

CHAPTER # 03

RESEARCH DESIGN

Lecture no: 10

In today's lecture we will go through the following points.

- *Concept*
- *Conceptualization*
- *Operationalization*

CONCEPT

The word or symbol which represents any thing, event or idea is called concept. It is an abstract thing, where it is associated with sound and written in words.

Concepts are the building blocks of theory. A single theory has many concepts. Concepts are expressed in symbols or in words. Words after all are concepts which we learn through language.

Concepts are attached with ideas and events. Whatever, in common discussion we use some concepts or symbols we have already their meanings and idea in our minds. So, these concepts and symbols represent those ideas.

For example PEACE is a English word, which we used commonly in our daily discussion. This word is attached with some meaning, so, when the word is spoken, everyone understand that what is being discussed, because we have already the idea and definition of PEACE in our minds. Similarly there are many words and concepts which come together and develop any language. Each language in the world has their own concepts, which are totally different from other languages. E.g. water is a concept in English, but it is Aab in Arabi, Pani in Urdu, Oba in Pashto, so, in this way different languages have different concepts but the meaning and idea attached is the same.

CONCEPTUALIZATION

The process of understanding something from the past literature is known as conceptualization. In the research process when a researcher passes through a research study. He sets some concepts for the purpose to collect the data from the respondents. At first the researcher goes through the meaning and definition of those concepts. So, he reviews the literature, so that to understand them. It is not necessary that all individuals may define the concept identical, some of the people deal the concept in one way and the others in some other way. To note all these opinions and variation about some thing or concept the process is known as conceptualization.

In research process conceptualization is important, because without understanding the concepts a researcher cannot proceed his research study. The literature review enhances the range of knowledge of a researcher about the concepts that how the people think about the said concepts.

The research process is usually consists of two parts at large level. The first part is conceptualization, when a researcher tries to understand the topic or concepts after that the researcher moves to operationalize it.

OPERATIONALIZATION

After conceptualization the researcher operationalize the concepts. In operationalization the researcher tries to explore that how the respondents of his study view the concepts, when the data is collected through primary source. So, we can define operationalization in such a way that it is that process through which the concepts are redefined in the field area of the researcher.

For example "delinquency" is a concept, which has been defined in the past studies differently by the different people according to their knowledge and study.

e.g. some define delinquent are those children who are of legal age and violate the state law, but some other define these are those children who commit crime who are below the age of 18 years, but some others define these are those children who are less than 16 years. So, these all are accurate according to their knowledge and information. To understand these definitions, it is called conceptualization, and then this concept delinquent is redefined in the research area, that how the people or respondents think of the concept when the data is collected afresh is known as operationalization. Operationalization is the reflection of the respondents about the concepts of the research study.

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