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### **Open Access**

### **ORIGINAL ARTICLE**

## **The Challenges of Designing "Pattern" and "Model" in Communication Research**

Omid Ali Masoudi<sup>1</sup> 

1. Corresponding author, Professor, Department of Communication Sciences, Faculty of Culture and Communication, Soore International University, Tehran, Iran: [masoudi@soore.ac.ir](mailto:masoudi@soore.ac.ir)

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### **EXTENDED ABSTRACT**

#### **Introduction:**

Philosophy of science talks about ontology, epistemology, and methodology. However, in science and qualitative methods, there are common mistakes in applying and organizing some findings that require research to correct. In general, any science's foundation is presenting a scientific theory. Scientific theories are expressed to solve the problems raised by researchers, Scientific paradigms determine the type of research method (quantitative or qualitative): "Every question about reality is an ontological question whose answer is possible by referring to the field of philosophy of science, or the paradigm of science." (Iman, 1391:17) In addition, "In humanities research [communications], research can go to social events or phenomena to discover, describe, or explaining them." (Newman, 1997:18) Often, three scientific paradigms, positivism, which is based on quantitative research, and interpretation and criticism, which are carried out based on qualitative methods, are considered to dominate the humanities. Qualitative research methods can be used with quantitative methods and constitute a mixed method. This study addresses the basic

problems of some researchers' lack of knowledge of the scientific method and, as a result, the challenges of incorrectly applying the concepts of "pattern" and "model" and their design methods in mixed research in communication studies. The researcher attempts to solve the challenges of researchers in expressing the definition and correct application of "pattern" and "model" in research based on pattern or model design.

### **Method:**

In qualitative research, one can move away from the quantitative method and the use of statistics, numbers, and figures, and the researcher can rely on observations, interviews, studies, and documents to research the research issue. This research was conducted using a library method. The researcher purposefully selected several books (44 volumes) and used card collection to collect data. Then, based on the researcher's mental plan, the cards were categorized and their description and analysis were carried out.

### **Findings:**

The results of the research showed. One of the challenges for researchers in conducting quantitative and qualitative research, and more so in mixed research, is the lack of understanding of the use of "pattern" and "model" in theoretical foundations, conceptual framework, and drawing a pattern or research model. A pattern is a mental plan that the researcher draws based on the concepts of research and expresses it in a conceptual framework. In the Persian translation, it is mistakenly equivalent to the word model in English. A pattern is a mental and creative design, introduction (especially short), or explanation that is intended to show the main purpose or function of a subject, system, or concept; therefore, a pattern can be defined as a method and procedure that is worthy of being followed. In qualitative research, a pattern is first drawn hypothetically, then, after collecting and analyzing data, the pattern resulting from the research is calculated using various methods. This pattern can be a starting point for quantitative research and presented as a proposed model. While the word model is derived from the Greek word *modus*. Usually, the definition of a model is used to reduce the size of objects and phenomena to reduce costs and improve understanding in research. "A model is a physical, mathematical, or human representation that is used to enable humans to more easily understand a real object; in other words, it is a small partial model or a small reconstruction of a large object that is identical in terms of functionality to the real thing. The model is used as a correct measure for recognizing a person in their interactions with other people." Models are mainly of the type of functional, conceptual, mental, linguistic, schematic, and graphic models, and models mainly include mathematical and physical models. The reliability (validity and reliability) of models is proven in some way by other research such as the Delphi method, the focus group method, and the expert roundtable technique or triangulation. However, in determining the validity and reliability of a model, researchers resort to statistical methods to show the relationships between variables with numbers and figures.

### **Conclusion:**

In addition to the researchers' mistakes in recognizing patterns and models, another mistake that has become common in recent research in Iran can be mentioned, which is the use of a sample pattern that Creswell introduced in his book as the researchers' suggested pattern. In addition, in referring to this pattern, another mistake is that it is attributed to Strauss and Corbin, while such a pattern is not observed in any of the works of these two and they only emphasize the central

concept of research in the data-based pattern. Another mistake of researchers is the lack of recognition of the types of patterns, of which at least four types can be listed: 1- Combination of theories 2- Compatibility of theories 3- Typology, and 4- Modeling; Iranian researchers base most of their work on the type of modeling, perhaps the mistakes that we listed at the beginning are due to this lack of recognition of the types of patterns, which is the logical result of the lack of distinction in the meaning and separate use of "pattern" and "model" among Iranian Persian-speaking researchers.

**Data Availability Statement**

Data available on request from the authors.

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**Ethical considerations**

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**Conflict of interest**

The authors declare no conflict of interest.

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