



Institute  
Of Continuing  
Education &  
Professional Studies

# *INTERNATIONAL JOURNAL ON* **E-LEARNING** *AND* **HIGHER EDUCATION**



**VOLUME 13**  
**JUNE 2020**  
**ISSN 2229-8223**



# Building Qualitative Research Construct by Conceptualizing Theory and Model of the Literature Review

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*Abstract: This paper concentrates on the process of construct development for the qualitative research design. The aim of this paper is to represent a process in the developing research construct which specifies into (7) steps; identifying issues, formation of problem statement, development of research objectives, research question, literature review, building toward the development of the construct, building the protocol for data collection techniques from the identified construct until formulated the pattern of finding. To formulate the statement of problem three (3) elements had been addressed; research gap, significant and context of the study. The consolidation of the research objective and research question must be aligned with the issues that had been examined on the statement of the problem. In addition literature review carried out toward understanding further upon issues been studied where it able to identify the construct that underpinning the theoretical research framework. Thus, the steps undertaking is to ensure the process of developing the construct will properly in place to meet the research convention order. From the construct, a protocol of the interview, observation and document analysis will be developed. This is the guiding principles to direct the data collections. From these data, a pattern will be developed that ability to disclose the practices of the respondents.*

**Keywords:** *Qualitative data, Literature Review, Journal Analysis Table, Construct, Research Protocol.*

# INTRODUCTION

Research can be accredited as a systematic investigation to increase knowledge and understanding towards knowledge sustainability to the higher level. To apply a scientific research approach acquire researcher to exercising a disciplined and systematic inquiry in gaining and analyzing the data. Scientific research involves of an investigation on seeking an answers to a research question that been identified, systematically uses a predefined set of procedures that been acknowledge from the construct in order to answer the research question, process of collecting an evidence, producing findings which were not establish in advance and producing a findings that are penetrating a pattern of the answers. Conceptualizing principles in the theory and model in literature review is inventiveness for the researcher in the building of qualitative research construct for the study on documentation strategies in safegurading intangible cultural heritage at Malaysia Cultural Heritage Institution: Case study on Mak Yong Performing Art. The aim of this paper is to expose a process in the developing research construct which specify into (7) steps; identifying issues, formation of problem statement, development of research objectives, research question, literature review, building toward the development of the construct and building the protocol for data collection techniques from the identified construct until formulated the pattern of finding for the study.



## **ISSUES IDENTIFICATION**

Fig. 1: Conceptualization Process Diagram (Suria, 2015)

First stage in doing this scientific research is identifying the issues that arise on the researcher genuine interest which researcher need to recognize one issue or problem that is critical and feasible to studied. According to (Kumar, 2011) the research problem served as fundamental of research study, if it is well formulated, researcher can expect a good study to follow. The identification of issue or problem can be varied through void of literature; conflict in research result literature; topic that neglected in the literature; a need to lift up the voice of marginalized participants; and “real-life” problems found in the workplace, the home, communities and so forth (Creswell, 2014).

## **FORMATION OF PROBLEM STATEMENT**

The formulation of problem statement is most precarious part in research journey as the quality and relevancy of study entirely depends on it. The problem statement is a carefully constructed essay that clearly and succinctly states the problem of research study will help to solve. Normally, the construction of the problem statement is embedded in and draws from the theoretical framework of the study. The process of formulating a problem statement varies in practices. Therefore, in this paper it is accentuate three (3) elements had been address; research gap, significant and context of study (Merriam, 2009).

### **3.1 Identification of research gap**

The key success factor in identification of research gap is reading. Reading more and more in the research area would eventually achieve to a research problem which also requires a scholarly inquiry. Uyangoda (2011) propose puzzling approach in identifying research gap to build a research problem which researcher can simply convert the scenario happen into a research problem by approach in solving a puzzle. Meanwhile, Dissanayake (2013) state that two approaches to identifying a research gap which by “Practical Problem” and a “Contradiction in Literature”. Practical problem is more like to the approach that stated by Uyangoda, it is contrast with the contradiction

in literature. This approaches is recurrently practice by the researcher nowadays in formulating the research gap. Contradiction in literature will direct a prerequisite and offer hunches for study further investigation.

### 3.2 Context for the study

Singh, Fook, and Sidhu (2009) indicate that researcher has to briefly state the background of the study, latest development, current status and emerging problem that arise in the context of problem statement. It is important to persuade the reader through logic and documentation that there is a pressing need for your research.

### 3.3 Significant of problem

In formulating the statement of problem, researcher must be able to convince the reader that the issue chosen consists of important problem and the significant of solution to it will not only contribute to the development of particular corpus of knowledge but also lead to further research.

## **DEVELOPMENT OF RESEARCH OBJECTIVES**

Objective are the goals that set out to attain a study which should be clearly and specifically indicate a reader what researcher want to achieve through the study. The most important part, the research objectives must be answer the need of research question. The consolidation of research objective and research question must be align with the issues had been examine on the statement of problem.

## **DEVELOPMENT OF RESEARCH QUESTION**

According to Fraenkel and Wallen (1993) a good research question have four main character which feasible, clear, significant and ethical. Research question is a center of study, where researcher need to synthesize the idea into a question which can be clear and focused to the research objectives. Researcher be able to used 5W (What, Where, Why, When, Who) 1H (How) method in articulate the research question, but in qualitative research the

most common term that used is “what” and “how” where its need more descriptive answer to analyze.

## **CONCEPTUALIZING LITERATURE REVIEW**

There is variant way to writing a literature review, numerous scholars practiced in a systematic fashion to capture, evaluate and summarize the literature. Wiersma (1995) stated that the review of the literature provide the background and the context for the research problem. It should establish the need for the research and indicate that the researcher is knowledgeable about the area. In addition, literature review carried out toward understanding further upon issues been studied where it able to identify the construct that underpinning the theoretical research framework. Referring to Boote and Beile (2005) designate five (5) criteria in conducting a literature review such (1) coverage, (2) synthesis, (3) methodology, (4) relevance, and (5) rhetoric. Meanwhile, Creswell (2014) recommend seven (7) way in performing a literature review consist of; (1) identifying key words, (2) begin searching databases, (3) initially try to locate about 50 reports of research, (4) look over the abstract and skim the article to identify useful literature, (5) begin designing literature map/visual picture – useful organizing device, (6) write summaries of the most relevant articles – including precise references, and (7) assemble the literature – thematically or according to important concepts addressed in the study.

This paper highlighted the process in designing a literature map which known as Journal Analysis Table (JAT). This table is useful for the researcher in groupings the literature on the topic that illustrates how particular study will contribute to the literature, positioning study within the larger body of research. Below is an example of features that available in the JAT template: The data and information that extracted from Journal Analysis Table can be used in conducting and writing up literature in the chapter two. Merriam (2009) book on guide to design and implementation of qualitative research stated that writing a literature review required an integrated, synthesize, and criticize on the particular field of study which necessary for the researcher to indicate their argument and justification on the quotation that extracted from the literature. In the other hand, writing style is important in order to presenting a good literature review where it can persuade and informative to the reader. As suggested by Merriam (2009) the presentation of literature

can be manageable by chronological, particular themes or by combining the chronological and thematic of the fields of study.

**Table 1. Journal Analysis Table (JAT)**

JOURNAL ANALYSIS TABLE (JAT)							
NO.	AUTHOR/ YEAR	TITLE/JOURNAL	PURPOSE	CONSTRUCT	METHODOLOGY	FINDINGS	REMARKS
1.	Mariel R. Templanza & Nativilad R. Templanza 2015]	A Study of the Documentation and Archival Practices of The Mangyan Heritage Center and The Center for Mindoro Studies  The General Conference Congress Of Southeast Asian Librarians (Consal) XVI Bangkok – Thailand,	This study sought to find out what has been done so far by the Mangyan Heritage Center and the Center for Mindoro Studies to preserve the Mangyan heritage of Mindoro, Philippines and to recommend steps to further improve these practices. This study also pointed out to what degree these two local studies centres conform to the archival standards and best practices and identified available documentations on the Mangyan heritage.	1) Standard Information access and user needs 2) Security, sustainability and preservation	Mix method 1) descriptive method 2) survey 3) questionnaires 4) interview	The findings of this study revealed that :  1) Mangyan Heritage Center and Center for Mindoro Studies maintain their collection on the cultural heritage of Mindoro in line with their goals and objectives. 2) Available documentations of the Mangyan heritage were composed of books about the Mangyan culture, Ambahan books, Ambahan poems in audio format, photographs of Mangyans and their activities from 1900s up to the present, and theses and dissertations pertaining to the island of Mindoro. 3) Archival standards and best practices a. Acquisition b. Arrangement c. Physical organization d. Description e. Finding aids	

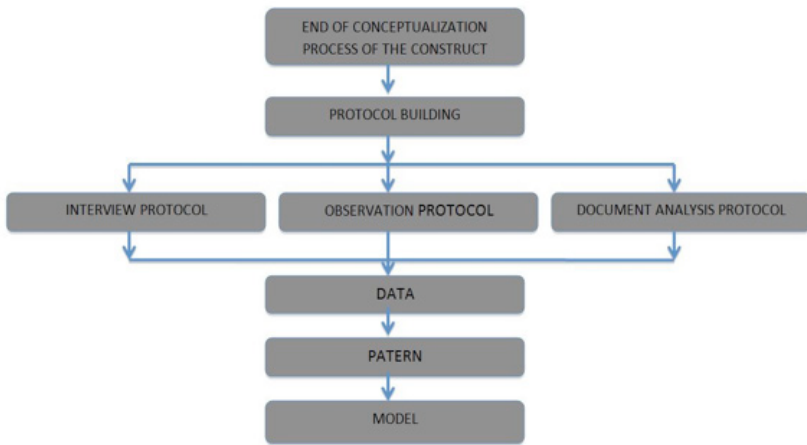
## DEVELOPMENT OF THE CONSTRUCT

An accomplishment of Journal analysis table (JAT) is enable researcher in identifying the component of construct for the field study which important to guide researcher in the scope of study design. This literature map can guide a researcher to identify the related model, theory, concepts, principles of other related in field of study that been used by others scholar in their writing. Researcher can adopt the existing construct that used or develop a new construct which applicable for the study. Besides that, this literature map also facilitated in identifying the sub construct and sub-sub construct which it is useful in clear understanding for building a protocol in the data collection instruments.

## PROTOCOL BUILDING

In the end of conceptualization for construct, researcher be able to build a protocol for the means of data collection process. The protocol can be straightforwardly acquire by the sub construct and sub-sub onstruct that been identified in the Journal Analysis Table (JAT) or literature map. In qualitative study, protocol can be used in collecting the data which can conveyed by

the various instrument such interview (by structure or philosophical and discipline orientation), observation (participant or non-participant, document analysis. All of data will be gathered through word which difference to the quantitative data that presented in number or figure. Qualitative data that can obtain by interview consist of “direct quotations from people about their experiences, opinions, feelings and knowledge”, meanwhile observation can attain “detailed description of people activities, behavior and action and document analysis can reach a data on “excerpts, quotations or entire passages” (Patton, 2002).



**Fig. 2 Protocol Building Diagram (Suria, 2015)**

## **INTERVIEW PROTOCOL**

In qualitative research, interviews can be recognize as a prominent instrument in data collection. deMarris (2004) demarcates interview as a “process in which researcher and participant engage in a conversation focused on question related to research study”. Researcher be able to identify an interview procedure by structure or philosophical and discipline orientation. Structured interview consist of highstructure interview, semi-structured and unstructured which have their own benefits towards finding the data. In building the protocol for interview, researcher need to identify



at least sub-construct in developing the interview question. Semi-structure interview is most applicable for researcher in order to make sure the interview question is answerable to the interviewee. (Refer appendix 1: Interview Protocol)

## 8.2 Observation Protocol

Observation process comprise two types of technique which known participant and non-participant observation. Implementation of observation generally must be reliable directly to a specific research question it is subject to check and balanced in producing trustworthy results to the study (Merriam, 2009). In constructing the protocol for the observation, researcher need to identify the discipline of study by identification construct, taking an observation notes in real time as observed and write the overall report. (Refer appendix 2: Observation Protocol)

## 8.3 Document analysis Protocol

Document analysis is different compared to interview and observation because it dependent upon document not human beings in collection the data. Common source of document include official records, letters, newspaper account, poems, songs, corporate records, government records and document, historical accounts, diaries, autobiographies and so on. Besides that, audiovisual collection also can be used as a data sources and physical evidence or traces in performing document analysis (Lee, 2000; Webb, Campbell, Schwartz, & Sechrest, 2000). In constructing the protocol for the document analysis, researcher need to find a relevent documents that bound to the research field. Once it is located, researcher need to determine the authenticity and accuracy of document such the author the place and data of writing all need to be established and verified (McCulloch, 2004). After that, researcher need to generate a descriptive appraoch such coding and cataloguing system for easy access to information retrieval in the analysis and interpretation stages.

The data collection will be culmination until researcher found a pattern through the data that been collected. The finding of these data will be analyze through an appropriate data analysis software that suitable and adequate for the study design. In the end of process, model of study can be generalized through the combination of conceptualization process, protocol building by using a proper data collection instrument and a systematic data analysis.

## **CONCLUSION**

The conceptualizing principles in building of qualitative research construct through theory and model of the literature review is a ground-breaking to the researcher in conducting a systematic convention of research proposal. Researcher be able to determine their issues and problem in related field in analytically approaches, coordinate the statement of problem aligned with the research objective and research question and conduct a systematic literature review by using Journal Analysis Table (JAT). The literature map can be guided a researcher to identify the research construct and building a protocol for the data collection instrument.

## **ACKNOWLEDGEMENTS**

This research was funded by Ministry of Higher Education under the scholarship in field of “archives and documentation of heritage” (postgraduate). I would like to grateful to Prof. Madya Dr. Suria Baba for her guidance and opportunity in writing this paper and I would like to appreciative to my supervisor Prof. Madya Dr. Andika Abdul Aziz and co-supervisor Dr. Khairul Mat Daud for their support in finishing Mak Yong study.

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