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# CHAPTER 4

RESEARCH METHODOLOGY



ระเบียบวิธีวิจัย

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# Research Questions: คำถามการวิจัย

- A research question is a question that a study or research project aims to answer.
- Research question aims to explore an existing uncertainty in an area of concern and points to a need for deliberate investigation.
- Formulation of the research question (RQ) is essential before starting any research.

(Ratan, Anand & Ratan, 2019)



# Three Types of Research Questions

- They can be further categorized into three types: descriptive, comparative, and relationship.

➤ Descriptive research questions aim to **measure** the responses of a study's population to one or more variables or **describe** variables that the research will measure.

**“what”**

(McCombes, 2023)

➤ Comparative research questions aim to **discover the differences** between two or more groups for an outcome variable.

**“compare X and Y”**

➤ Relationship research questions seek to **explore and define trends and interactions** between two or more variables.

**“association” or “trends”**



# Research Questions

- A good research question should be specific and focused, and its answer should be discovered through data collection and analysis.

## Example no. 1

**Bad:** How does social media affect people's behavior?

**Good:** What effect does the daily use of YouTube have on the attention span of nursing students?

## Example no. 2

**Bad:** Has there been an increase in uncontrolled hypertensive patients in Thailand in the past 10 years?

**Good:** How have nurse-led intervention programs affected blood pressure levels among older persons?



# Variable and its types

## ➤ Independent variable

- ✓ The first variable is called the **independent variable**.
- ✓ This part of the research can be changed and tested.
- ✓ The independent variable happens first and can be considered the cause of any changes in **the outcome**.

## ➤ Dependent variable/ the outcome

- ✓ The outcome is called the **dependent variable**.
- ✓ The independent variable can be changed by an independent variable that can be tested.



# Hypothesis: สมมุติฐาน

- A tentative statement about a **population parameter** that might be true or wrong.
- The purpose of hypothesis testing is to determine whether there is enough statistical evidence in favor of a certain belief about a parameter.
- A hypothesis is a specific, testable prediction.
- It describes in concrete terms what you expect will happen in a certain circumstance.

(Illowski & Dean, 2023; Academy, 2023)



# Hypothesis: สมมุติฐาน

## Null Hypothesis

- ✓ A null hypothesis is a type of statistical hypothesis that proposes that no statistical significance exists in a set of given observations.
- ✓ In statistics, the null hypothesis is usually denoted by the letter **H** with subscript '**0**' (zero), such that **H<sub>0</sub>**. (H-null or H-zero or H-nought)
- ✓ The null statement must always contain some form of equality (=)

### Note

H<sub>0</sub> always has a symbol with an equal in it.

(Illowski & Dean, 2023; Academy, 2023)



# Hypothesis: สมมุติฐาน

- **The null hypothesis, symbolized by  $H_0$** , is a statistical hypothesis that states that there is no difference between a parameter and a specific value, or that there is no difference between two parameters.

**Example** (Illowski & Dean, 2023; Academy, 2023)

- There is a relationship between gender and quality of life.
- A null hypothesis may state: There is no difference between male or female and quality of life.





# Hypothesis: สมมุติฐาน



- **The alternative hypothesis, symbolized by  $H_1$  or  $H_a$ ,** is a statistical hypothesis that states the existence of a difference between a parameter and a specific value or states that there is a difference between two parameters.

Note  $(\neq, >, \text{ or } <)$   
 $H_a, H_1$  never has a symbol with an equal in it.

A medical trial is conducted to test whether or not a new medicine reduces cholesterol by 25%. State the null and alternative hypotheses.

(Illowski & Dean, 2023; Academy, 2023)

$H_0$ : The drug reduces cholesterol by 25%.  $p = 0.25$

$H_a$ : The drug does not reduce cholesterol by 25%.  $p \neq 0.25$

**From:** <https://courses.lumenlearning.com/introstats1/chapter/null-and-alternative-hypotheses/>



# Hypothesis: สมมุติฐาน

## Statistical Hypothesis

- These are statements about a statistical population. These are derived from a sample. These are quantitative in nature in that they are numerically measurable
- Always write the alternative hypothesis, typically denoted with  $H_a$  or  $H_1$ , using less than, greater than, or not equals symbols, i.e., ( $\neq$ ,  $>$ , or  $<$ )

### Example

Group A is a higher score in health literacy than B or  $\mu_A > \mu_B$



$$\mu_a \neq \mu_b,$$

$$\mu_A > \mu_B,$$

$$\mu_A < \mu_B$$

(Upadhyay, 2017)



**Type 1 Error:** We may reject the null hypothesis when it is, in fact, true. This occurs when we think there is a difference between our groups, but there really isn't. We can **minimize** this possibility by selecting an **appropriate alpha level**.

**Type 2 Error:** Type 2 error occurs when we fail to reject a null hypothesis when it is, in fact, false (i.e. believing that the groups do not differ, when in fact they do).

(Upadhyay, 2017)

		Hypothesis	
		$H_0$ True	$H_0$ False
Decision	Reject $H_0$	Type I Error	Correct Decision
	Fail to Reject $H_0$	Correct Decision	Type II Error



# Thank you

