

Book Review

การออกแบบวิจัย.

Research Design.

ผ่องพรรดา ตรัยมงคลกุล และ สุภาพ ฉัตรภรณ์. พิมพ์ครั้งที่ 6. พ.ศ. 2553.

Pongpan Traimongkolkul and Suparp Chatraphorn. 6th Edition. 2010.

สำนักพิมพ์มหาวิทยาลัยเกษตรศาสตร์ กรุงเทพฯ 423 หน้า.

Kasetsart University Press, Bangkok. 423 pages.

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“Research Design” was first introduced to Thai academic community in 1997. Its first launching aim was to reveal concepts and strategies of social science research where challenge to the then influential quantitative methodology became evident. That initial aim has since been firmly committed as the publication’s stand-point offering to the readers. The movement of methodological concepts and techniques has been constantly updated in each of its editions later released on shelf. In response to the so updated, different research paradigms and incorporating designs were presented in 1998’s edition together with an additional section on the new perspective of “mixed-method research”. The 2000’s elaborated the philosophical evolution towards alternative research paradigms among positive, interpretive, and critical. Action research perspective and method was presented in the 2002’s while an in-depth qualitative investigation was exposed in 2006 together with a concern of research ethics instillation.

In 2010 came the 6th edition of “Research Design”. This current edition is organized into 12 chapters, excluding references and indices. Chapter 1 marks philosophical perspectives embedding research paradigms and methodologies. This Chapter forms a basis for the readers to gain insight into the

foundations of research rationale and logic. Chapter 2 approaches the readers to acquaint with quantitative research. Framework to quantitative research design is pinpointed for the readers to gain the whole key concepts and principles significant for justifying the research quality. Four commonly used designs and methodologies are elaborated accordingly including experimental research in Chapter 3, correlation research in Chapter 4, survey research in Chapter 5, and comparative research in Chapter 6. Chapter 7 finishes quantitative design with developmental research, an extension of survey research with its specific purpose for the readers’ comprehension. A shift of a quantitative framework to a qualitative counterpart starts from Chapter 8 where an in-depth investigation and observation in the light of qualitative research design is presented. In addition to an illustration of research perspective movement from positivism to progressivism, this Chapter informs the readers well the detail of qualitative research design and methodological approach. Further to a critical perspective is an action research presented in Chapter 9. Chapter 10 raises an alternative trend of research design. It attains the readers understanding about the design of mixed methodological research where different research perspectives are compromised.

The new-age paradigm of post-modernism, being stated as might be the last piece to complete the whole picture of social science research jigsaw, is introduced in Chapter 11. The content of this 2010's edition is concluded by research ethics. It is seen to be traditional, for the sake of social science research as the research for social development, that the last Chapter of every edition plays the crucial role to hammer the readers with an awareness of maintaining research quality both in terms of high academic achievement and strong social responsive impacts.

The delivery system of each Chapter is well formed. It preliminarily provides the readers with key essences to be addressed. Detailed information and examples are then elaborated step-by-step in sequential sub-topics. At the end of the Chapter, think-tank statements are quoted for the readers' self-reflection.

There might be a number of academic texts and publications regarding social science research available. It could be claimed that "Research Design" actualizes the authors' intention to make a different in academic publications. The content presented throughout the book is seen as being "crystal clear". All information is academic, but processed and presented in "a less technically scholarly correct" fashion. A smooth cozy style of presentation could attract an interest of the readers even though they are not in the field of academic research. Explanation is clear and precise without any annoying jargon and this gets the readers to the point in no time. Examples provided in each section are relevant and this encourages the readers to apprehend the concepts not with an abstract view, but much more concrete one. For all reading lovers, this publication is printed in an eyesight-friendly font.

It would not be exaggerated to propose "Research Design" to be one of the outstanding publications on social science research. The authors give the publication its uniqueness in response to several dimensions of development concepts. Economically, the cost of 320 Thai Baht is

considered worth investment comparing with all "Research Design" could offer. The content is economy enough in words, but does not leave what should be disclosed unrevealed. Regarding socio-cultural dimension, the publication is responsive to the reading culture of Thai readers. The way of presenting the content is proceeded through a systematic narration. However, simplicity, accuracy, justification, and graduation serve as a fundamental concept of presentation. The readers would not feel they are forced to jump into a heavy load of information. A touch of political consideration could be grasped by an open discussion the authors brought about at any point where controversial arguments on the topic should be addressed for the reader's greater conceptualization. In particular, there is found not at all in this publication the issues that raises arguing conflicts among other authors in the field.

Particular significance of "Research Design" to human and community resource development is that it inspires. Research in itself is for knowledge enhancement and advancement. By way of research, development in all aspects could be seen possible due to knowledge and innovation emergent through a systematically constructed frame of conduct. Community where knowledge is capital could keep pace and take advantages against challenges of change. People with knowledge could assume a precious role of being community capital founders. To build up their attributive role as such, people seek to obtain justified instrumental approaches to access, acquire, and accumulate knowledge contribute to the strengthening of wisdom basis for community development. Those approaches could be actualized by an attainment of clear research concept. "Research Design" with its comfortably reader-friendly would stimulate and intensify the readers' research inspiration.

Endnote should be made to conclude this review. It is to personal belief that "philosophy" is at the heart of being human. Individuals' living and actions are reflexive to their philosophy of life. It is ones' own philosophy that leads the ways of their own to acknowledge and perceive what the

surroundings mean to them. The introduction of different philosophical foundations contributing to different paradigms of knowledge acquisition should be recognized as being the most crucially unique part that has been made “Research Design” different from other publications of the same kind. Not only should researchers perceive that no single truth is absolutely true which means there are more than a single way to find and justify the same truth, but the perception as such should also be the critical awareness of all global members. Having this in mind, a call for global peace might be answered.

In addition, “ethics” is a word anyone could lip. “Research Design” has not just made the word repeated only, but all time repercuessive. Particular emphasis is on plagiarism. Intellectual deception and

robbery could be found everywhere in our present time and tends to be far beyond. Without “ethics”, people would face, or even commit it themselves, quantitatively and qualitatively. Although the part of research ethics intends to raise the concern in conducting research, it might be helpful for the readers to apply those ethical implications in all aspects of their life.

“Research Design” plays therefore a double role. One is an academic in charge of transmitting knowledge on research. Another one is a friend who sincerely provokes learning potential and motivation of all acquaintances. However, since philosophy is the key, this review is just from a single view of a single reader. Other readers might find it skeptical. Take sometimes to have it justifying.