

# **DEVELOPING THE THEORETICAL AND CONCEPTUAL FRAMEWORK**

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# Theory

Theories are constructed in order to explain, predict and master phenomena (e.g. relationships, events, or the behavior). In many instances we are constructing models of reality.

A theory makes generalizations about observations and consists of an interrelated, coherent set of ideas and models.

“I want to create a new theory of circular economy for mass housing development”

# Formulating the Theoretical Framework

The **theoretical framework** of the study is a **structure** that can hold or support a theory of a research work. It presents the theory which **explains why the problem under study exists**.

Thus, the **theoretical framework** is but a theory that serves as a basis for conducting research.

# Theoretical Framework

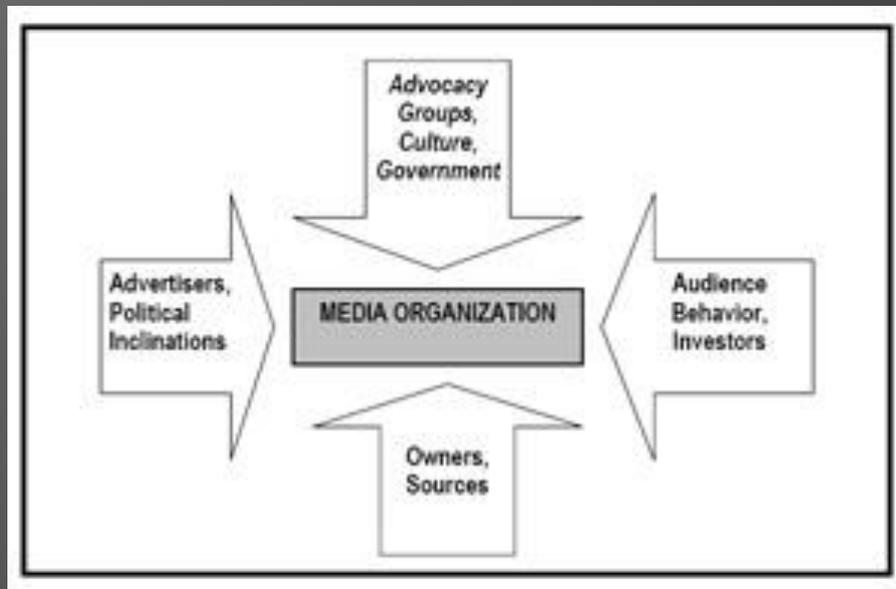
Purpose:

- It helps the researcher see clearly the **variables** of the study;
- It can provide him with a general **framework** for data analysis;
- It is essential in preparing a research proposal using descriptive and experimental methods.

# Theoretical Framework

For example:

This thesis examines the **gatekeeping, news selection and reportage of world news in leading Philippine dailies and primetime newscasts.**



Basic theory

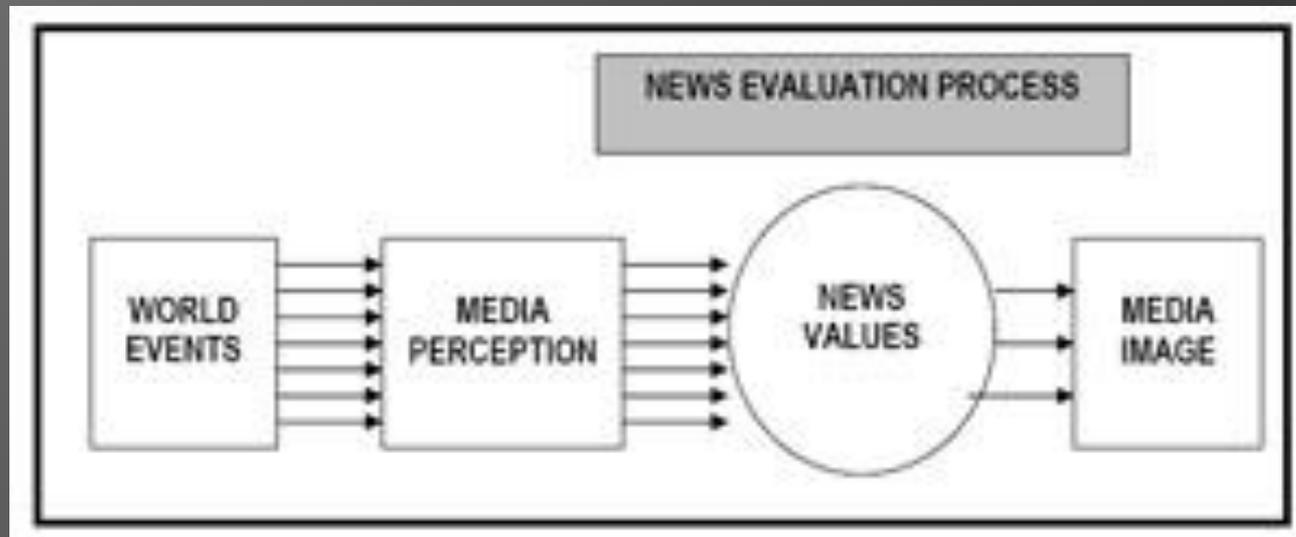
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Media Organization, Selection, and Production. McQuail's theory on media as an institution takes into account all forces that affect media's performance. (After: Littlejohn, 1992)

# Theoretical Framework

For example:

Basic theory 2

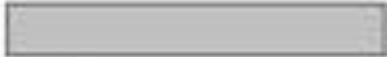
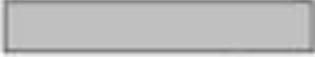


**Selective Gatekeeping.** Galtung and Ruge selective gatekeeping theory suggests that news from around the world are evaluated using news values to determine their newsworthiness. (After Mc Quail and Windahl 1993, p. 166)

# Theoretical Framework

For example:

Basic theory 3

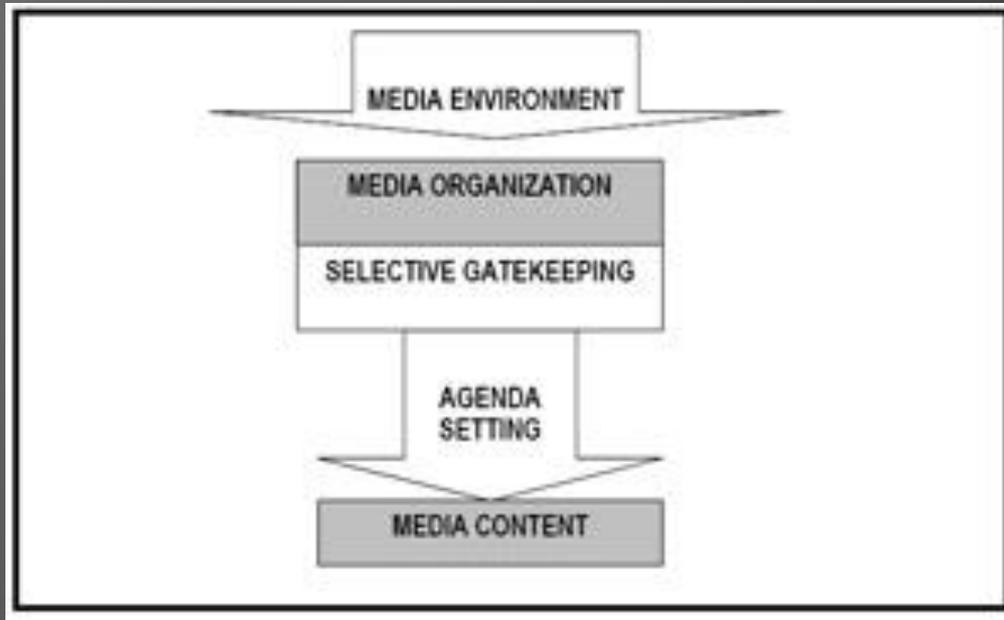
ISSUES	DIFFERENTIAL MEDIA ATTENTION	PUBLIC PERCEPTION OF ISSUES
$X_1$		$X_1$
$X_2$		$X_2$
$X_3$		$X_3$
$X_4$		$X_4$

**Model of the Agenda Setting Theory.** Malcolm McCombs and Donald Shaw's theory simply states that the issues given most attention by the media will be perceived as the most important. (Before: McQuail and Windahl 1993)

# Theoretical Framework

For example:

Combined theory



**Integrated Theoretical Framework.** The integrated theoretical framework shows how media content is shaped by pressures to the media organization, selective gatekeeping and agenda setting.

# Theoretical Framework

Based on the foregoing example, how should the theoretical framework formulated?

1. specifies the **theory used as basis** for the study
2. mentions the proponents of the theory
3. cites the main points emphasized in the theory
4. Supports his exposition of the theory by ideas from other experts;
5. illustrates his theoretical framework by means of a diagram; and,
6. reiterates his theoretical proposition in the study.

## Conceptual framework

After formulating the theoretical framework, the researcher has to develop the **conceptual framework of the study**.

A **concept** is an image or symbolic representation of an abstract idea. Chinn and Kramer (1999) define a concept as a “complex mental formulation of experience”.

While the theoretical framework is the theory on which the study is based, **the conceptual framework is the operationalization of the theory**.

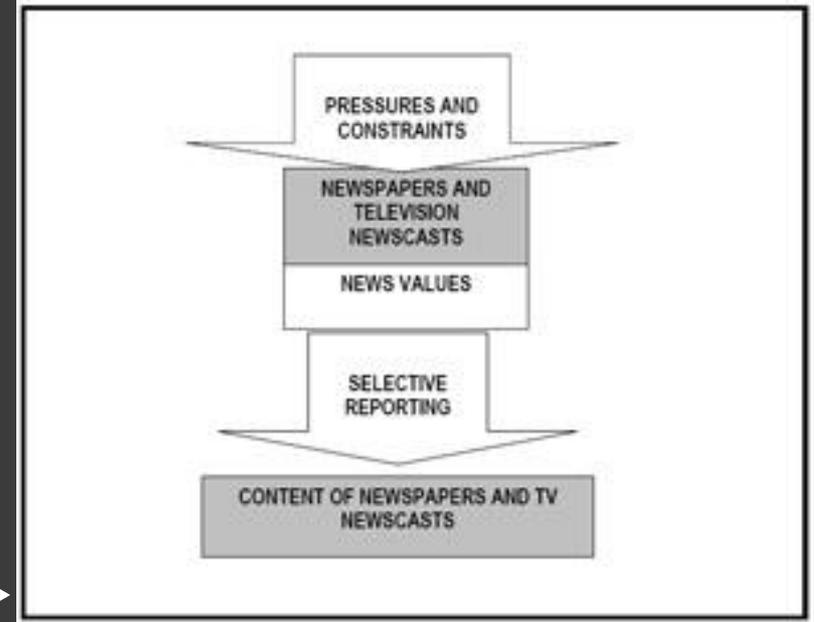
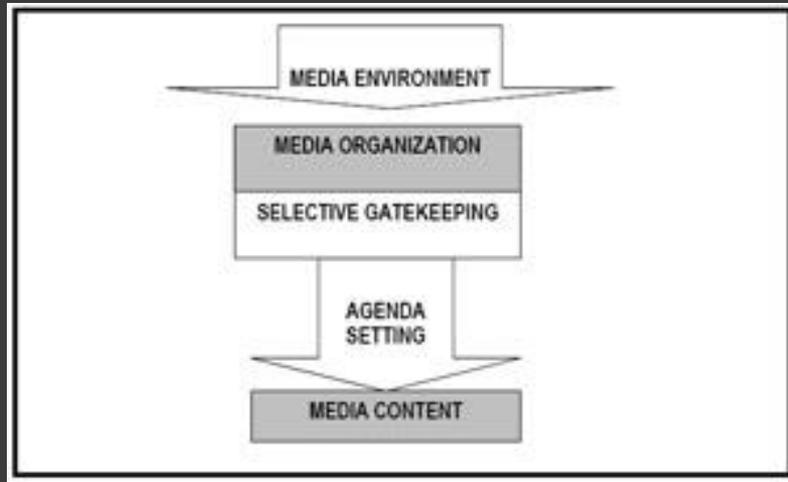
## Conceptual framework

It is the **researcher's own position** on the problem and gives direction to the study.

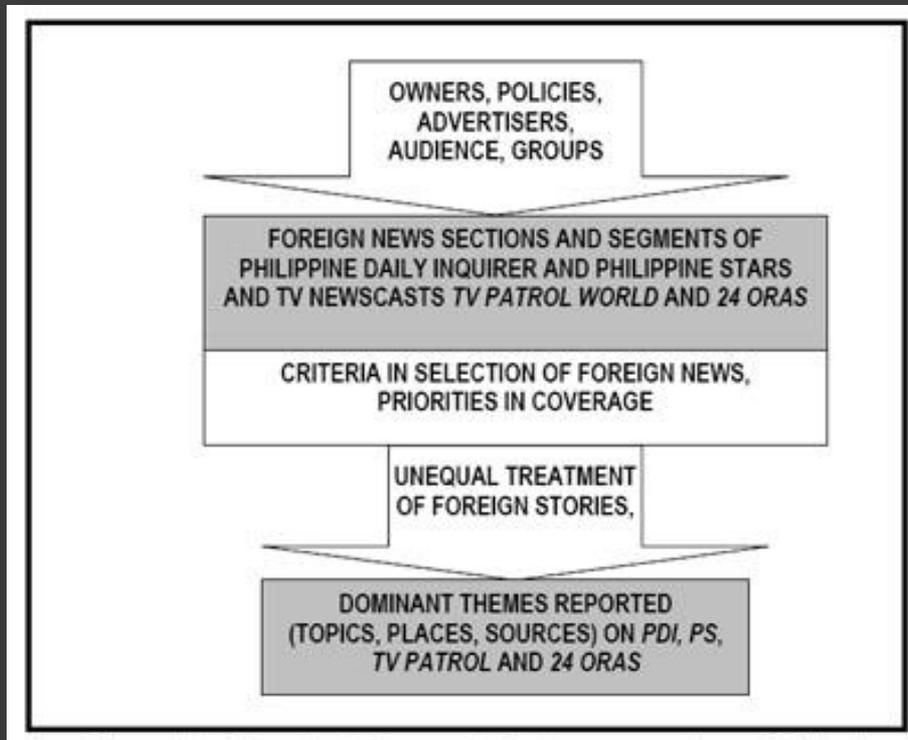
It may be an **adaptation of a model used in a previous study, with modifications to suit the inquiry.**

Aside from showing the direction of the study, through the conceptual framework, the researcher can be able to show the relationships of the different constructs that he wants to investigate.

# Conceptual framework



**Conceptual Framework.** News values, and the pressures and constraints shape the newspapers and television newscasts. The result of this relationship is selective reporting of events.



**Operational Framework.** Foreign news sections of Philippine newspapers and foreign news segments of television newscasts are shaped by the interests of owners, editorial policies, audience and advertisements. The criteria for selection of foreign news, the news values, also affect the foreign news coverage. These factors result in unequal treatment of stories and paved way for the dominance of some topics and of some regions in foreign news coverage of media.

Based on the foregoing example, how should the conceptual framework formulated?

1. cite your conceptual framework or paradigm;
2. Identify your variables;
3. Point out the dependent and intervening variables;
4. Show the direction of the study.

Once the conceptual framework has been determined, the next for the researcher is to determine what **research methods** to employ to best answer the research problem through the proposed framework.

Research design depends on the **nature of the data** to analyzed.

**Quantitative data** - when your thesis problem requires numerical measurements of traits, trends, characteristics or attributes of the subject matter;



**Analysis** leads researcher to:

- depict what is typical and atypical among the data;
- show the degree of difference or relationship between two or more variables;
- determine the likelihood that the findings are real for the population as opposed to having occurred only by chance in the sample.

**Qualitative data** - when your thesis problem focuses on the meanings, perceptions, symbols or description of the subject matter.



**Analysis** leads researcher to:

- observe behaviors, situations, interactions and environments;
- scrutinize these observations for patterns and categories;
- answer research questions based on what can be deduced from the findings.