, or machines.
3. Qualitative research involves fieldwork. The researcher physically goes to the people setting, site, or institution to observe or record behavior in its natural setting.
4. Qualitative research is descriptive in that the researcher is interested in process, meaning and understanding gained through words or pictures.
5. The process of qualitative research is inductive

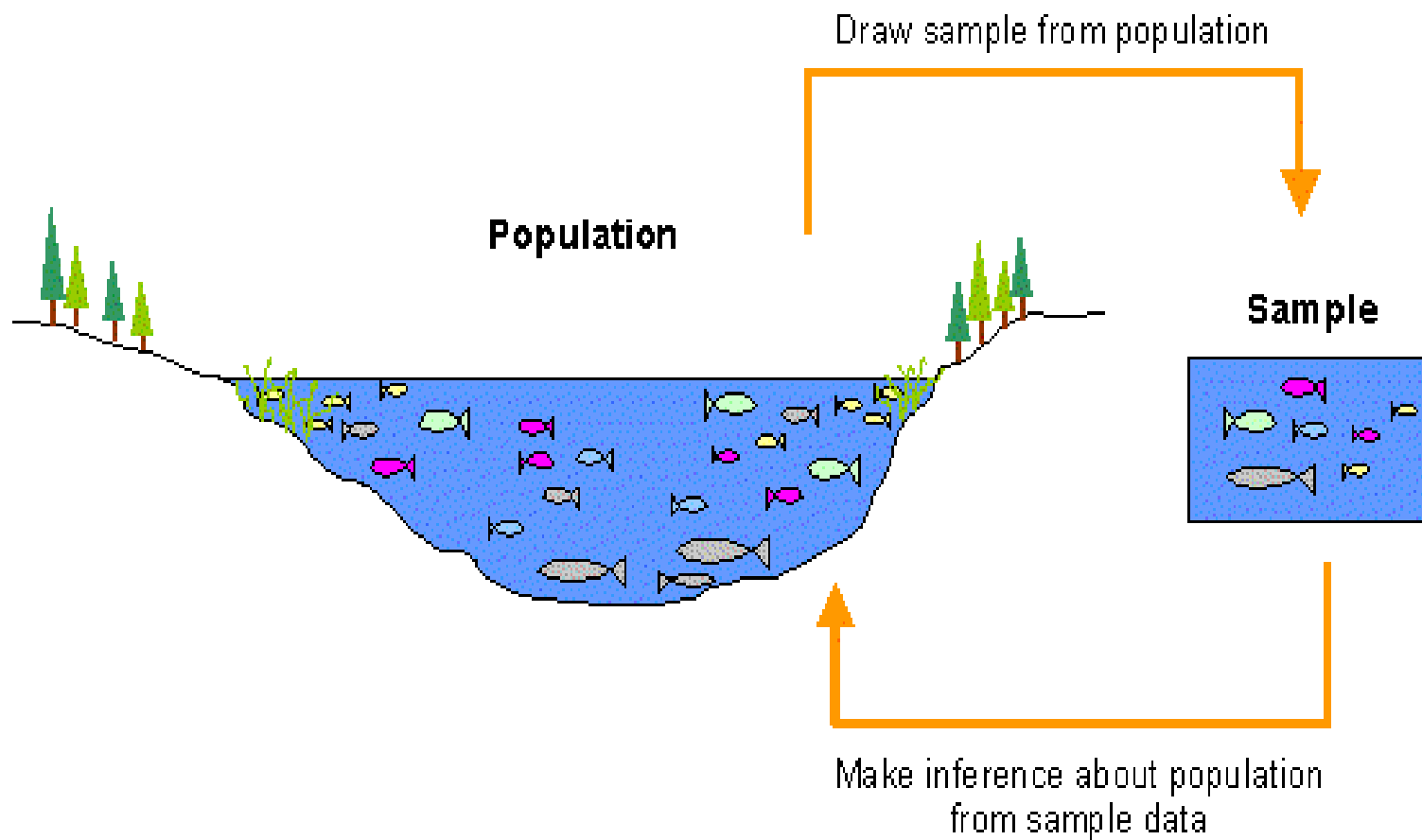
Quantitative Methods

- Quantitative Descriptive
 - Descriptive statistics: graphical and numerical techniques for summarizing data.
- Quantitative Analytic
 - Inferential statistics: procedures for making generalizations about characteristics of a population based on information obtained from a sample taken from that population

Data

- What being researched:
 - Learners (individuals, grades, groups: age, proficiency, etc.)
 - Teachers (attitudes, belief)
 - Teaching materials
 - Texts
- > combinations possible or necessary

- **Population:** any set of individuals (or objects) having some common observable characteristics.
- **Sample:** the subset of a population which represents the characteristics of the population.
- **A sample** consists of respondents or subjects
- **An informant:** a person from whom a linguist obtains information about language, dialect, or culture.
- **A corpus** is a collection of written or spoken material.



Pilot study

- Useful before a **large** research project to test feasibility of hypothesis, planned methods, use of technology, etc.
- It is much smaller study than eventual project.

6. Clarity:

- Report must reveal the facts clearly. Contents and conclusions drawn must be free from ambiguities. In short, outcomes must convey clear-cut implications.

7. Preciseness:

- Research report must not be unnecessarily lengthy. It must contain only necessary parts with adequate description.

8. Simplicity:

- Report must be simple to understand. Unnecessary technical words or terminologies (jargons) should be avoided.

9. Proper Language:

- Researcher must use a suitable language. Language should be selected as per its target users.

10. Reliability:

- Research report must be reliable. Manager can trust on it. He can be convinced to decide on the basis of research reports.

11. Proper Format:

- An ideal report is one, which must be prepared as per commonly used format. One must comply with the contemporary practices; completely a new format should not be used.

ลำดับ	หัวข้อการประเมิน
1	<p>ความสำคัญและที่มาของงานวิจัย</p> <ul style="list-style-type: none"> - ชี้ให้เห็นถึงปัญหา ที่มาและความสำคัญของงานวิจัยได้ชัดเจน - วัตถุประสงค์ เป้าหมาย และขอบเขตของงานวิจัย สอดคล้องกับปัญหา ที่มาและความสำคัญ - มีการทบทวนวรรณกรรมที่เกี่ยวข้อง ระบุแนวคิด ทฤษฎีที่นำมาเป็นกรอบงานวิจัยชัดเจน
2	<p>การวางแผนและการดำเนินงานวิจัย</p> <ul style="list-style-type: none"> - ใช้ระเบียบวิธีวิจัยที่สอดคล้องกับวัตถุประสงค์ - ข้อมูลที่เก็บสำหรับการวิเคราะห์สอดคล้องกับวัตถุประสงค์ - แสดงให้เห็นถึงการเก็บข้อมูลและการวิเคราะห์อย่างเป็นระบบและเหมาะสม
3	<p>ผลการวิจัย</p> <ul style="list-style-type: none"> - ผลสามารถตอบปัญหาและที่มาของการวิจัย - รายงานผลได้เข้าใจง่าย - รายงานผลได้ครบถ้วนตามวัตถุประสงค์
4	<p>อภิปรายผล ประโยชน์และการประยุกต์ใช้</p> <ul style="list-style-type: none"> - สรุปผลได้ครบถ้วน - ชี้ให้เห็นถึงประโยชน์ของงานวิจัย - ชี้ให้เห็นถึงการบูรณาการกับงานที่เกี่ยวข้องและการนำไปประยุกต์ใช้