

**EDITORIAL**

**Enlarge Your Research Coast**

*Emmanuel Ifeduba*

*Department of Mass Communication, Redeemer's University*

The number of research approaches, methods, skills and presentation formats available to a researcher could influence how prolific and productive he or she would be. Notwithstanding, our experience in this journal as well as other journals indicates that quantitative survey research is overwhelmingly favoured in the Social and Management Science fields to the utter neglect of other useful and relevant approaches, methods and presentation formats (Moses, 2020). Though it is expected that quantitative survey designs should be popular with Social Scientists, by limiting all our research activities to this, we limit ourselves. And the truth is that even when a researcher collects large data by survey, it may be possible to present some quantitatively, some qualitatively, some as just data and others as short communication, map, research letter or technical paper.

Qualitative data is richer, time consuming, and less amenable to generalization whereas quantitative data is more efficient and better for testing hypotheses, but may miss contextual data (Warren, 2020). There are times to separate them and there are also times to combine them, time to strip a paper of all statistical encumbrances and time to give a paper wings with statistics; time to express an opinion based on existing data and time to comment on a published work.

To avail oneself of the opportunities inherent in using diverse methods and designs, the first logical step would be to know the options available and the journals that accept them. In this edition, a range of available options accepted by this journal and some other reputable journals on the publishing websites of Springer, Elsevier, Emerald, Taylor and Francis, Sage, IGI Global, Sabinet Publishers and Common Ground Research Network are presented below:

**Research paper:** This refers to a category of research articles presenting any type of research undertaken by an author or authors for the purpose of constructing or testing of a model or framework, action research, testing of data or validation of constructs, market research or surveys, empirical, scientific or clinical research. Each of the various types listed here would have some major or minor differences even when they grow from the same original data. For instance, in clinical research, experiments may require controls and this is possible not only in Psychology but in all other Social Science disciplines. Media Studies researchers commonly employ content analysis method, yet other social scientists studying manifest content of communication such as annual reports, historical documents, diaries and other publications can also adopt this method.

**Viewpoint:** This refers to any paper in which content is dependent on the author's opinion and interpretation. A scholar wishing to express a strong and extensive opinion on any issue relevant to the focus and scope of a journal should articulate it and present it as a viewpoint,

*Redeemer's University Journal of Management and Social Sciences, Vol. 4(1) 2021*

separate from an empirical work even if the topic is the same as that of his empirical work. Many social science journals accept this, and some journals use the terms viewpoint and position paper interchangeably. This category also includes journalistic articles submitted to journals either for re-publication or as original articles.

**Technical Paper:** A technical paper describes and evaluates technical products, processes or services useful to a relevant academic community. For instance, many researchers are currently struggling to ensure that their articles appear in impact factor journals. An article on, "How to Submit to Impact Factor Journals without Rejection" would fall under a technical paper because it is describing a process.

**Conceptual Paper:** This is a paper not based on the collection of research data from people and organisations but on the examination of concepts often in relation to some theories or with a view to contributing to the development of one. Conceptual papers develop hypothesis and are likely to be discursive, covering philosophical discussions and comparative studies of the works and thinking of others. In other words, your thoughts on a concept, model, theory or framework can produce a conceptual paper.

**Case Study:** Case studies describe actual interventions or experiences within an organisation or a community. Case studies could be subjective and would not generally report on previous research. This implies that typical case studies may not have components such as references, bibliography and end notes. A description of a legal case fits into this category, and any hypothetical case study used as a teaching exercise would also fit into this category.

**Literature Review:** This is a type of article written when the main purpose of the paper is to annotate or critique the literature in a particular subject area, or both. It may be a selective bibliography providing advice on information sources cited in relevant works. It may also be comprehensive in the sense that its aim is to cover the main contributors to the development of a topic and explore their different views. Some are presented thematically whereas others explore views presenting them as useful resources to other researchers interrogating the same or similar topics. It is important to note that even literature reviews ought to have a methodology section, showing how the reviewed literature was selected and the methodical basis for the review. A good literature review should come with a rich list of references at the end, and a good PhD thesis should provide some ready resources for a literature review.

**General Review:** This category covers those papers which provide an overview or historical examination of some concepts, techniques or phenomena. The papers are likely to be more descriptive or instructional than discursive, and may be described as "how- to" papers or utility articles on some journal sites.

**Book Review:** Every year, many good books are written in every discipline and the need for researchers to be aware of these books prompt journal publishers to publish book reviews. Traditionally, one paragraph should identify the thesis of the book, and whether the author achieves the stated purpose of the book. One or more paragraphs should summarize its

content. The review must provide useful information on the book's strengths and weaknesses. Samples are available online for different disciplines and publishing houses.

*Redeemer's University Journal of Management and Social Sciences, Vol. 4(1) 2021*

**Editorial:** This article you are reading is an editorial. Journal editorials are usually written by journal editors and contributing editors. So many scholars never get to write editorials but taking note of the structure may not be a bad idea since some researchers would inevitably become journal editors, contributing editors or editorial advisers someday.

**Short Communications:** Short communication refers to the precise and concise version of a research paper written for the purpose of reporting significant improvements to existing methods or a new practical application, unique finding or breakthrough that requires immediate and quick communication for drawing the attention of the research community early. It must respect the journal's guidelines. In most Elsevier journals, short communications are limited to 3000 words and are not subdivided. They contain abstracts (about 100 words), main body and references, with a limited number of figures and tables.

**Case Report:** Case reports are more relevant to medical and legal studies researchers. However, in this era of interdisciplinary research collaboration, psychology researchers, social work researchers and other social scientists cannot rule out the possibility of ever writing a case report. A medical case report is a detailed report of the symptoms, signs, diagnosis, treatment, and follow-up of a patient. Case Reports may contain a demographic profile of the patient but usually describes an unusual or novel occurrence. Law case reports, also known as case summaries, digests and case notes consist of summaries or abridgements of judgments, and are presented in a less formal way than a full text law report. It is a bare-fact statement of facts setting out the nature of the litigation, parties involved, cause of action, relevant laws as well as key words involved. It also states the course of decision through lower courts to the present court.

**Research Letter:** A Research Letter is a concise report of original research. In some journals, letters are not expected to exceed 600 words, and should have no more than six references and six authors. They may include up to two tables or figures, but should not have supplementary material or subsections. However, in *Nature* journals and some others, letters begin with an introductory paragraph (not abstract) of 150 words, summarizing the background, rationale, main results and implications. Text is limited to 2000 words, excluding the introductory paragraph, methods, references and figure legends. Much depends on individual journals and their house styles.

**Methodologies or Methods:** Articles referred to as methods articles present a new experimental method, test or procedure, and may either be completely new, or may offer a better version of an existing method. Except it describes a demonstrable advance on what is currently available, it may not be accepted for publication.

**Correspondence:** In *Nature* journals, a correspondence paper provides comment on issues relevant to the journal's community and should not exceed two printed pages or 300-800

words, one display item and about ten references. They could be peer-reviewed at the editors' discretion.

**Matters Arising:** When a researcher has some exceptionally interesting and timely scientific comments and clarifications on already published original research, he is encouraged to publish them as matters arising. The expectation, however, is that the comments should

*Redeemer's University Journal of Management and Social Sciences, Vol. 4(1) 2021*

ideally be based on knowledge contemporaneous with the original paper, rather than subsequent scientific developments.

**Commentary:** As the name suggests, these are comments and they are naturally as flexible as comments should be, and the theme may be on policy, society or purely scientific issues. But they are usually provocative enough to justify a new concept or point of view. They must also be of immediate interest to the research community served by the journal and should be written in simple non-technical style. Their lengths vary from journal to journal but 2000 words should be the maximum. A limited number of references may be allowed.

**News and Views:** The aim of news in a journal is to provide readers with a broad and accessible overview of the most important and interesting advances in their fields. News and Views inform readers about the latest advances in social science research, as reported in published papers and at scientific meetings. In a case where a News and Views article is commissioned the editors provide further guidelines about the format and content. Many journals do not have room for this.

**Cover Artwork:** Researchers are encouraged by several journals to submit artwork for consideration, especially if it would illustrate an edition clearly. The editors would naturally select a design for its scientific interest and aesthetic appeal. For promotion purposes, a cover design is assessed as a creative work. Contributors to special editions are more likely to receive calls for artworks.

From this list, one may understand that one research effort can generate more than one article, depending on the researcher's knowledge, skill and willingness to update knowledge. This is one way you may add momentum to your research, enlarge your coast and increase your research output.

You may wish to start with *Redeemer's University Journal of Management and Social Sciences*. We accept any well written research article that falls within our scope and has the potential to add value to our readers' stock of knowledge. Thank you.

## References

Moses, J. (2020). What is the most commonly used method in social science research, *Artvoice*, <https://www.artvoice.com/2020/06/21/what-is-the-most-commonly-used-method-in-social-science-research/>

Warren, K. (2020). Qualitative vs Quantitative Research 101, A Plain-Language Explanation (With Examples), *Gradcoach*, <https://gradcoach.com/qualitative-vs-quantitative-research/>