CHAPTER 2 The Research Process: Getting Started 18

CHAPTER CHECKLIST 18

CONSIDERING THEORY IN RESEARCH 19

Developing Theory 19

Utility of Theory–Research Link 21

THE RESEARCH PROCESS MODEL 22

Deductive Research Model 23

Inductive Research Model 23

Research as a Process 23

IDENTIFYING THE RESEARCH PROBLEM 24

Formulating Research Ideas 24
Turning Communication Problems into Preliminary Questions 25
Evaluating Your Questions 26

USING LIBRARY AND DATABASE RESOURCES 27
Scholarly Journals 27
Books 28
Online Resources 29

Adjusting the Question 30

USING AND ORGANIZING YOUR RESOURCES 31

Tracking Others' References 32

Organizing What You Have Found 32

Analyzing Your Resources 29

Organizing What You Have Found 32
Summarizing What You Have Found 32
WRITING THE LITERATURE REVIEW 33
Introduction to the Literature Review 33

Body of the Literature Review 34
Organizing the Literature Review 35
Concluding the Literature Review 36
SUMMARY 36

BOXED FEATURES

KEY TERMS 37

TRY THIS! Finding Theory in Journal Articles 21
TRY THIS! Developing Initial Questions to Guide the Research Process 26
TRY THIS! Searching for Sources 30
AN ETHICAL ISSUE: Using the Ideas of Others 31

AN ETHICAL ISSUE: Using the Ideas of Others 31
DESIGN CHECK: Evaluating the Literature You Found 32
TRY THIS! Analyzing What You Have Found 36