



Dr. Niracharapa Tongdhamachart
College of Communication arts
Suan Sunandha Rajabhat University

วิทยาลัยนิเทศศาสตร์
College of Communication Arts



มหาวิทยาลัยราชภัฏวชิรเวศน์
Suan Sunandha Rajabhat University
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SFD 4202



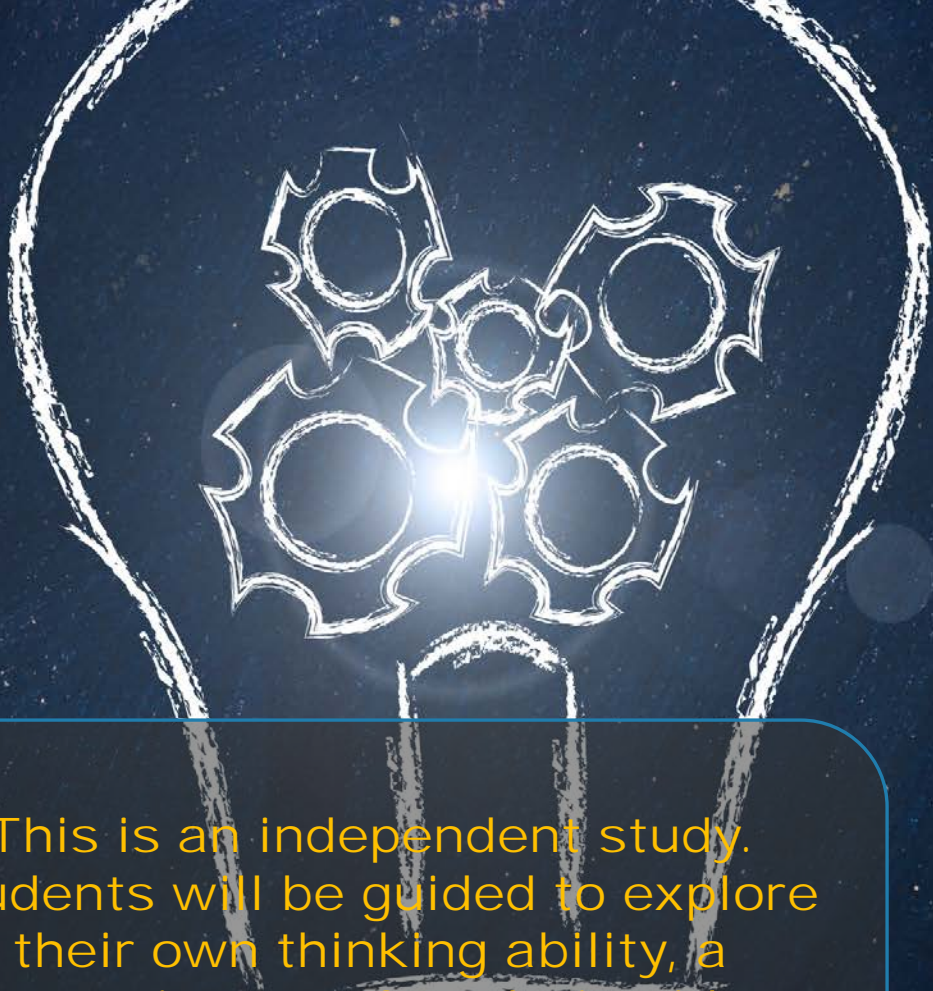
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มหาวิทยาลัยราชภัฏสวนสุนันทา
Suan Sunandha Rajabhat University

มหาวิทยาลัยคุณภาพชั้นนำเพื่อทุกคน : A Leading Quality University for All



This course is purely academic version of the entire course in SISA. The course requires students to think, explore, and write about something new in which as a result students will learn and contribute new ideas and knowledge to the field of study.

This is an independent study. Students will be guided to explore their own thinking ability, a systematic way of exploring ideas, organize thoughts, and be original and creative.

CREATIVITY
&
INNOVATION

COURSE OBJECTIVES

1. To guide students to develop , explore and expand new ideas independently in an academic and scientific manner;
2. To assist students to write and present scientific ideas by using scientific writing.
3. To guide students to be more responsible in handling and presenting data.
4. To encourage students to develop innovative idea which will contribute not only to the body of knowlefgge but to the industry at large.

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Weekly Course Content

Week 1. To assign students to locate reading materials in relation to the general ideas of focus

Week 2. Elaboration on the course content, motivational lecture, discussion on areas to study and instructions for the weekly assignment. Weekly homework n review

Week 3. To guide students to understand the title and scope of their study. Students also will be explained all about the scope, content and the functions of each chapter

focus will be on chapter one: abstract. Objectives of study. Research questions. Scope. Weekly homework n review.

Week 4. To guide students in understanding the concept of literature review, method of literature search, secondary data gathering and literature review writing. Homework n review.

Week 5. To explain on research methods. Theoretical concepts, working concepts, and research framework. Weekly homework n review.

Week 6. data gathering, data processing and data analysis. Weekly homework n review

Week 7. Content Analysis. Method and process. Homework and review.

Week 8. Conducting research/data collection

Week 9. Conducting research/data collection

Week 10. Data Processing

Weekly Course Content

Week 11. Writing research report.
Methods and processes.
Homework and reviewing

Week 12. Writing research
report, methods and
processes. Home work and
review.

Week 13. Method of writing
research analysis, evaluation
and conclusions. Homework
and review.

Week 14. Method of
writing bibliography.
Homework and review.

Week 14. Method of
language and facts editing,
improving the format and
content..

Week 15. Students
improving the thesis

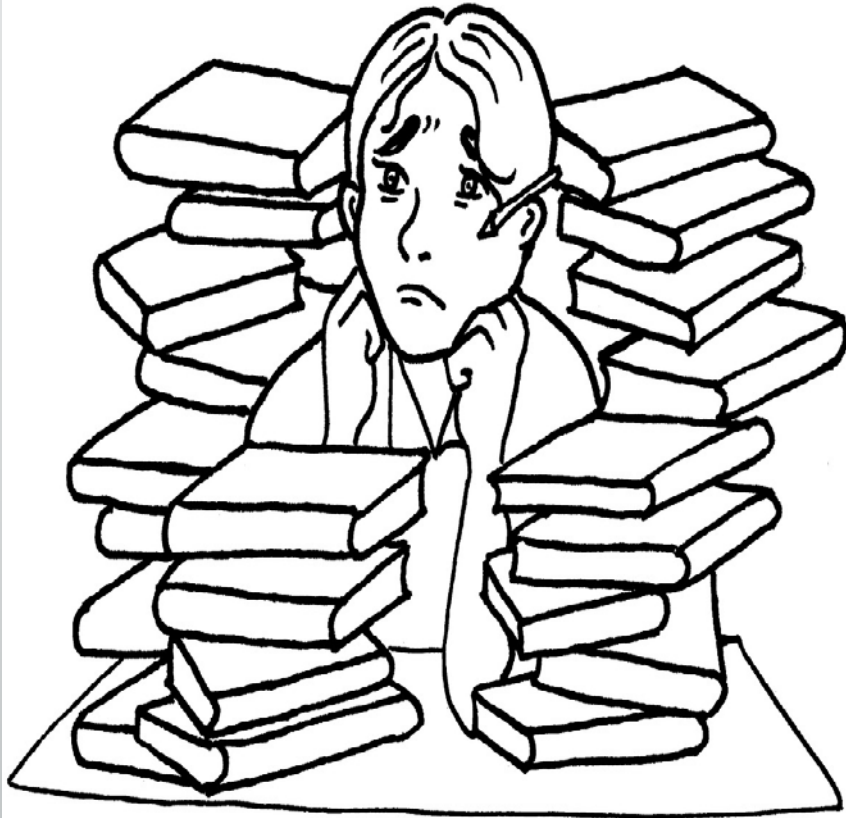
Week 16 & 17. Thesis
evaluations

LET US DECIDE WHAT DO YOU WANT TO WRITE AS YOUR FINAL ACADEMIC PROJECT



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1. THE AREA YOU WANT TO FOCUS and explain what the area is all about?
2. EXPLAIN WHY YOU WANT TO STUDY ABOUT THE SUBJECT IN YOUR INTERESTED AREA?
3. Can you write a specific working title of the subject you want to study?



HOMEWORK

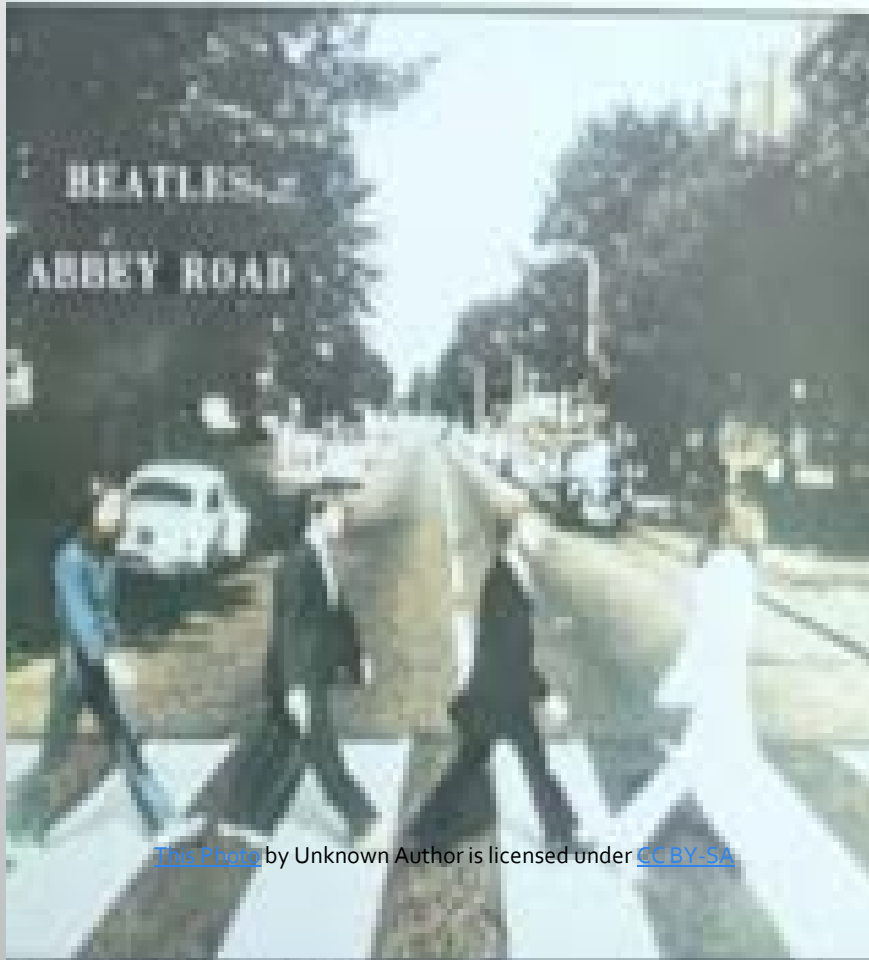
1. Look for more readings on creativity and marketing strategy, digital media.
2. Read and look for the conceptual meanings, methods and processes, about what you want to research for your project and types of digital media.
3. Write down the result of your reading in a table below.

Items to study

Source/title/ Name/ Page/ town. City of publisher/ Publise/ year	Who SAYS what/	Statement/ comment	Page number

The End

By JOHN LENNON and PAUL McCARTNEY



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**SUBMIT YOUR
HOMEWORK
NEXT WEEK**



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WEEKLY LESSON OBJECTIVES

- Meeting 2, week 3. To guide students to understand the title and scope of their study. Students also will be explained all about the scope, content and the functions of each chapter



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SCOPE OF CEVERAGE

- 1. The purpose of thesis writing
 - 2. The purpose of research
- 3. The early steps of research work
- 4. The early steps of thesis writing
- 5. The general form and format of thesis writing
 - 6. Steps of writing Chapter one
 - 7. Steps of compiling data from literature
- 8. Discussing the homework for the next week

The purpose of thesis writing

- 1. To help students to develop personal discipline in academic writing;**
- 2. To guide students to present ideas and facts in a systematic manner;**
- 3. To acquire a complete knowledge part of the study.**

AS A RESULT STUDENTS WILL LEARN HOW TO DEVELOP AND STRENGTHEN THEIR WILL POWER AND SENSE OF RESPONSIBILITY IN ANY JOB AND DUTY GIVEN TO THEM.

WHY DO YOU NEED TO RESEARCH

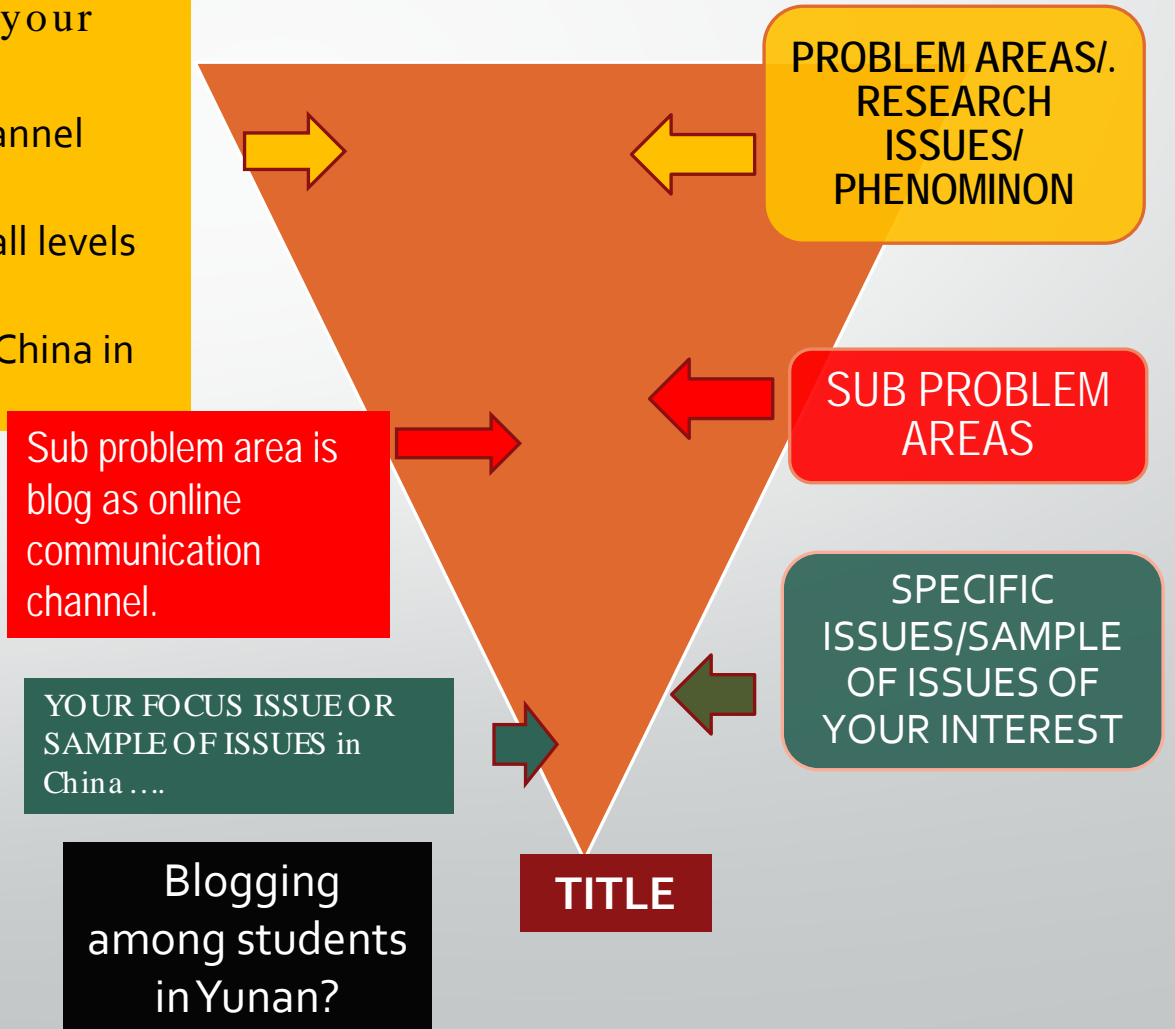
- To be ahead in your life you have to control information and knowledge.
 - To be able to own and control Information and knowledge with facts can lead you to explore more opportunities;
 - Opportunities will pull you deeper into the world of innovation and creativity.
 - You need to do research when your brain overwhelmed by questions about things you see, your experience and you do. You have to find the answer. In order to get the answers you have to research.
 - You ask questions when you have problems. Identify your problems in relation with your field of interest.
 - You must have reasons why you ask questions about your problems.
 - You need a set of objectives to direct you to solve the problems and to get the answers.
 - In order to ensure you achieve all the objectives, you need a systematic and a scientific ways to do so.
 - Why? So that you will truly believe the answers are accurate. Accurate answers are your weapon.
- As students they way to learn research is by writing systematic academic exercise which is call a **THESIS**.

The early steps of thesis writing

What is the research phenomenon? You have to have an issue or issues as your research problem. Identify your problem areas. Examples:

- Why and how blog as online communication channel becomes dominant?
- What so special about blog which has attracted all levels of people? Why?
- What is the position of blogs in the world and in China in the early 21th century?

What is the status of blogs among the students bloggers in the world.
What is the status of blogs among the students bloggers in China?
What makes certain style of blogging is successful while some others don't make it?
.....
.....



Sub problem area is blog as online communication channel.

YOUR FOCUS ISSUE OR SAMPLE OF ISSUES in China

Blogging among students in Yunan?

PROBLEM AREAS/. RESEARCH ISSUES/ PHENOMINON

SUB PROBLEM AREAS

SPECIFIC ISSUES/SAMPLE OF ISSUES OF YOUR INTEREST

TITLE

RESEARCH PROPOSAL

- **WHAT? Research proposal is a tool to plan a research project in a systematic and scientific manner.**
- **Research proposal has a system and format that must be followed**
- **A good research proposal will guarantee a successful research work with high level of accuracy and confidence.**
- **The functions of research proposal are: first, to guide researcher to conduct research properly and systematically. Second to guide researcher to write thesis in a more systematic and scientific manner. Thirdly, research proposal guide researcher to be good research manager and thesis writer.**
- **The format of research proposal. Introduction. The background of the research. Research problem. Research questions. Research objectives. Scope of research. Rationale and conclusions .**

THE GENERAL FORMS AND FORMAT OF RESEARCH PROPOSAL WRITING

- WORKING TITLE
- 1.1. INTRODUCTION
- 1.2 RESEARCH BACKGROUND/PHENOMENON
 - 1.3. RESEARCH ISSUES/PROBLEMS
 - 1.4 RESEARCH QUESTIONS
 - 1.5. RESEARCH FOCUS
 - 1.6. OBJECTIVES
- 1.7. AIM OF STUDY/WHAT IS THE RESULT YOU EXPECT TO ARRIVE AND ITS IMPACT AS WELL AS ITS USAGE
 - 1.8. SCOPE OF FOCUS
 - 1.9. CONCLUSION

1. Select the phenomenon that you are very concern about in relation to blog ?

2. Discuss and present the phenomenon critically in writing

3. Explain critically the part of the phenomenon that you are very concern about. Why? Elaborate.

Your home work

What is the specific issue in question?
Elaborate this too



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13.1.21

DISCUSSING
WITH
STUDENTS BY
USING POWER
POINTS

MEETING 4

SELF MEDIA MARKETING IS THE SUB PHENOMENON OF THE STUDY. THE PHENOMENA IS THE ONLINE MARKETING. SELF MEDIA MARKETING IS THE SUB PHENOMENON OF THE STUDY. THE PHENOMENA IS THE ONLINE MARKETING.

Yes...Ou Yang.. you have to define what self media is...give a strong definition. what is the different between self media and direct selling....with self publicity... or what ever..

My concern is what is the research focus or issue you want to study or you want to research.

Self marketing is ok Ou Yang ...no problem. That is the sub phenomenon or sub issue...continue.

My question is what is your issue regarding self media or self marketing that you are very concern about.. why you want to study about this..?

Students read and write about this.

Uses gratification as a concept

2. Uses gratification as a theory

3. Read more about the concept of behaviour

4. Young people consumption behaviour.

Your general background about your research/thesis must give information about the internet penetration by countries...just get Malaysia, china, Thailand, Indonesia...selected countries...make a table

Get some statistics n background information about Thai students in SISA as well.

2. Read more about marketing and online marketing n shopping in Thailand.

3. Get some information by reading about shopping behaviours among thai people as well as among thai students.

4. Fizz. Read about pandemic in Thailand how it effect university students. I am sure many research have done on this.

4. Get information about pattern of computer ownership n internet access among Thai students.

I help you by suggesting topics for your thesis. pick one. Each one of you choose one.

1. Students: Pattern of online shopping among Thai students during the pandemic co vid19.

2. Pattern of online shopping among Chinese students in Thailand.

3. Factors influencing students in selecting their favourite shopping sites online.

4. Students. gratification approach in online shopping behaviour among Thai n Chinese students. A comparative analysis.

**learn how to write the way all these writers write.
we don't have much time left. need to work harder
and faster...no time to relax...ok guys**



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The early steps of thesis writing

What is the research phenomenon? You have to have an issue or issues as your research problem. Identify your problem areas. Examples:

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What is the status of blogs among the students bloggers in the world.
What is the status of blogs among the students bloggers in China?
What makes certain style of blogging is successful some others don't make it?
.....
.....

Sub problem area is blog as online communication channel.

YOUR FOCUS ISSUE OR SAMPLE OF ISSUES in China

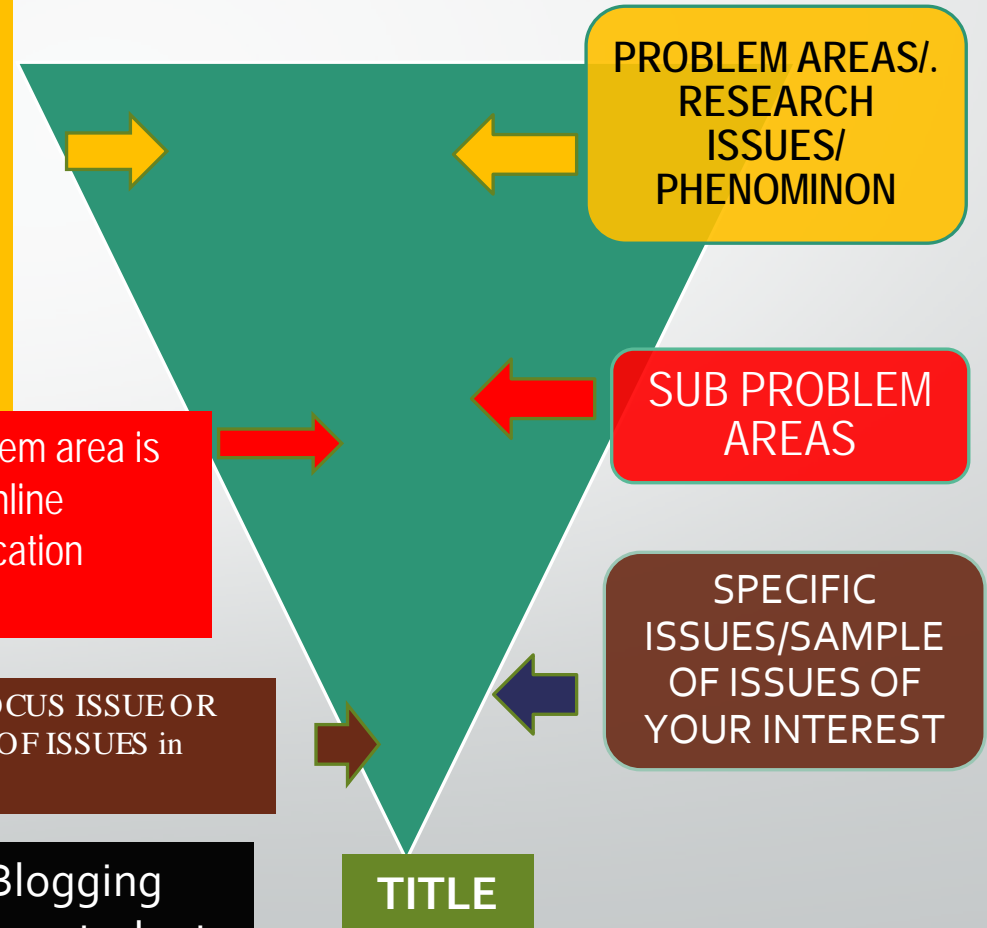
Blogging among students in Yunan?

PROBLEM AREAS/. RESEARCH ISSUES/ PHENOMINON

SUB PROBLEM AREAS

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TITLE



RESEARCH PROPOSAL

- **WHAT?** Research proposal is a tool to plan a research project in a systematic and scientific manner.
- Research proposal has a system and format that must be followed
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THE FUNCTION OF RESEARCH PROPOSAL

to guide researcher to conduct research properly and systematically.

Second to guide researcher to write thesis in a more systematic and scientific manner

Thirdly, research proposal guides researcher to be good research manager and thesis writer.

THE GENERAL FORMS AND FORMAT OF RESEARCH PROPOSAL WRITING

- WORKING TITLE
- INTRODUCTION
- RESEARCH BACKGROUND/PHENOMENON
- CONCEPTUAL DEFINITION OF MAJOR TERMINOLOGY
 - RESEARCH ISSUES/PROBLEMS
 - RESEARCH QUESTIONS
 - RESEARCH FOCUS
 - OBJECTIVES
- AIM OF STUDY/WHAT IS THE RESULT YOU EXPECT TO ARRIVE AND ITS IMPACT AS WELL AS ITS USAGE

I have shared the article about the topic below in order to help you to understand several concepts related to research proposal.

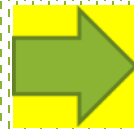
TITLE: Digital Media Literacy: Cultivating Productive Practices among Young People in Malaysia

● **THE PHENOMENON**
(General and universal)
General problems/issues



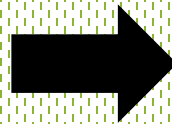
● THE NEW MEDIA/ DIGITAL MEDIA AND SOCIETY;
● THE NEW MEDIA AND THE YOUNG PEOPLE (WOMEN/ RELIGION/ POLITICS/ CULTURE/.....)

SUB PHENOMINON
(Sub focus/ sub issues/sub problems)



The Young People/Women/ Religion/ Politics.
Culture (In The World and In Malaysia/ in China/ Asia/ Southeast Asia)

**SPECIFIC ISSUE OF INTEREST/
SPECIFIC FOCUS TO
RESEARCH.**



to explore how young people can engage in digital and media literate activities in productive ways

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

For this section you write about two to three sentences on the phenomena of the subject matter. After that you discuss the sub phenomenon for another two to three sentences. In another paragraph write about your issue in focus and write one sentence what your research is all about.

1.2 BACKGROUND OF RESEARCH

For this section you have to elaborate the phenomenon of the issue in a macro and universal manner in two or three paragraphs.

After that explain about the sub phenomenon in question. It needs another two to three paragraphs.



MORE HOMEWORK



**Please write your main thesis
phenomenon.**

**Make references from books and journals
and other relevance academic writeups.**

Time to submit Next week Thursday.



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The objective of the meeting is to review the past classes.

The purpose is to help students to write their first chapter smoothly for this week before moving to chapter 2

All discussions will be based on the research title below..

Factors influencing students in selecting their favourite shopping sites online.

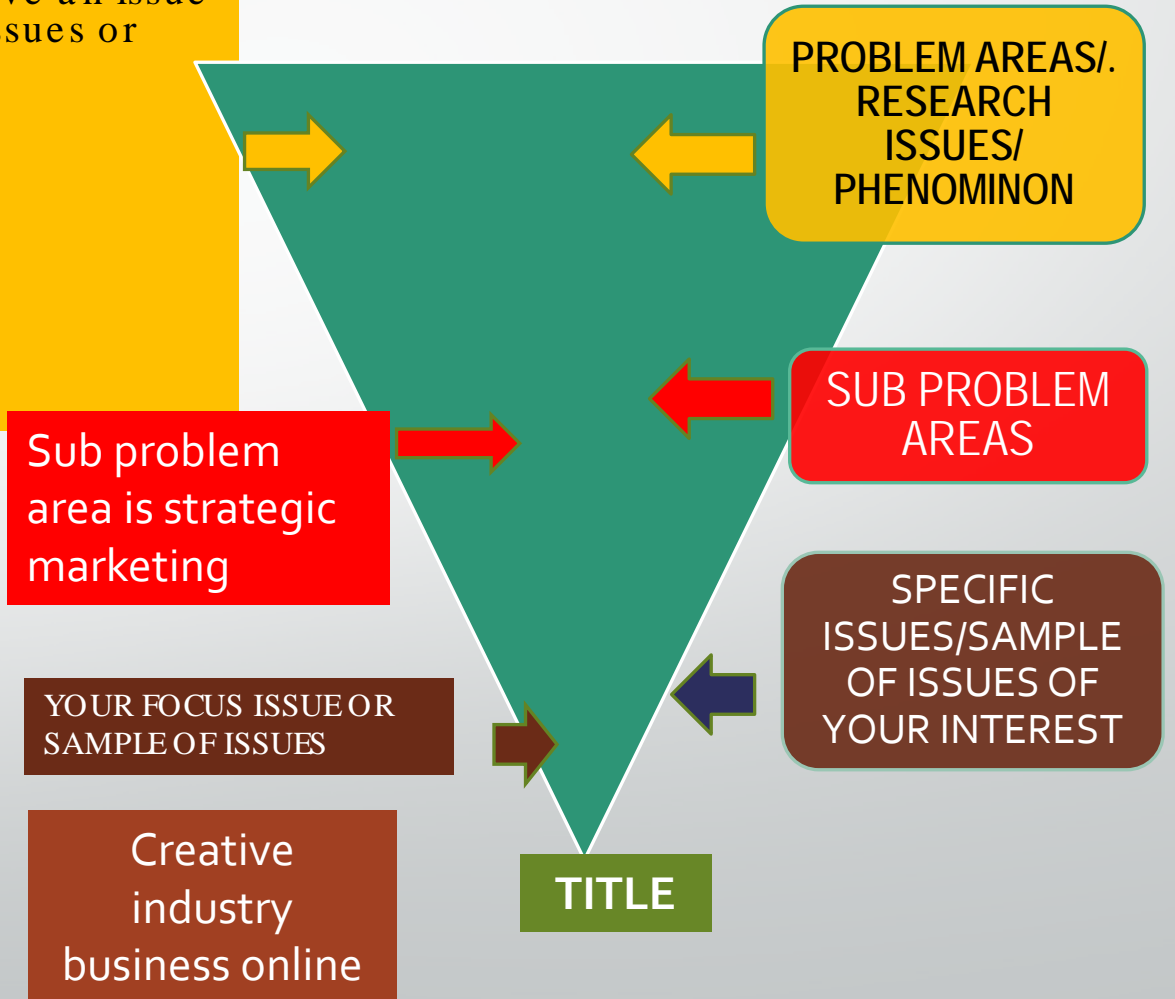
The early steps of thesis writing

What is the research phenomenon? You have to have an issue or issues as your research problem. Identify your issues or problem areas. Examples:

- Why and how online business becomes dominant?
- The online business industry and Online marketing
- Successful people in business
- Creativity in business?

The characteristics are usually universal in nature.

What makes certain style of online marketing successful some others don't make it?
What makes some music video which carry business messages go viral while others not very successful in getting attention.
When you do an online business you have to be creative. Why?
What is creativity in business online marketing?



Remember this >

THE GENERAL FORMS AND FORMAT OF RESEARCH PROPOSAL WRITING

- WORKING TITLE
- INTRODUCTION
- RESEARCH BACKGROUND/PHENOMENON
- CONCEPTUAL DEFINITION OF MAJOR TERMINOLOGY
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Literary Review

www.literaryreview.com.au

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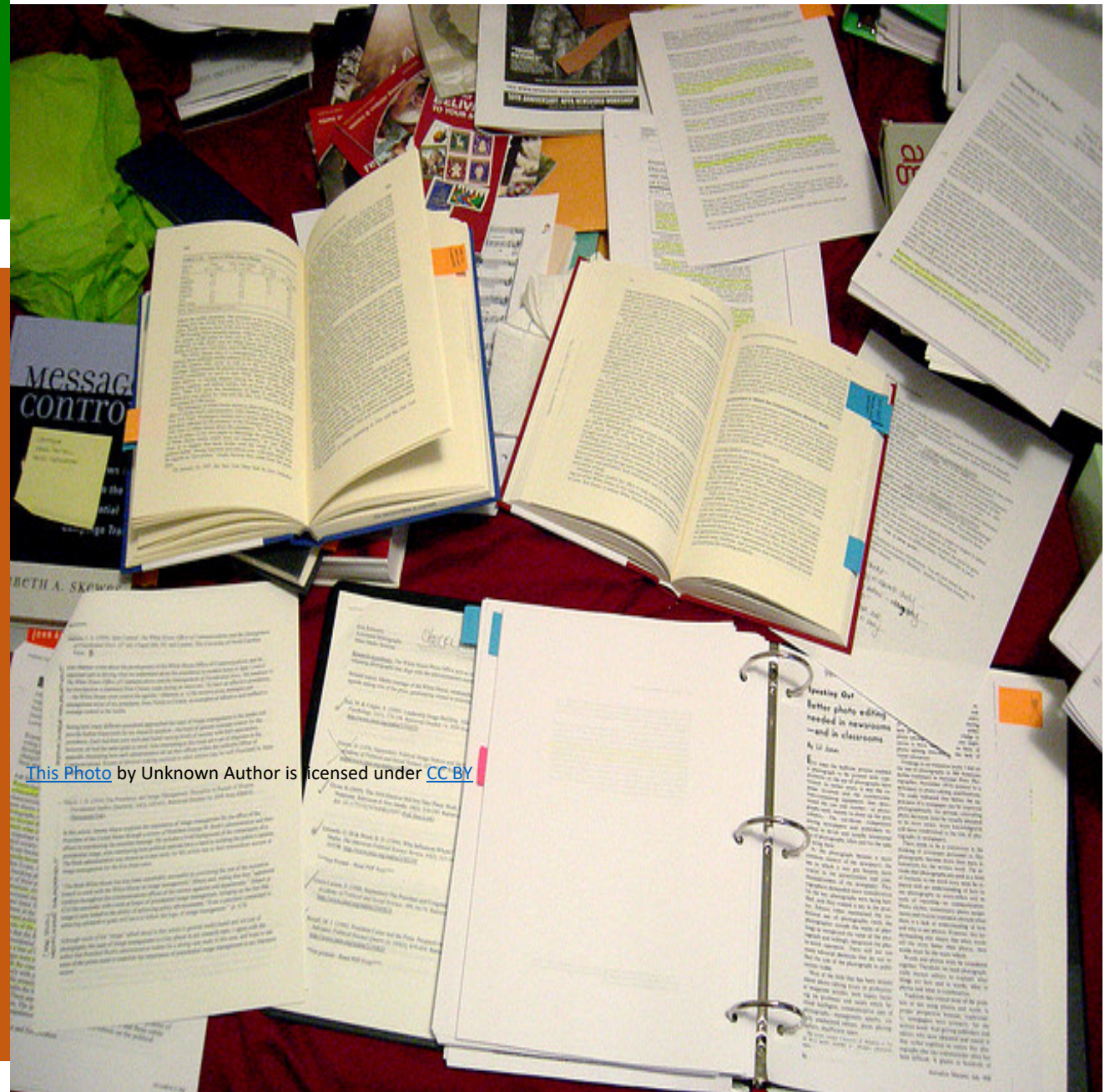
For CHAPTER TWO



By
Prof. Dr. Asia h Sarji
LECTURE 6
semester one 2021
COLLEGE OF
COMMUNICATION ARTS
Suan Sunandha
Rajabhat University.
Makhon Pathom
Campus.

CLASS OBJECTIVES

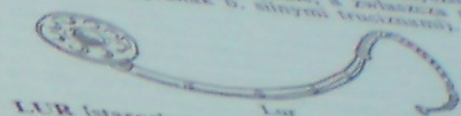
1. To explain the meaning of literature review,
2. Lecture on the importance of literature review in academic study.
3. To give guidelines on the methods of compiling past research.
4. To guide students the basic method of writing literature review.
5. To inform students on the best method of writing literature review.



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Lupa: a) bieg promieni w l. ogniska); b) lupy złożone: anilanyczno-achromaty

LUPA [franc.], przyrząd do oglądania wielkich przedmiotów, składający się z 1. prosta i 2. soczewka



LUR [staroškand.] prehistoryczny instrument muzyczny o długiej (do 2 m), korbaczonej, wąskiej trzonkowej rurze z brązu, ujętej spiralnie i zakończonyj kopalisk archiwol. w Danii, Szwecji, Mecklemburgii. Nowocześniejsze i pochodzą z epoki brązu (XII-VI w. p.n.e.) obecnie w krajach škand. nazwą l. określa się instrument pasterski typu → trąbki.

LURCAT [franc.] architekt, ur. 27 VIII 1894, brat Jeanne, architektury; jeden z najwybitniejszych przedstawicieli funkcjonalizmu we Francji; od 1945 naczelny architekt odbudowy kraju; gł. dzieła: zespół urbanistyczno-architektoniczny Cité Seurat w Paryżu (1924-26), Wzrost Nord-Sud w Calvi (1930), szkoła w Villejuif (1932), plan odbudowy Maubeuge (1945), osiedle mieszkaniowe w St. Denis (1946-52), zespoły szkolne w Blanc-Mesnil (1951), St. Denis i Villejuif (1957-58); napisał Architecture (1929) i Formes, composition et lois d'harmonie (1953).

LURCAT [franc.] JEAN, ur. 1 VII 1892, brat André, matematykowo był pod wpływem P. Cézanne'a; od 1925 zaczął tworzyć w duchu surrealizmu; znany jest gł. jako twórca



WHAT IS

WHAT IS SO SPECIAL ABOUT RESEARCH REVIEW

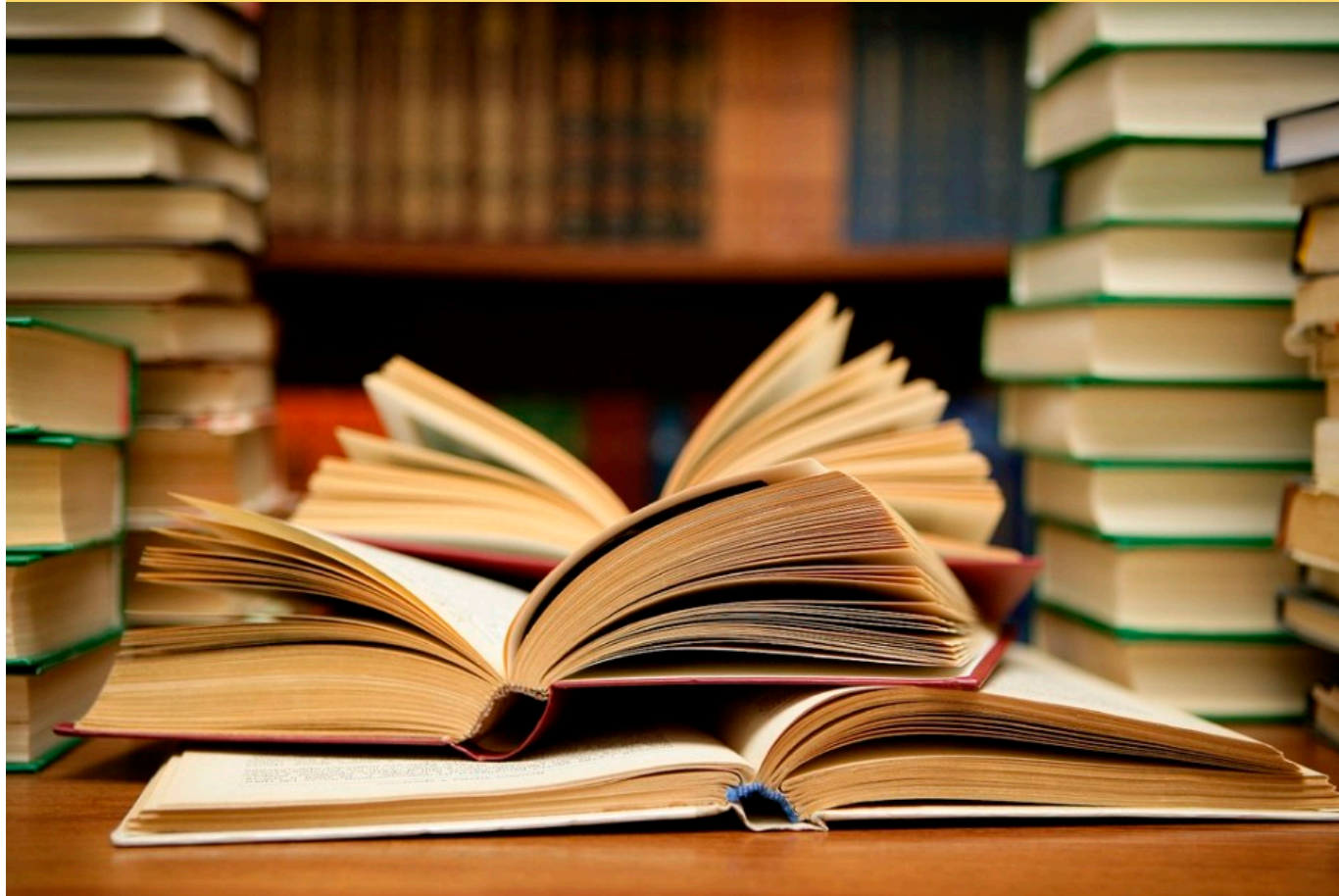


IN ANY RESEARCH OR IN ANY THESIS WRITING, EXPLORING AND ANALYZING PAST RESEARCH IS COMPULSORY.

It is a type of review or a survey of scholarly sources on specific topic/topics.

WHY?

1. See what are similar research has been done before.
2. To find out what is the trend of the study on the subject matter.
3. How the research is done and on what result?
4. Some people check on the methodology and the trend of the study/



WHAT IS literature review?

- A literature review surveys, read, evaluate and make analysis of books, scholarly articles, and any other sources relevant to a particular issue, area of research, or theory.

WHY?

provides a description,
summary, and
critical evaluation of these works
in relation to the research problem
being investigated

HOW TO WRITE A LITERATURE REVIEW

**CHOOSING BEST APPROACH FOR
WRITING A LITERATURE REVIEW**

A BRIEF GUIDE LINES

THE GENERAL PROCESS

Literature Review Process

1. Always remember what is the topic of your study, its focus and objectives,

After all done. Make critical analysis for all the literature you have reviewed in each sub topics.

Collect articles

Read literature

Summarize state of research

Identify gaps, relations, variances

Suggest next steps

1. Publish/Unpublish research . Report, thesis. Articles journals. Books. Must related directly or indirectly to your focus of study.

2. Read to check on relevancies of the document or sources..

GET THE MOST RELEVANT.

3. Once you get, read, write the infor to the table I showed you according to ur sub topics.

For each literature review for each sub Topics your must transfer the major notes from the table to your thesis. After that analys and see the connection between one research with another.

No more
talking



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NOW

EXTRA EXPLANATION

- ❖ UNDESTAND your topic THOROUGHLY...REALLY WELL.
- ❖ Select papers accordingly. It has to be directly or indirectly relevant to you issues or research problem.
- ❖ Read the selected articles thoroughly and evaluate them.
- ❖ Organize the selected papers by looking for patterns and by developing subtopics.

BASIC ELEMENTS REQUIRED IN LIT. REV.

Just like most academic papers, literature reviews must contain at least three basic elements:

1. an introduction or background information section. The introduction should: define your topic and provide an appropriate context for reviewing the literature; establish your reasons
2. the body of the review containing the discussion of sources;
3. a conclusion and/or recommendations section to end the paper.



LITERATURE REVIEW IS A STORY TELLING PROCESS. You know what is the issue, you want to know how others think about it. You want to know if your they agreed with one another, why and how..

When to stop searching and reading?

When you are able to compile the latest reading materials that meet your requirement.

What are the requirements:
1. The published materials must be recent no later than 10 years ago.
2. Some of the studies are done almost related to the focus of your study.
The study is done outside your country if you want to see the same issues but away from your areas.

Maybe you can see the trend of the result of their findings and ideas which help you to strengthen your belief about the focus of your study.

WHEN YOU ARE RUNNING OUT OF TIME

HOW MUCH IS ENOUGH?



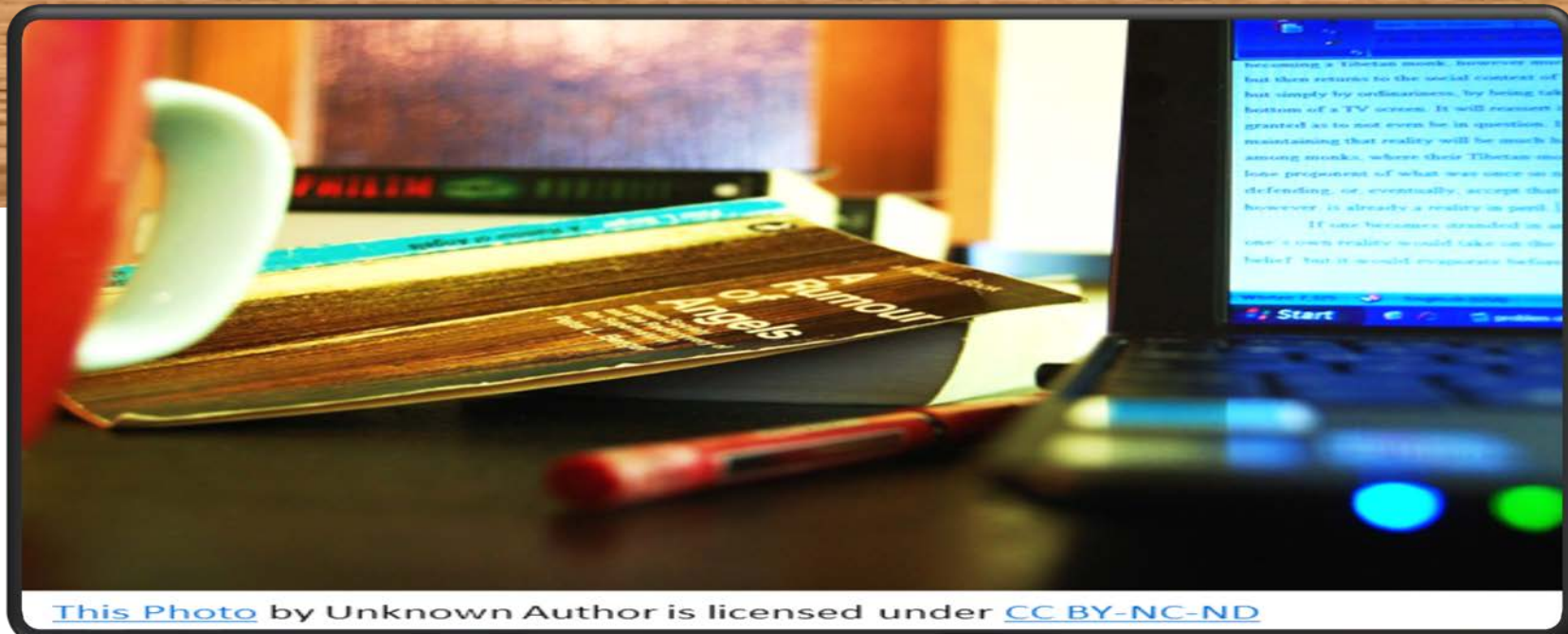
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LASTLY:

Do not include purely historical or informational material, such as information from websites. ... The literature review is a synthesis and analysis of research on your topic in your own words. Most ideas can be and should be paraphrased

HOME WORK.

- I suppose you have done the reading and putting the reading information inside the literature review table.
- Now your job is to begin the writing Chapter 2. SUBMIT 24th. FEBRUARY 2021



T H E
E N D





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LECTURE 7.

9306. CREATIVITY AND DIGITAL MEDIA

**Research
Methods**

16th. March 2021. Wednesday 11 am

VS

CHAPTER
THREE

**Research
Methodology**

...

IN SHORT WHAT IS CHAPTER THREE

Methods

The methodology chapter outlines which methods you choose to gather data, how the data is analyzed and justifies why you chose that methodology

. It shows how your choice of design and research procedure are capable in answering your research question scientifically. Make sure you explain what the pitfalls of your approach and how you have tried to mitigate them.

Discussing yourself where your study might come short can give you more credibility as it shows the reader that you are aware of the limitations of your study.

FORMAT CHAPTER THREE

- 3.1 INTRODUCTION
- 3.2 SCIENTIFIC ENQUIRY IN SOCIAL SCIENCE
- 3.3 SURVEY METHOD
 - 3.3.1 Survey Instrument
 - 3.3.2 Data Collection Process
 - 3.3.3 Data analysis and Data presentation
- 3.4 CONCLUSION

3.1. INTRODUCTION

The purpose of introductory section is to explain what the chapter is all about and its purpose.

In order to create the sense of continuity between this chapter and the previous ones, what you should do is to explain what your study is and briefly state the objectives of your study. Therefore you need to check again your title. Objectives of research. What do you want to find out,
Explain the purpose of the Chapter three

3.2 SCIENTIFIC ENQUIRY IN SOCIAL SCIENCE

The purpose to include this informatin chapter 3 is that to explain to readers that this type of scientific enquiry can apply various other social science research methods. List all othe methods here. Some of the methods such as qualitative approach can be employed. However due to major obstacles that is facing the country, this study has decided to employ survey research approach.

3.3 SURVEY METHOD

Explain here what is survey method? Why you choose this method for your research? What is The strength and weaknesses of this method?

Get good research book and good research article to explain about this method. When ever you copy their words make sure cite or reference (Name the person, year)

3.3.1 Survey on Pattern of Online Shopping

- explain here about your study.
- Explain as well the type of response you need from your respondents.
- Explain where the research will take place.
- How many respondents you choose...why?
- How to get the response from the respondents and by using what instrument?
- Explain more about your questionair...how many section? What is the purpose of each section in terms of getting the data from the respondents .

3.3.2 Data Collection Process

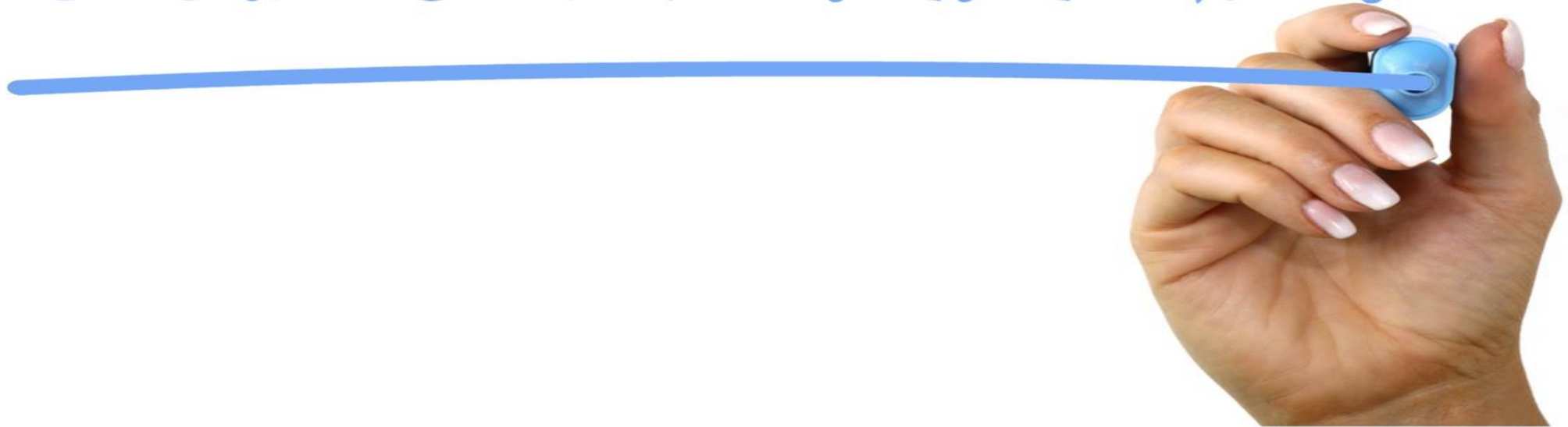
Explain here how you are going to distribute the questionnaires? How you are going to get the information by interviewing them face to face? Or by online google meet question and answer? or by individual way of filling in the questionnaire. Give reasons why you choose certain decision made? How each decision can help you to get a quality response.

3.3.3 Data analysis and Data presentation

Once you get the questionnaire what are you going to do with it?

WHAT IS

QUESTIONNAIRE



- A questionnaire is defined as a document containing questions and other types of items designed to solicit information appropriate for analysis.
- The questionnaire may be regarded as a form of an interview on paper.
- Procedure for the construction of a questionnaire follows a pattern similar to that of the interview schedule.
- However, because the questionnaire is impersonal it is all the more important to take care of its construction.
- Since there is no interviewer to explain ambiguities or to check misunderstandings, the questionnaire must be especially clear in its working.
- The variety of possible answers to each question must be anticipated more fully than for an interview.

QUESTIONNAIRES DESIGN



There are following types of questionnaires:

- Computer **questionnaire**. Respondents are asked to answer the **questionnaire** which is sent by mail. ...
- Telephone **questionnaire**. ...
- In-house survey. ...
- Mail **Questionnaire**. ...
- Open question **questionnaires**. ...
- Multiple choice questions. ...
- Dichotomous Questions. ...
- Scaling Questions.

The Essentials of the Questionnaire Construction

- Questionnaire design is a very crucial and important part of the research because an inappropriate questionnaire misleads the research, academics, and policymaking.
- Therefore, a set of adequate and appropriate questions in a sequential order is required in a questionnaire.
- The format of the questionnaire mostly depends on the type of questionnaire used.

Open-ended, closed-ended (static), closed-ended (dynamic), and task-based.

There are roughly two **types of questionnaires**, structured and unstructured.

A mixture of these both is the quasi-structured **questionnaire** that is **used** mostly in social science **research**

Structured questionnaires include pre-coded questions with well-defined skipping patterns to follow the sequence of questions.

Most of the quantitative data collection operations use structured questionnaires. Fewer discrepancies, easy to administer consistency in answers and easy for the data management are advantages of such structured questionnaires.

Unstructured questionnaires include open-ended and vague opinion-type questions. Maybe questions are not in the format of interrogative sentences and the moderator or the enumerator has to elaborate the sense of the question. Focus group discussions use such a questionnaire

Not all questions are easily pre-coded with almost possible alternatives to answers. Given answer alternatives of some questions in the standard questionnaires are left as 'others' (please specify).

A common and pragmatic practice is that most of the questions are structured, however, it is comfortable to have some unstructured questions whose answers are not feasible to enumerate completely. Such a type of questionnaire is called a quasi-structured questionnaire.

The Format of Questionnaire

Size:

It should be smaller in size than that of the schedule.

The extent in length and breadth should be appropriate.

It should not be more than two or three pages as to the nature of the research.

Appearance:

MORE ON FORMAT

It should be constructed on a good quality paper and printing.
It should have an attractive layout.

Clarity:

The questions should be short, clear in terms, tenure, and expression.

Sequence:

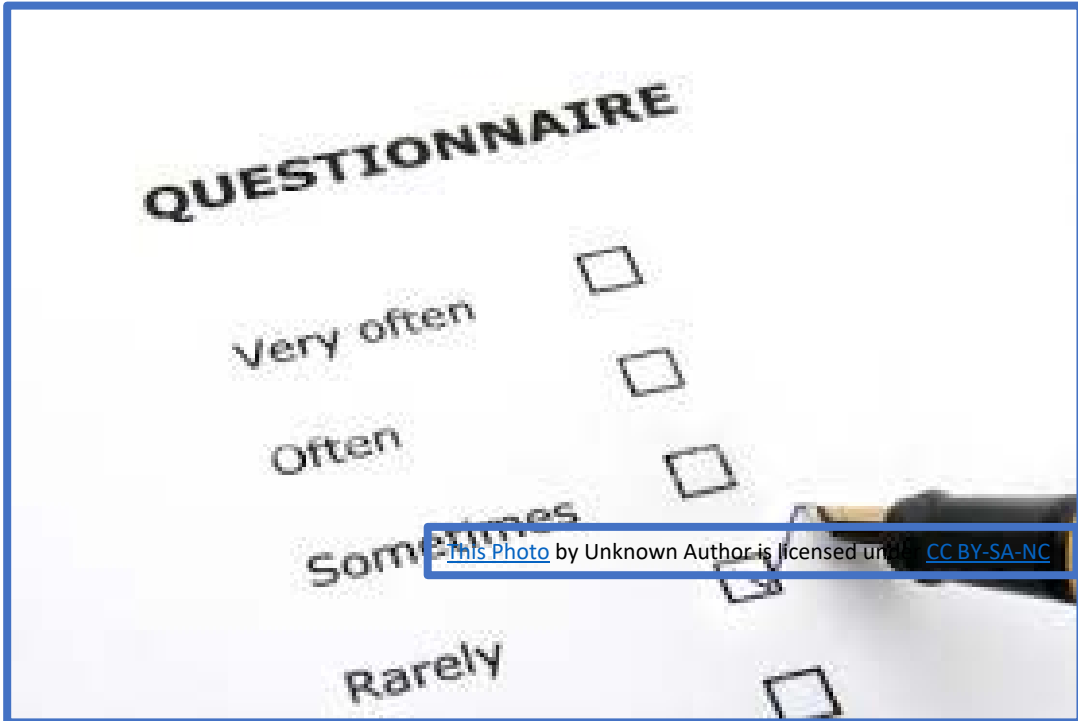
The question should be arranged according to the importance and preference.

Communicability:

The questions of the questionnaire should be able to keep the interest of the respondents

Span:

The length of the questions of the questionnaire should be as short as possible.
The questionnaire should not be long in length.



Characteristics of Good Questions in a Questionnaire

General rules of question crafting:

Clear objective

Simple language

Clear concepts

Without bias

Adequate answer options

Shorter questions

The single question at a time

Affirmative sentences

Mathematics not imposed

Short/clear reference periods

Avoid question reference

Question Types to be avoided in a Questionnaire

Question without objective

Each question should have an objective.

Example:

10. Did you drink any alcoholic beverages at any time during your first semester of college?

- Yes (If yes, answer Questions 10a and 10b.)
- No (If no, skip to Question 11.)

10a. On average, how many times per week did you consume alcoholic beverages during your first semester of college?

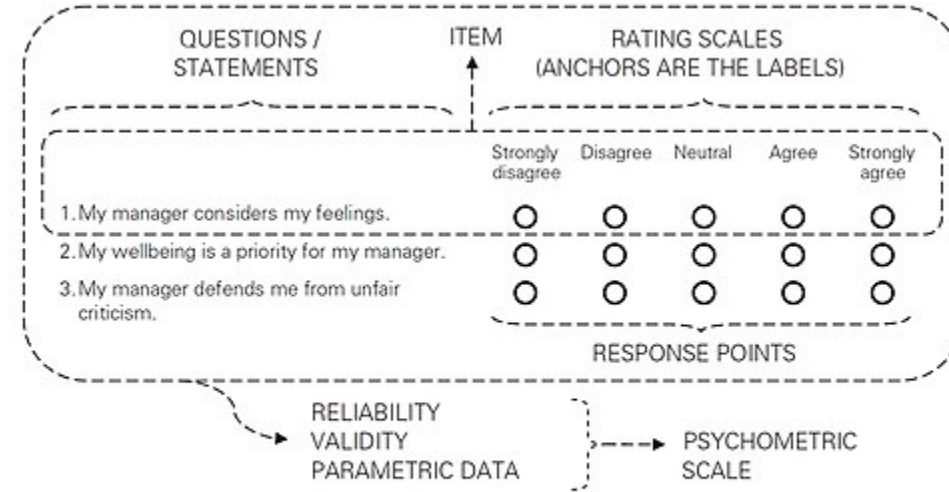
- less than one time per week
- 1-2
- 3-4
- 5-6
- 7+

10b. On average, how many drinks did you consume each time you drank during your first semester of college?

- less than one drink each time
- 1-2
- 3-4
- 5-6
- 7+

11. Did any of your friends on campus drink alcoholic beverages at any time during your first semester of college?

- Yes
- No



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Robinson, M. A. (2018). Using multi-item psychometric scales for research and practice in human resource management. *Human Resource Management*, 57(3), 739-750.
<https://doi.org/10.1002/hrm.21852>

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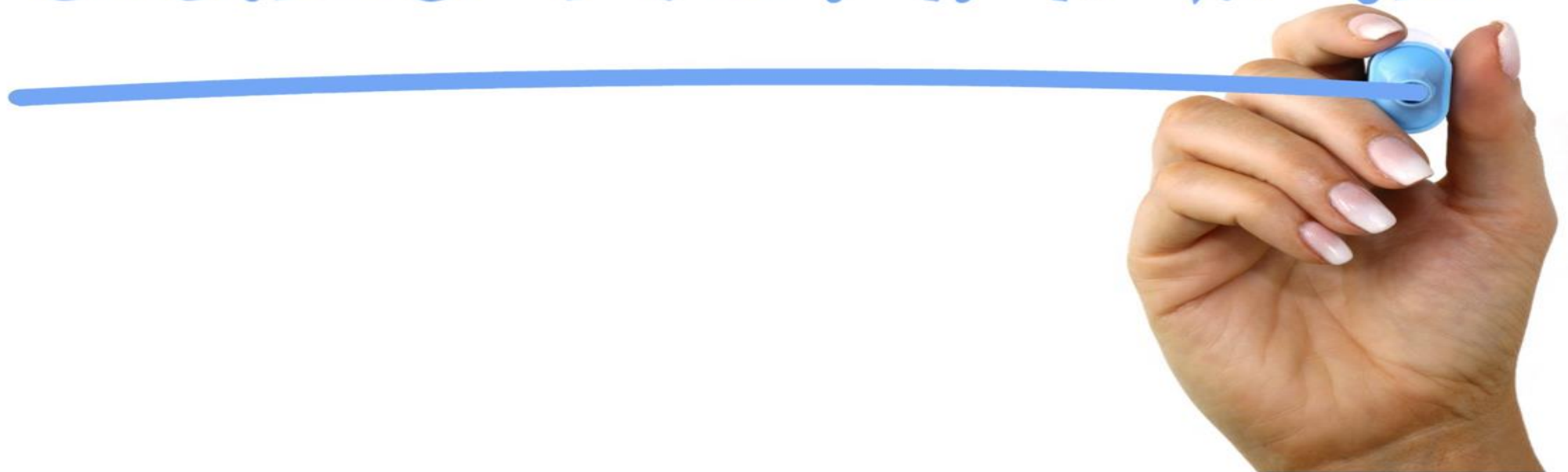
MEETING EIGHT MORE ON QUESTIONNAIRES



Lecturer: Ajaan Prof. Dr.
Asiah Sarji

TO HELP STUDENTS TO UNDERSTAND
MORE...

QUESTIONNAIRE



QUESTIONNAIRES DESIGN

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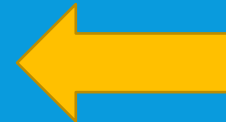
FOUR TYPES OF QUESTIONNAIRES:.

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structured and unstructured.

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Structured **questionnaires** include pre-coded questions with well-defined skipping patterns to follow the sequence of questions

WHAT IS

QUESTIONNAIRE is defined as a document containing questions and other types of items designed to solicit information appropriate for analysis.

•FUNCTIONS N CHARACTERISTICS:

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Communicability

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Span:

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Question Types in a Questionnaire

The questions asked can take two forms:

•Restricted questions



also called closed-ended, are the ones that ask the respondent to make choices — yes or no, check items on a list, or select from multiple choice answers. Restricted questions are easy to tabulate and compile.

Unrestricted questions



open-ended and allow respondents to share feelings and opinions that are important to them about the matter at hand. Unrestricted questions are not easy to tabulate and compile, but they allow respondents to reveal the depth of their emotions.

- *If the objective is to compile data from all respondents, then sticking with restricted questions that are easily quantified is better.*
- *If degrees of emotions or depth of sentiment are to be studied, then develop a scale to quantify those feelings.*

CHARACTERISTICS OF GOOD QUESTIONS IN A QUESTIONNAIRE

GENERAL RULES OF QUESTION CRAFTING:

- Clear objective
- Simple language
- Clear concepts
- Without bias

- Adequate answer options
- Shorter questions
- The single question at a time
- Affirmative sentences

- Mathematics not imposed
- Short/clear reference periods
- Avoid question reference

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REFERENCE

<https://microbenotes.com/questionnaire-types-format-questions/>

January 4, 2020 by [Sagar Arya](#)



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CHAPTER FOUR

FORMAT AND METHOD OF WRITING



FORMAT

Chapter 4 details all the results of your study. You can put some analysis of the results here, but generally just the results are presented, without interpretation, inference, or evaluation (which will be in Chapter 5). The results should be linked inextricably to the design .

The results should be reported with respect to furnishing evidence for your research question(s) as outlined in Chapter 1

Each result must be accompanied by tables, graph or histogram

CHAPTER FOUR

RESEARCH FINDINGS

4.1 INTRODUCTION

The purpose of this chapter is present the findings from the survey on
The presentation will be done according to the requirement of the study which was designed in chapter one. The data will also presented in order to give the background information about respondents.

4.2 DATA COLLECTION PROCESS

Here you explain about the back ground of your research. Why the research was done, the objectives and whay the research is so important/rational/

Briefly explain what the questionnaire look like. How did you distribute the questionnaires, how the data was collected, how the data processed. Explain as well the shortcoming in the whole process.

4.3 BACKGROUND OF THE RESPONDENTS

The purpose of this section is to give an overview about the profile of respondents. As shown in the table 4.1 the number of male respondents 70 (80%) and female 10 (30%). Majority of the respondents come from the urban areas of China, 80 percent

4.4 GENERAL PATTERN OF ONLINE SHOPPING

4.5 YOU CAN GIVE TITLE FOR EACH SECTION ACCORDING TO THE SECTION OF YOUR RESEARCH.

4.9 CORRELATION FINDINGS

Explain here data on correlation one by one

4.10 DATA ON THE RESEARCH OBJECTIVES. Explain here the findings for each objective.

4.11 CONCLUSION

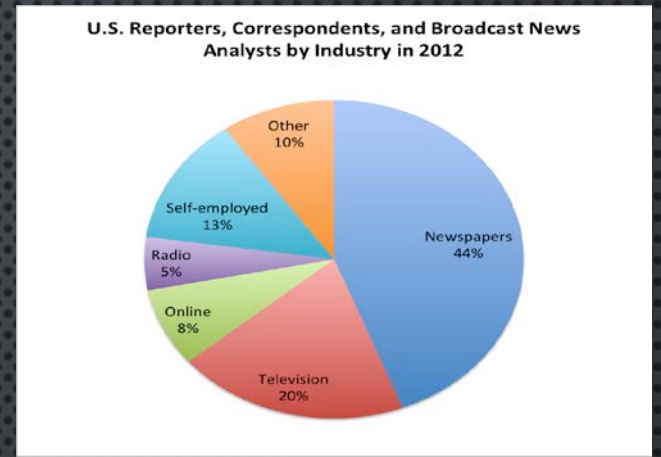
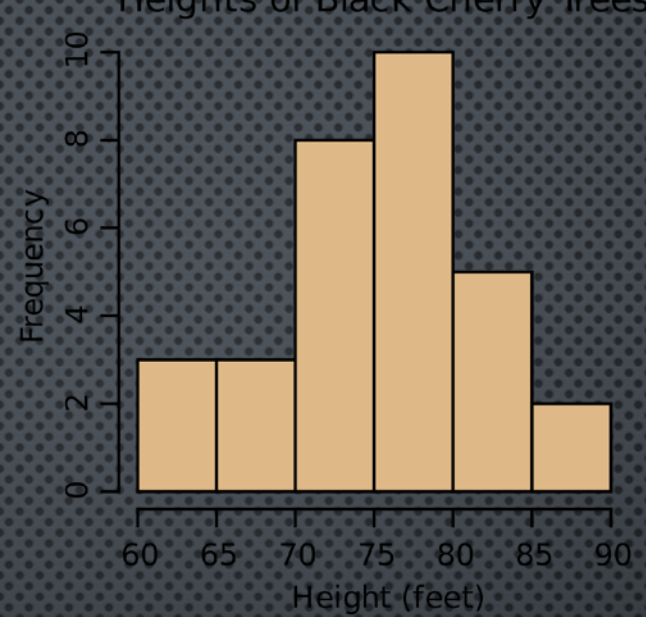
ALWAYS REMEMBER:

1. Each data explanations must accompanied by a table. Accompanying the table can be graphs, histograms or pie charts..Choose the one that appropriate to show the meaning of the data in the tables.

2. Each table MUST HAVE A NAME or title. Each title must have a number. If the tables in Chapter four, the number must begin with number 4. Example:

Table 4.1 Gender of College Students. The title must be written on top of the table. See Example below.....





4.5 Tables

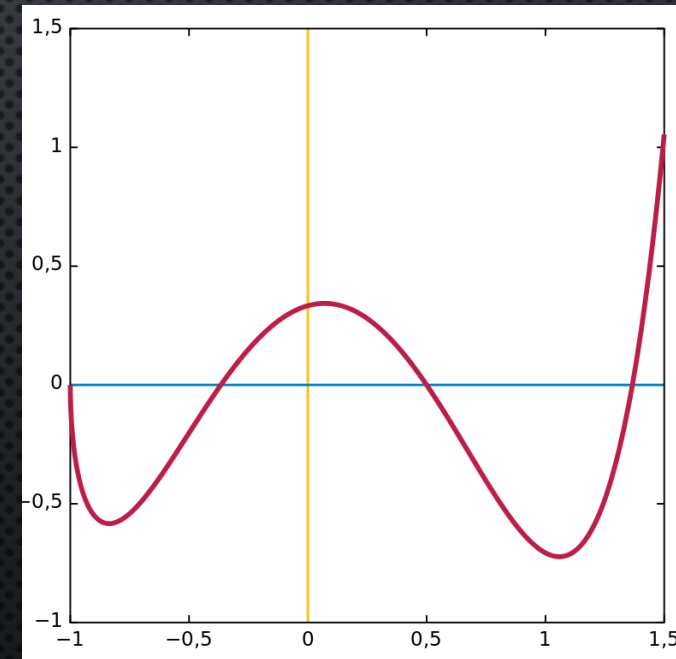
Variables	Mean	Standard deviation (SD)	Min	Max
Smoking behavior	0.2426	0.4287	0	1
Financial literacy	0.5914	0.3436	0	1
Financial education	0.1533	0.3603	0	1
Male	0.4924	0.5000	0	1
Age	49.79	12.61	20	76
Age squared	2637.63	1239.67	400	5,776
University degree	0.2706	0.4444	0	1
Marriage	0.8225	0.3822	0	1
Divorce	0.0345	0.1826	0	1
Household members	3.52	1.44	1	10
Children	0.8443	0.3626	0	1
Unemployed	0.0240	0.1531	0	1
Household income	6,486,239	3,777,635	1,000,000	20,000,000
Log of household income	15.51	0.61	13.82	16.81
Household assets	13,100,000	17,600,000	2,500,000	100,000,000
Log of household assets	15.81	1.01	14.73	18.42
Regular exercise	0.3713	0.4832	0	1
Current drinker	0.5416	0.4983	0	1
Frequent gambler	0.0942	0.2921	0	1
Myopic view of the future	0.1454	0.3526	0	1
Level of risk preference	0.4908	0.1891	0	1
Current level of happiness	0.6472	0.1822	0	1
Anxiety about health	0.4199	0.4936	0	1
Observations	3,706			

4.1 Histogram

4.4 Tables

	Dog	Cat	Total
Male	42	10	52
Female	9	39	48
Total	51	49	100

4.2. Pie Chart



4.3. Graph

**Making sure to use correct
APA formatting for any tables
used (refer to *Thesis PAM* for
further guidance on
formatting)**

Alls Well
That
Ends Well

1599

1599



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The functions of chapter five of a thesis

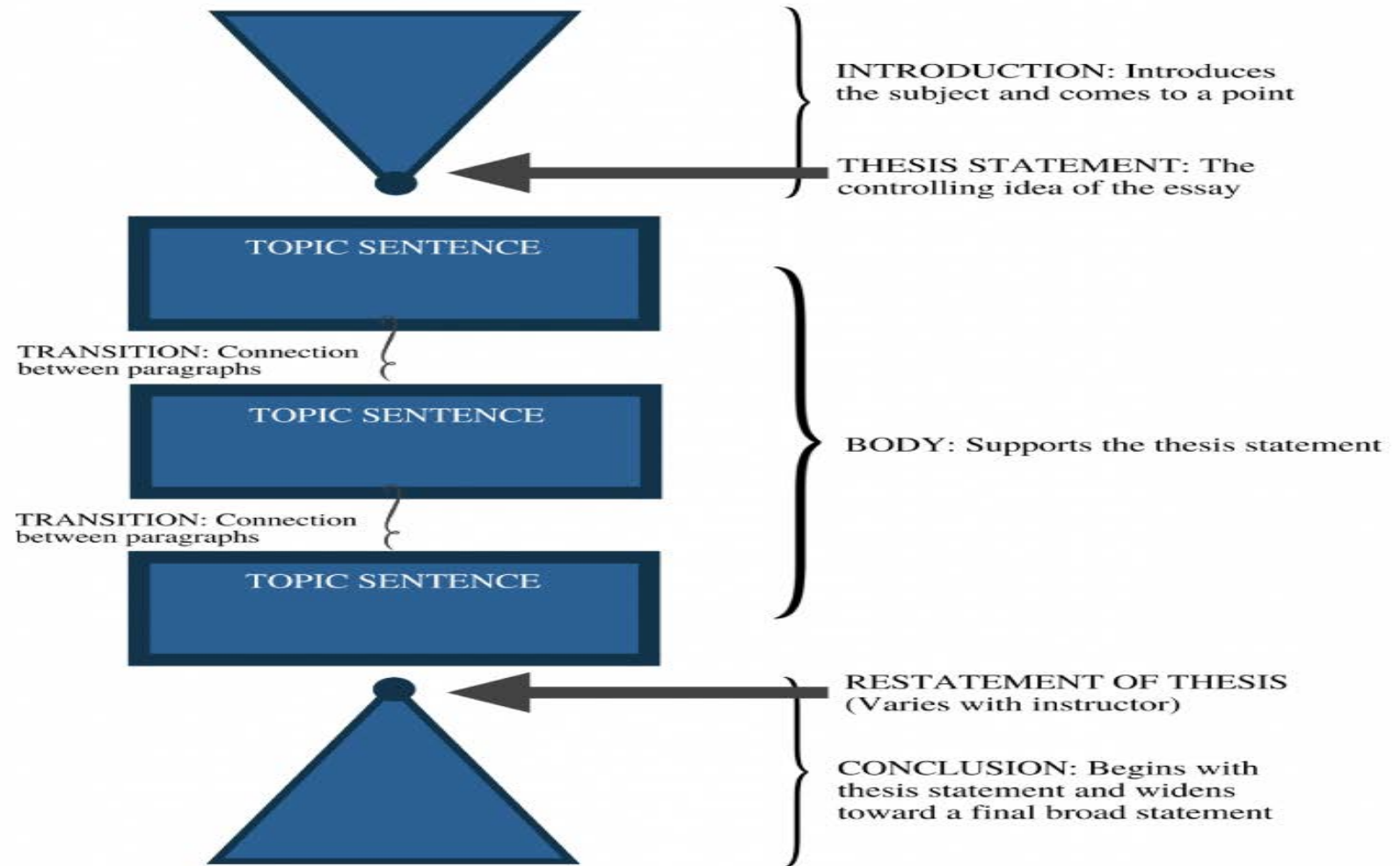
- Chapter five is the concluding chapter of your thesis. Personally this is your chapter.
- It measure how good you are as a thinking researcher.
- This chapter must correspond with the chapter one.
- Clearly state the answer to the main research question.

FUNCTIONS OF CHAPTER FIVE

- Summarize and reflect on your research and the findings.
- Make recommendations for future work on similar topic or areas
- Show what new knowledge you have earned and contributed
- What or how your research contribute to the industry?

THE FORMAT OF CHAPTER FIVE

THE ESSAY STRUCTURE



THE FORMAT OF CHAPTER FIVE

5.1. INTRODUCTION

- Introduce again the title of your study and the main objective of the study
- Explain what do you plan to synthesize in this chapter.

5.2 GENERAL ANALYSIS OF STUDY

- Explain the purpose of this section. 5.2.1 The importance of the study. Explain how important is this study, why it must be carried out. What make this study different as compared to other study? 5.2.1 Evaluation of the Findings. Make your own generalization of the findings of the research.

5.3 STRENGTH AND WEAKNESSES OF THE STUDY.

- Explain what are the strength of your study and your weaknesses. If similar study to be done next time what are things they should avoid doing.

5.4 ANALYSIS OF STUDY

- Explain what can you conclude regarding the quality or status of your research as compared with other previous research on more or less similar subject or titles.

5.5 THE VALUE OF RESEARCH

- Explain here what your research have contributed to the body of knowledge and to the online business industry?
- Make suggestion from the findings...if you have any.

5.6. CONCLUSION

- Explain to what extent this study has answered your scholarly curiosity.
- Explain some achievement of your study.
- Explain more about

FINAL REMINDER

- The conclusion should begin from the main question that your thesis or dissertation aimed to address. This is your final chance to show that you've done what you set out to do, so make sure to formulate a clear, concise answer. All should be in the form of summary.
- Don't repeat a list of all the results that you already discussed, but synthesize them into a final takeaway that the reader will remember.

CONCLUDING THE THESIS

- After chapter five what else?
- List of bibliography-→ APA FORMAT
- Enclosure → Questionnaires if any
-→ **Other relevant information**