

# Research in Social Science: Strategies for Graduate Student Success



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# Background

**Associate Professor Dr. Wisanupong Potapiroon**

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- PhD**      **State University of New York at Albany, USA**  
*Public Management (Organizational Behavior)*
- MS**      **Cornell University, USA**  
*Human Resources and Organizations*
- BA**      **Chulalongkorn University**  
*International Relations*
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Position:      Director of PhD Program  
Faculty of Management Sciences  
Prince of Songkla University, Hat Yai Campus

# Learning Objectives

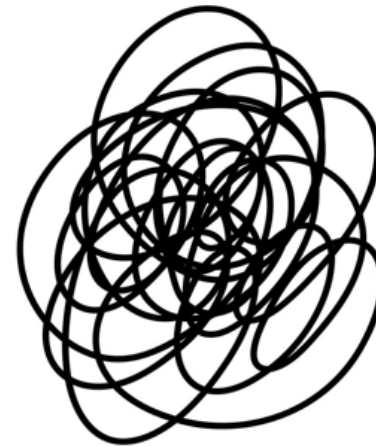
- Difference between Master's vs. PhD
- Research in social science
- Important ethical considerations
- How to work with your thesis advisor

# Difference between Masters' and PhD students



Aspects	Master's	PhD
<b>Duration</b>	Typically, 2 years	Typically, 3-6 years full-time
<b>Pedagogy</b>	Emphasis on practical knowledge and skills (with some research skills)	Emphasis on strong theoretical knowledge and research skills
<b>Research Focus</b>	Emphasis on applied knowledge and research	Emphasis on original research and theoretical contribution
<b>Independence</b>	Moderate level of independence	High level of independence
<b>Output</b>	Thesis or minor thesis and conference papers	Dissertation and publications (Scopus and Web of Science)
<b>Outcome</b>	Professional growth	Advancement of research and theory

# Research in Social Science



## Survey Research



# *Research in Social Science*

## *Equal marriage rights*

**(CNN)** — Thailand will become the first nation in Southeast Asia to legalize same-sex marriage after the kingdom's Senate approved a marriage equality bill on Tuesday, with supporters calling it a “monumental step forward for LGBTQ+ rights.”

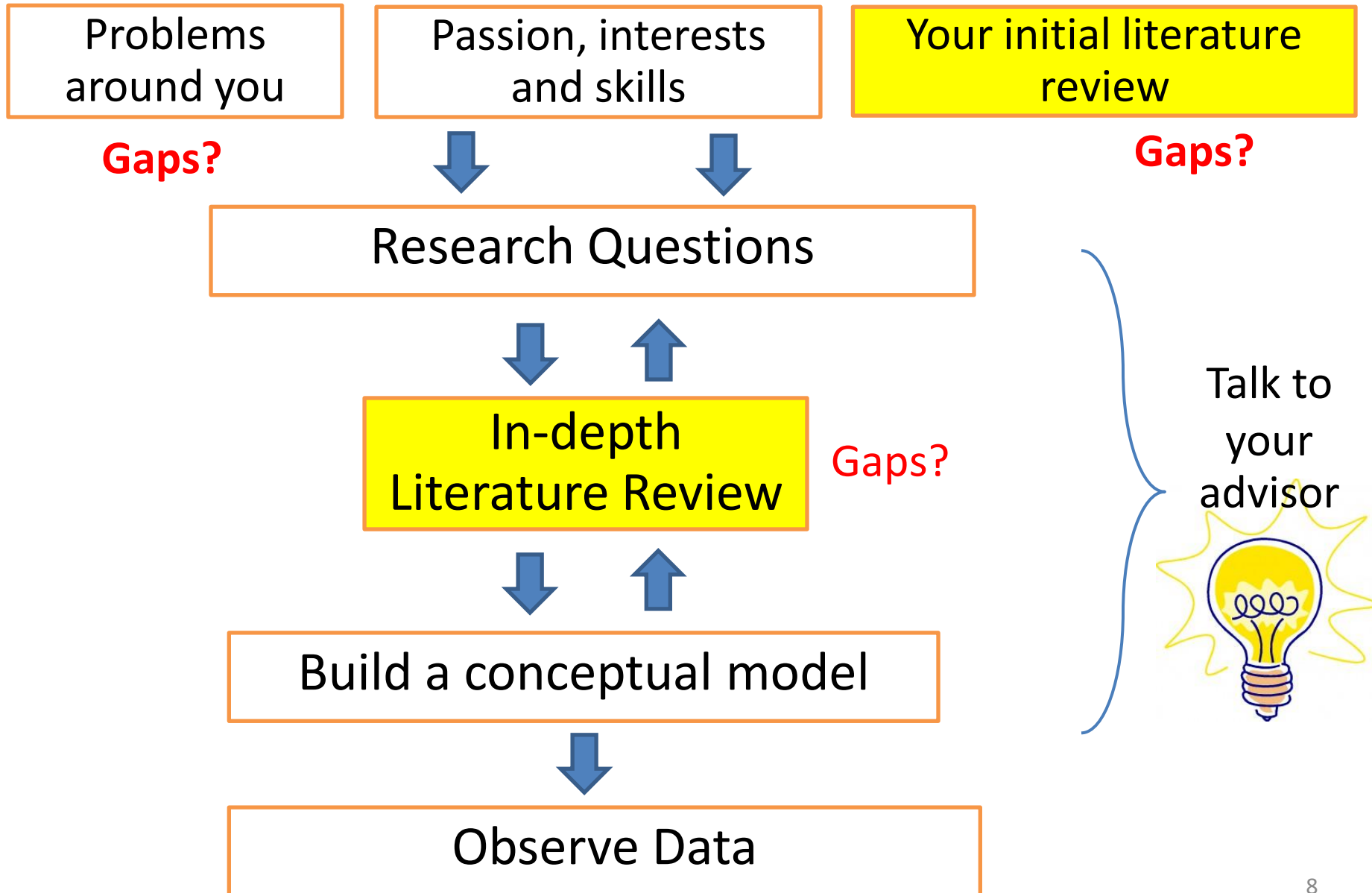
## *Declining birth rate*

The average number of children born to one woman in Thailand is about 1.16, according to the World Bank figures for 2021, while some media report the rate was 1.08 for 2022. Thai health officials confirmed fewer than half-a-million new births, 485,085, in 2022 — the lowest number in 70 years.

## *The rise of Generative AI*

There are both positive and negative aspects of ChatGPT. Some academics see these tools as a danger to the full spectrum of learning and as a shortcut. Further, students may not develop

# Research Process



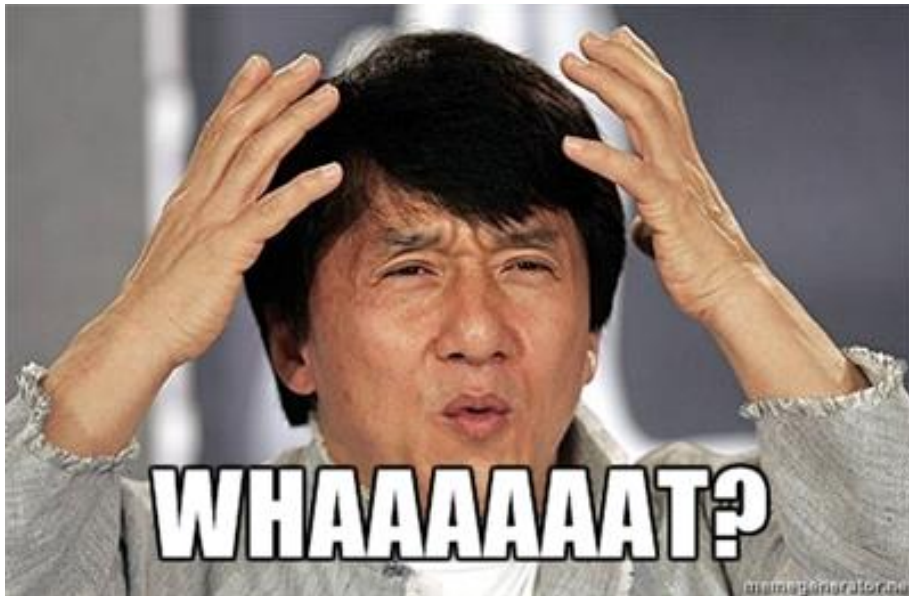


# Example of Literature Review Table

**Table 3** Research methods and theories/Concepts in the reviewed articles

No	Authors	Approach	Data Collection	The sample size for analysis	Data analysis techniques	Sampling techniques	Theories/Concept	Antecedent	Outcome
1	Alfahadi (2021)	Quantitative	Survey	465	Descriptive	Not specified	<ul style="list-style-type: none"> <li>• Expectation Confirmation Theory</li> </ul>	<ul style="list-style-type: none"> <li>• Perceived usefulness</li> <li>• Quality of service</li> <li>• Confirmation</li> </ul>	<ul style="list-style-type: none"> <li>• Customer interaction</li> <li>• Adoption of e-government service</li> </ul>
2	Alkrajji and Ameen (2021)	Quantitative	Survey	780	SEM	Sampling criteria	<ul style="list-style-type: none"> <li>• Citizen loyalty</li> <li>• E-government service quality</li> <li>• Trust</li> <li>• Citizen satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• Service quality</li> <li>• Trust in government</li> <li>• Trust in e-government</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen loyalty</li> </ul>
3	Hassan and Abu-Shanab (2020)	Quantitative	Survey	275	PLS-SEM	Multiple channels	<ul style="list-style-type: none"> <li>• Technology Acceptance Model</li> <li>• Information System Success Model</li> </ul>	<ul style="list-style-type: none"> <li>• Behavioural intention</li> <li>• System quality</li> <li>• Service quality</li> <li>• Information quality</li> </ul>	Not specified
4	Sachan et al. (2018)	Quantitative	Survey	197	SEM	Purposive	<ul style="list-style-type: none"> <li>• Technology Acceptance Model</li> </ul>	<ul style="list-style-type: none"> <li>• Perceived usefulness</li> <li>• Perceived ease of use</li> <li>• Perceived e-government service delivery system</li> </ul>	Not specified
5	Tsohou et al. (2013)	Quantitative	Survey	2785	Data envelope analysis	Sampling estimation	<ul style="list-style-type: none"> <li>• e-government evaluation</li> </ul>	<ul style="list-style-type: none"> <li>• e-service cost</li> <li>• e-service benefit</li> <li>• e-service risk</li> <li>• e-service opportunity</li> </ul>	Not specified

Fathya, V. N., Viverita, V., Hati, S. R. H., & Astuti, R. D. (2023). Customer satisfaction with electronic public services: An 18 years of systematic literature review. *International Review on Public and Nonprofit Marketing*, 20(4), 759-812.<sup>9</sup>



## *(Re)search Tools*

# Khunying Long E-Library



clib.psu.ac.th/e-resources/e-databases.html



Toshiba Imported From IE iMacros



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<https://clib.psu.ac.th/e-resources/e-databases.html>

# Powerful Search Tool: Google Scholar



Scholar

About 1,630,000 results (0.03 sec)

Articles

Case law

My library

Any time

Since 2016

Since 2015

Since 2012

Custom range...

Sort by relevance

Sort by date

include patents

include citations

Create alert

**Justice** at the millennium: a meta-analytic review of 25 years of **organizational justice** research.

[JA Colquitt](#), [DE Conlon](#), MJ Wesson... - Journal of applied ..., 2001 - psycnet.apa.org

Abstract 1. The field of **organizational justice** continues to be marked by several important research questions, including the size of relationships among **justice** dimensions, the relative importance of different **justice** criteria, and the unique effects of **justice** dimensions. Cited by 4183 Related articles All 13 versions Web of Science: 1435 Cite Save

Relationship between **organizational justice** and **organizational** citizen behaviors: Do fairness perceptions influence employee citizenship?

[RH Moorman](#) - Journal of applied psychology, 1991 - psycnet.apa.org

Abstract 1. Although the study of **organizational justice** has increased markedly in the past few years, little work has focused on the relationship between **justice** perceptions and extrarole behaviors. This study examined the relationship between perceptions of fairness ... Cited by 3541 Related articles All 7 versions Web of Science: 1039 Cite Save

On the dimensionality of **organizational justice**: a construct validation of a measure.

[JA Colquitt](#) - Journal of applied psychology, 2001 - psycnet.apa.org

Abstract 1. This study explores the dimensionality of **organizational justice** and provides evidence of construct validity for a new **justice** measure. Items for this measure were generated by strictly following the seminal works in the **justice** literature. The measure was ... Cited by 3374 Related articles All 14 versions Web of Science: 1124 Cite Save

**Organizational justice**: Yesterday, today, and tomorrow

J Greenberg - Journal of management, 1990 - jom.sagepub.com

Abstract The present article chronicles the history of the field of **organizational justice**, identifies current themes, and recommends new directions for the future. A historical overview of the field focuses on research and theory in the distributive **justice** tradition (eg, ... Cited by 3097 Related articles All 3 versions Web of Science: 825 Cite Save



Scopus



WEB OF SCIENCE

**Highly cited papers tend to come from good journals**

# Top Publishers

*Reed-Elsevier*

*Springer*

*Wiley-Blackwell*

*Taylor & Francis*

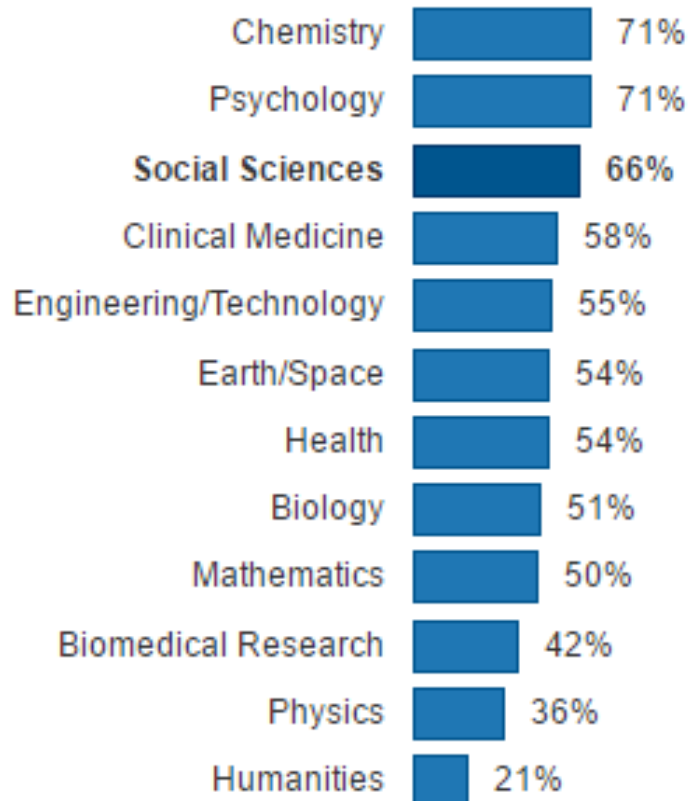
*Sage*

*Emerald*

*Cambridge*

*Oxford*

In 2014, more than 70 percent of academic papers published in Chemistry and Psychology were published in a journal controlled by the companies Reed-Elsevier, Springer, Wiley-Blackwell, Taylor & Francis and Sage.



# Please use “Endnote” or other tools (e.g., Zotero)

The screenshot shows the EndNote X9 interface. The title bar reads "EndNote X9 - [My EndNote Library Jan 2021]". The menu bar includes "File", "Edit", "References", "Groups", "Tools", "Window", and "Help". The toolbar contains various icons for file operations and search. The "My Library" pane on the left shows "All References (7069)" selected. The search bar at the top right contains "ferna". Below the search bar, a table of search results is displayed.

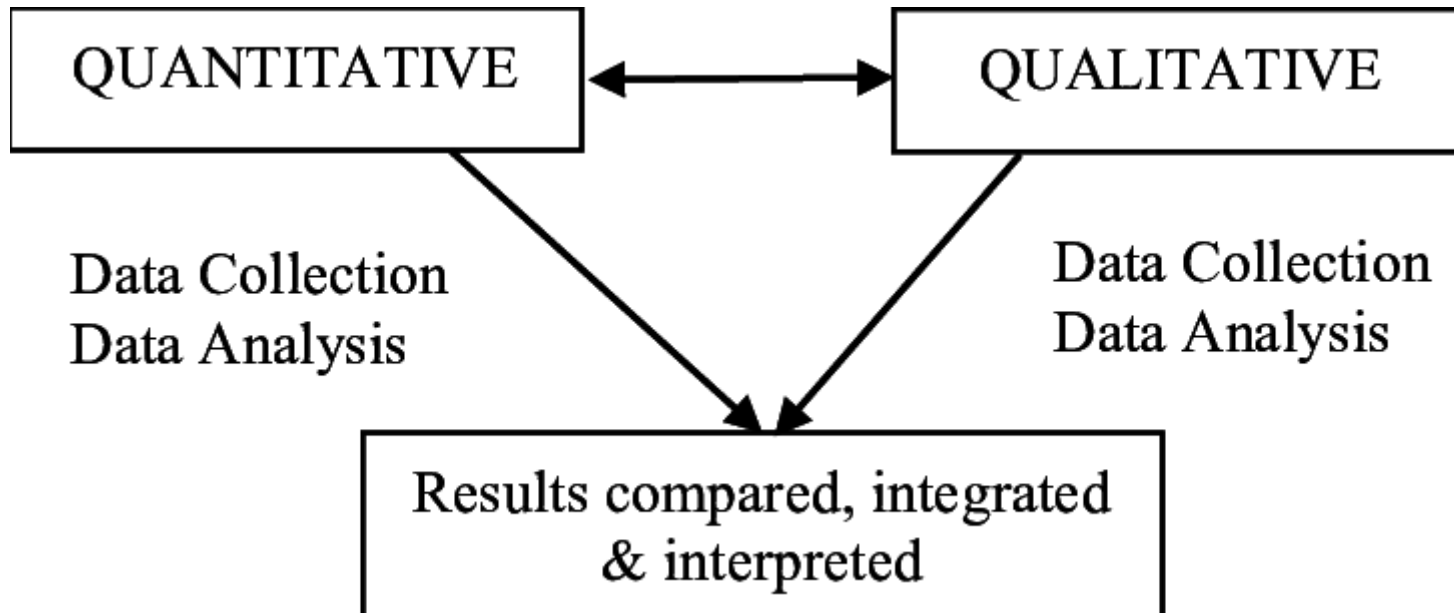
Author	Year	Title
Aalbers, Manuel	2011	Place, exclusion, and mortgage markets
<b>Aaron, Daniel Bangtor; Thomas, Pamela; M...</b>	<b>1981</b>	<b>Yumi stanap : leaders and leadership in a new na</b>
<b>Abadi, Jacob</b>	<b>1993</b>	<b>Israel's leadership : from Utopia to crisis</b>
<b>Abbasi, Ghazanfar Ali; Kumaravelu, Janani; ...</b>	<b>2021</b>	<b>Understanding the intention to revisit a destinati</b>
<b>Abbasi, Muhammad Yusuf</b>	<b>1981</b>	<b>Muslim politics and leadership in South Asia, 187</b>
<b>Abdul-Rahman, Abubakar</b>	<b>2002</b>	<b>Buhari : ethnicity vs. ethical leadership in Nigeria</b>
<b>Abe, Tetsuya; Chowdhery, Sachin</b>	<b>2012</b>	<b>World-class leadership : leading yourself, your te</b>
<b>Abele, Andrea E; Spurk, Daniel</b>	<b>2009</b>	<b>The longitudinal impact of self-efficacy and care</b>
<b>Abele, Andrea E; Spurk, Daniel</b>	<b>2009</b>	<b>The longitudinal impact of self-efficacy and care</b>

# Methodological Rigor Is Critical for Social Science Research

- Sample
- Sample size
- Sampling
- Instruments

**“Scientific”**

- Sample
- Sample size
- Sampling
- Instruments



# Ethical Considerations for human research

- Informed Consent
- Confidentiality
- Right to Withdraw
- Beneficence and Non-maleficence
- Justice
- Respect for Persons
- Transparency
- IRB

Buchanan, E. A., & Hvizdak, E. E. (2009). Online survey tools: Ethical and methodological concerns of human research ethics committees. *Journal of empirical research on human research ethics*, 4(2), 37-48.





Simultaneous Submission



No Informed Consent



Duplicate Submission



Salami Slicing



Non-Disclosure of Safety Procedures



No Permission for Data/Information Usage



Conflicts of Interest



Copyright Infringement



Authorship Issues



Plagiarism



Data Fabrication



Image Manipulation



ประกาศ มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตตรัง  
เรื่อง แนวปฏิบัติการป้องกันและหลีกเลี่ยงการคัดลอกผลงานทางวิชาการ



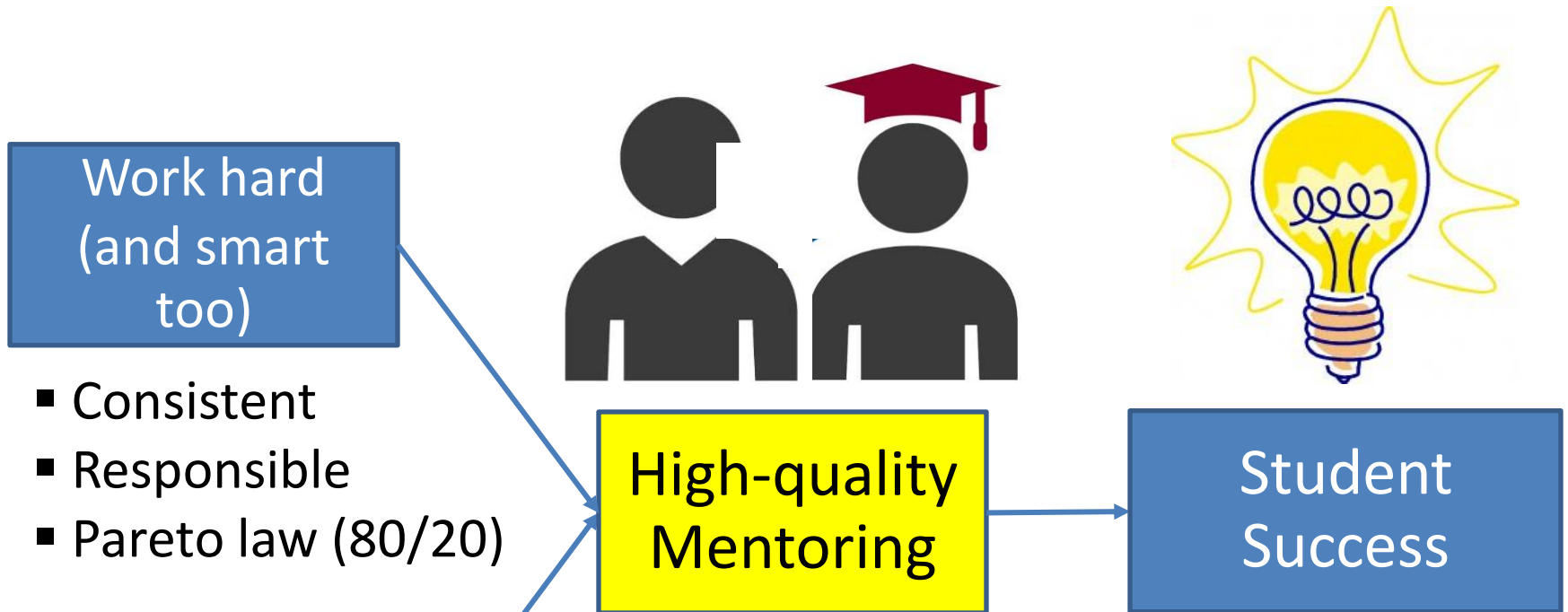
## Two simple rules

- **The Two-Line Rule:** Ensure that no more than two consecutive lines of text are directly copied from any single source without quotation marks. .
- **The Less Than 40% Overlapping Rule**

# How to Succeed in a Graduate Program

- ❑ Choose “*topics*” you are passionate about (with the consent from your thesis advisors)
- ❑ Choosing the right advisor (and divorce the wrong one asap!)
  - An expert in your area
  - Caring and responsive
- ❑ Social-support (e.g., friends and colleagues)
- ❑ Work-life balance

# How to Succeed in a Graduate Program



- Knowing your strengths and weaknesses
- Open to ideas and (critical) feedback



QUESTION?

## Evaluating the Quality of International Academic Journals

Assessing the quality of international academic journals can be a complex task, challenging for both novice and experienced scholars alike. As an academic, I frequently encounter questions about journal quality from students and faculty, and I've noticed many misconceptions persist.

During my doctoral studies, I developed a multifaceted approach to evaluating journal quality and reputation:

1. Identifying where respected scholars in my field published their research
2. Noting which journals featured seminal papers in my area of study
3. Observing which journals were frequently cited in high-quality publications
4. Paying attention to journals often discussed by my professors
5. Considering the reputation of journal editors

With experience, I developed an intuitive sense of a journal's quality based on its name alone. I also became familiar with metrics like Impact Factors and other indices that quantify a journal's influence within the academic community.

Upon returning to Thailand to pursue my academic career, I encountered new terminology related to journal indexing and ranking, such as ISI, Web of Science, and Scopus. Initially unfamiliar with these terms, I conducted extensive research to understand their significance in our academic landscape. Here's a concise overview of key indexing systems:

### 1. **\*\*ISI (Thomson Reuters) / Web of Science (WoS) by Clarivate Analytics\*\*:**

Widely regarded as the gold standard for academic publishing, WoS-indexed journals are highly prestigious and often display Impact Factors. WoS includes specialized indices:

- **\*\*SSCI (Social Science Citation Index)\*\*** for social sciences
- **\*\*SCIE (Science Citation Index Expanded)\*\*** for sciences
- **\*\*AHCI (Arts and Humanities Citation Index)\*\*** for humanities

Publishing in WoS-indexed journals is highly competitive. Most offer free publication, with open access options available at a premium. The Journal Impact Factor (JIF) is used to measure influence, but is only available for SSCI and SCIE journals.

### 2. **\*\*Scopus\*\*:**

A more extensive database than WoS, Scopus includes nearly all WoS journals plus many others of varying quality. While journals indexed in both WoS and Scopus are generally excellent, some Scopus-only journals may be less prestigious. The SJR (SCImago Journal Rank) indicates a journal's influence within the Scopus ecosystem.

Both WoS and Scopus categorize journals into quartiles based on JIF or SJR:

- **Quartile 1**: Top 25% of journals
- **Quartiles 2-4**: Descending order of quality

It is important to note that fields with fewer journals may have more competitive quartile rankings. For instance, with only 49 journals in the SSCI Public Administration category, achieving a high quartile placement is particularly challenging. Personally, I consider any journal indexed in SSCI or SCIE to be prestigious, regardless of its specific quartile.

The introduction of **ESCI (Emerging Sources Citation Index)** in 2015 created some confusion. This WoS subset includes Scopus journals under consideration for full WoS inclusion. While these journals initially lacked Impact Factors, they had the potential to gain them upon meeting quality standards. This led to a surge in WoS publications from Thai academics, potentially diluting the perceived value of WoS indexing.

In 2019, the Thai government specified accepted international databases for academic publications: ERIC, MathSciNet, PubMed, Scopus, WoS (limited to SCIE, SSCI, and AHCI), JSTOR, and Project Muse. Notably, ESCI was excluded unless the journal was also indexed in Scopus.

Further changes in 2023 introduced new complexities: all WoS journals, including those in AHCI and ESCI, now have Impact Factors. This development could potentially lead some to equate the presence of an Impact Factor with SSCI or SCIE status. To avoid confusion, it's crucial to verify a journal's status directly through the official WoS or Scopus websites:

- **WoS**: [Web of Science Journal Search](<https://mjl.clarivate.com/search-results>)
- **Scopus**: [Scopus Journal Search](<https://www.scopus.com/>)

**Predatory Journals**: It is essential to be vigilant about low-quality, exploitative journals that prioritize profit over academic integrity. These publications often promise rapid publication for a fee. While Beall's List of potential predatory journals has faced legal challenges and is no longer universally accepted, it remains a valuable resource for identifying questionable publications. Notably, even some Scopus-indexed journals have appeared on Beall's List. To maintain the credibility of your research, it's advisable to avoid these journals.

In conclusion, while WoS-indexed journals generally maintain high standards, it is important to recognize that no system is perfect. Some indexed journals may still have quality issues. As scholars, we must remain informed and selective in our publishing choices to uphold academic integrity. I hope this overview helps colleagues navigate the complex landscape of journal quality assessment more effectively.