

A Review of Hypothetico-Deductive and Inductive Model of Enquiry

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Abstract: The aim of this literature review research paper is in twofold. First, it strives to provide and present a hypothetico-deductive model of enquiry, by analyzing the work of (Chandrasekara, W.S. 2016). Second, presents an inductive model of enquiry by examining the work of (Wells, V.K.2014).

This literature review research paper also aims to present the theories being tested within the two selected articles and the data collected, along with comparable approaches and evidences that are generated by each approach. This literature review also aims to identify whether the approaches were qualitative or quantitative.

Keywords: Hypothetico-Deductive, Inductive Model, qualitative or quantitative.

1. INTRODUCTION

It is evident from the work of Chandrasekara, W.S. 2016 and the work of Wells, V.K.2014, that both articles delivered their psychological theories by providing examples. Chandrasekara.2016, referred to the Theory of Planned Behavior and used this theory to identify the barriers in seeking psychological help. Wells 2014, used many examples of studies and the theory of Behavioral Psychology. Each unique within the field of psychology and providing eminence quality within their work.

2. HELP SEEKING ATTITUDES AND WILLINGNESS TO SEEK PSYCHOLOGICAL HELP

Chandrasekara.2016, examines the help seeking attitudes towards psychological help services and willingness to seek psychological help based on the theoretical guide of the theory of planned behavior (TPB; Ajzen, 1985, 1991), and studies whether the theory can be applied to explain the help seeking attitudes of university students in Sri Lanka. The literature review also constructed two hypotheses to explore the theory further. The first hypothesis was around the positive attitudes towards psychological help and the second was related to female students who display more interest in to seeking psychological help than male students.

The article examines the work of Stefl and Proserpi, (1985), relating to the six main barriers which include accessibility, affordability, availability, acceptability, decision making and help seeking behaviors. The article further examines the work of Ajzen's Theory of Planned Behavior (TPB) which is a general model of human behavior. The article further explains that the TPB has been used in more than a thousand independent studies and overall results indicate that the TPB theory was supported. Chandrasekara.2016, further delves into the principles of TPB and explains that each behavior is determined by an individual's intention to perform the particular behavior.

3. DATA COLLECTED

Data was collected from six hundred undergraduate students from three state universities in Sri Lanka using convenience-sampling method. Further indications were made of the data collection, as three areas with different socioeconomic segments within Sri Lanka that were urban, rural and estate and were included to represent the student population within Sri Lanka. Chandrasekara.2016, explains Attitudes, Subjective Norms and Behavioral control of variables of TPB, using the Inventory of Attitudes towards Seeking Mental Health Services (IASMHA: Mackenzie et al., 2004). Barriers for seeking Psychological help were measured using Mental Health Service Utilization Questions (MHSUQ) developed by Stefl & Proserpi (1985).

Intention to seek psychological help was measured using the General Help Seeking Questionnaire – Vignette Version (GHSQ-V; Wilson, Rickwood, Bushnell, Caputi, & Thomas, 2011). Participants were asked to specify if they had any other barriers related to psychological help seeking. Structural Equation Model (SEM) was conducted using AMOS to test the hypothesis. An independent-sample test was also performed to test the second hypothesis. The article also mentions Cronbach's Alpha Coefficient which was analyzed to check the reliability of the scale used within the study. A standardized estimate of the variables of the Theory of Planned Behavior (TPB) which was also provided in the form of a Table (Figure 2).

4. QUANTITATIVE APPROACHES

Quantitative approach was used within the work of Chandrasekara.2016, as the gathering of information focused on describing spectacle across a large number of participants thus, providing characteristics across groups of university students in Sri Lanka. Chandrasekara.2016, explains that the large number of students which were involved within the study (Six Hundred), and also details the different forms of methods, models and data collection approaches which indicate that quantitative approaches were used throughout this study.

This article also mentioned the different barriers for seeking psychological help. The most common barrier reported was fear of what others may think referring to friends and family, the second most frequent barrier was costing. The findings showed that the direct concerns of students were being labelled by others.

Chandrasekara.2016, explains the hypotheses using the TPB theory. The second hypothesis was tested to identify whether female students were more interested in seeking psychological help than male students. As detailed in the article, the outcome of this study indicated that the hypothesis is statistically significant, as female students showed more interest in seeking psychological help than male students, generating that the TPB theory was tested. The article also explains that the findings from this study will provide recommendations to health policy makers and university authorities, with the means to improve the student counselling and psychological support services. The article concludes by detailing the importance of the barriers for seeking psychological help and to recognize why people are reluctant in seeking psychological help.

Behavioral Psychology, Marketing and Consumer behavior:

Wells 2014, provides an overview of the state of behavioral psychology approaches and their applications using inductive model of enquiry. Wells 2014, explains theories on behavioral psychology and their applications to marketing and consumer behavior research. Suggestions were also made for further examining of research in potential development of behavioral psychology approaches for both the consumer and the marketing researchers. Well 2014, outlines the well-known and frequently used behaviorist approach called "classical conditioning" and further comments on secondary approaches such as "operant (sometimes called instrumental) conditioning". Wells 2014, further discusses the consumer behavior analysis (CBA), and applied behavior analysis concluding with behavioral ecology of consumption (BEC). This article delves further by mentioning many studies which were analyzed and reviewed throughout, such as John B. Watson, B. F. Skinner (1974), Wright (1998), Nord & Peter, (1980) and Ehrenberg (1988). This article also mention's best-known example of classical condition referencing to Pavlov's work and inspired work of Razran (1938). Wells 2014, outlines Skinner and delves further by explaining three key parts. In general, reinforcement is broken down into three forms, positive, negative and punishment. As the article explains the differences of the three key parts, it is clear how behavior is triggered dependent on what key parts positive, negative or punishment a consumer is faced with thus, demonstrated in their behavior. Wells 2014, further explains "Applied behavior analysis" which has a long-standing tradition of applying behavioral principles to a range of problems. The movement of behavior analysis bought operant conditioning applications into the consumer field (DiClemente & Hantula, 2003a). The article explains the consumer behavior approach (CBA), perhaps the most developed research program applying operant perspectives and radical behaviorism to marketing and consumer behavior is the CBA research program (Wells, 2014). The article further explains a second approach in the CBA field, which was first noted by Herrnstein (1961, 1970).

5. QUALITATIVE APPROACHES

As this article is vague on the specific data collection and analysis of studies yet, indications were highlighted towards procedures using both a group subjected to the experimental procedures and a second random-controlled group. Reviewing this article and the approaches which were used, approaches prove to be qualitative, as gathering of information focuses on describing spectacle in a deep inclusive manner.

Psychological Theories Generated in Examples:

Comparing both a hypothetico-deductive model of enquiry, by analyzing the work of (Chandrasekara, W.S. 2016) and by analyzing an inductive model of enquiry by examining the work of (Wells, V.K.2014).The comparison articles demonstrate that qualitative and quantitative approaches were used in data findings. Chandrasekara.2016, demonstrates intensive fact finding by conducting experimental studies such as using students from state universities to collect data and using a theory (TPB) to support the hypotheses. Concluding that the study focused on different barriers for seeking psychological help with emphasis on mental health illness stigma and how mental health stigma influence, on psychological help seeking of university students. Thus, the article recommends to promote knowledge of mental health among students.

Wells 2014, analyses the work of others particularly well-known psychologists within the field of behavioral psychology for example, B. F. Skinner (1974) and John B. Watson. The article provided reviews of behaviorist approaches in marketing and consumer behavior research and provided an introduction to behaviorist thought. An overview of early classical and operant conditioning studies focused on advertising to more recent approaches, such as the BPM, foraging and matching, to explain the behavior of both consumers and marketers. Ample examples were provided from selected studies and theories which concluded with recommendations to improve and develop the area of behavior analysis. The article further expands by explaining that further research should also be aimed at building on some of the most recent developments within the field of behavioral psychology. The article also delved further in behavioral-based approaches, indicating that future research and external-validity and replication, along with incorporation should be most up to date in approaches within the field of behavioral psychology.

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