

# Theory in Qualitative and Quantitative Research: Using Auteur Theory in A Documentary Study

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## Abstract

In the context of both qualitative and quantitative research, theory is significant. This study investigates the application of theory to the understanding and interpretation of human experience, meaning, and context within the framework of a qualitative method. Theory serves as a conceptual framework for the formulation and testing of hypotheses in the quantitative approach, offering a methodical framework for the gathering and examination of numerical data. a deeper comprehension of how theory can be applied in conjunction with other research methods to build an integrated whole that serves as a strong basis for arranging the results of both qualitative and quantitative studies. It is anticipated that having a thorough understanding of how theory functions in research will improve the study's relevance and accuracy. The Auteur Theory is one of the theories that can be applied in creative writing. In this instance, she is referring to documentary film.

**Keywords:** Qualitative, Quantitative, Auteur Theory

## Introduction

The term "theory" is used in a variety of ways, but it is often defined as "thinking about what happens." Kerlinger (1973) defines theory as a collection of interconnected concepts, interpretations, and definitions that offer a systematic representation of a phenomenon with detailed variable relationships. The goal is to explain and forecast the occurrence. Kerlinger defines a theory as a collection of notions that are related to one another. We will be aware of a phenomenon if we can comprehend the relationship that exists between two or more notions.

A theory is, in general, a web of interconnected variables, definitions, and propositions. For the goal of understanding natural events, theory can develop a systematic about a phenomenon by determining the relationship of variables. According to Kaplan (1964), theory is a means of comprehending a hazy situation. To put it another way, theory helps us comprehend how a phenomenon occurs. Theory is acknowledged by researchers as a guide

to help them perform study. The degree to which a researcher is in need differs as well. There are four good theoretical functions to detail the function, namely

- I. Descriptive - a good theory can aid in the explanation of a phenomenon's cause. A researcher can explain the relationship between two or more concepts by using applicable theories.
- II. Explanation - a theory can explain the reason for a phenomenon's existence.
- III. Prediction: Researchers discover the occurrence of a phenomenon and can describe some of the concepts involved.
- IV. Research control - researchers' belief that theory motivates them to conduct one type of research or avoid another. If the researcher's hypothesis cannot be defended, he or she will avoid conducting research or attempting to propose new concepts.

Theory and applied research have a close link. It means that the theory can point out areas that should be looked into further in order to get the best results. Furthermore, applied research is employed as a foundation for obtaining improved explanations and helpful prediction values, which can be used in the future. The findings of applied research can also be used to test the validity of existing theories (basic research), explain concepts, and aid in the formulation of new theories or the expansion of current theories. In scholarly writing, theory is utilised to solve problems that have been explored and studied. Researchers must guarantee that the study's background and the ideas that underpin it are linked. The evaluator usually keeps a careful eye on the flow of the conversation. The author uses theory as an anchor to keep him or her on the study's objective track. As a result, it is certain that the theory employed must be related to the study's aims.

Most applied scientists consider theory testing to be a core activity (Griffin, 2006). The use of theory in scientific writing is graded on a scale of one to ten. This scale creates the notion that a theory toward interpretation is required in order to attain a study's goal. Theory can be employed in scholarly writing in a variety of ways, such as experimental approaches and quantitative survey research, as well as textual analysis and ethnographic approaches, which also allow for quantitative approaches to interpret theory (Griffin, 2006). Ontology (theory selection), epistemology (method selection), and methodology (analysis selection) are three generic and interrelated tasks in the process of defining qualitative research (Agus Salim, 2001). For a group that relies on deductive logic, statements without proof, and norms, the place of theory in a study is akin to dogma. As a result, theory is required and vital in writing.

### **Theoretical Framework**

A theoretical framework is a model of how one theorises or comprehends the logic of relationships between numerous components that have been identified as critical to the problem. The theoretical framework examines the interaction between factors that are thought to be inextricably linked to the dynamics of the situation under investigation. Creating a conceptual framework like this allows us to postulate or test hypotheses and test specific relationships in order to better our understanding of scenario dynamics. Testable hypotheses can be constructed from the theoretical framework to see if the formulated theory is correct. The hypotheses' relationship can next be investigated using appropriate statistical analysis. Clearly, the theoretical framework is the bedrock upon which every research is built.

Because the theoretical framework is nothing more than constructing a network of interactions between variables considered significant to investigate each specific problem situation, it is critical to grasp what variables are and what different sorts of variables are. Several theoretical perspectives impact social science research, which serve as the foundation for its implementation methods and procedures. The quantitative and qualitative approaches are frequently discussed, with the qualitative approach serving as an umbrella overshadowing some of the other approaches. Both are founded on opposing theoretical viewpoints. According to Taylor and Bogdan (1998), two primary theoretical orientations, positivism and phenomenology, have dominated the scientific research environment. In the 19th and early 20th centuries, notable philosophers such as Auguste Comte and Emile Durkheim were affiliated with positivism.

Positivists strive to separate the subjective subject from the fact or cause of a social occurrence by investigating it objectively. Phenomenology has a lengthy history in philosophy and sociology, with theorists such as Husserl, Schutz, and Berger having a significant influence. This viewpoint aims to comprehend social processes from the standpoint of the subject, as well as examine their experience, that is, how humans perceive and give meaning to their life. Because positivism and phenomenology explore different sorts of types of problems, their research use a variety of methodologies. Positivists investigate the causes and effects of a social phenomenon using quantitative methods such as questionnaires, inventories, and demographics, which generate data that can be statistically analysed, whereas phenomenologists attempt to comprehend a social phenomenon using qualitative methods such as observation and in-depth interviews, which generate descriptive data.

Table 1 summarises the distinctions between qualitative and quantitative studies.

Table 1

*Differences between qualitative studies and quantitative studies*

<b>Qualitative</b>	<b>Quantitative</b>
Apply qualitative methods	Apply quantitative methods
Phenomenological in nature, i.e. focus on processes and events interactively. It is logical positivism, i.e. focus on variables	It is logical positivism, i.e. focus on variables
Observation is natural and independent	The size is rigid and not free
Few cases and subjects and holistic	Many cases and subjects and particularistic
Focus on the dynamic nature of the reality the results of the study.	Focus on the stable reality of the study results
Process oriented and thematic analysis	Results oriented and statistical analysis
Close to the data: the perspective of insiders or researchers involved is the same	Away with the data: the perspective of outsiders or researchers is not involved
Apply inductive logic, which is the process of thinking from the general thing to the thing Special	Apply deductive logic, which is the process of thinking from specific things to general things
Build cultural reality and meaning	Measure objective facts

Modified from Neuman (2006); Reichardt & Cook (1979).

However, Creswell (1994) takes a different approach, stating the distinction between quantitative and qualitative based on a set of case assumptions (ontological, epistemological, axiological, rhetorical, and methodological) as given in table 2.

Table 2

*Opposite assumptions with quantitative and qualitative differences*

Assumptions	Questions	Quantitative	Qualitative
Ontological Assumptions	What is the nature of reality policy?	Reality is objective and distinctive, separate from the researcher	Reality is subjective and related as seen from engagement researcher in the study
Epistemological Assumptions	How is the relationship of the researcher with the respondent?	The reviewer interacts or does not interact with respondent	The researcher interacts with the one being studied
Axiological Assumptions	What is the role of evaluation?	Free of value and avoid bias	Loaded with value and bias
Rhetorical Assumptions	How to use the language of study?	Being formal, By definition, impersonal, and use quantitative language	Be informal, develop decisions, personal, and use qualitative language
Methodological Assumptions	What about the review process?	Deductive process <ul style="list-style-type: none"> <li>• Factor more into cause and effect</li> <li>• Static design-category limiting prior to study</li> <li>• Be in a more independent context of prediction, enlightenment, and understanding</li> <li>• Accuracy and dependability through validation and Reliability</li> </ul>	Inductive process <ul style="list-style-type: none"> <li>• Factors are formed by simulation</li> <li>• Evolving design-categories are identified during the review process</li> <li>• Be in the context of a bond</li> <li>• Patterns and theories are formed for understanding</li> <li>• Accuracy and dependability are formed through verification</li> </ul>

Adapted from Creswell (1994)

The theoretical framework is the researcher's approach or viewpoint in his research. It's a structure, a supporting framework, or a research project (Merriam, 2001). This theoretical framework can be identified in a number of ways. First, it has to do with the researcher's discipline orientation, which includes certain notions and theories. Education, like any other

applied subject, incorporates ideas and concepts from other disciplines to explain theories in educational practise, such as psychology, sociology, enterology, and philosophy.

This is the lens through which we view the world, and it will be attention and inquiries. The questions we posed were crucial in developing the research. Another method is to refer to the literature on the subject of study. The study's framework will be created around concepts, terminology, and definitions. Literature-based models and theories are cited. After broad areas of study interest have been identified (via observation), initial data collection such as interviews and literature reviews have been undertaken, and research challenges have been established and stated, a theoretical framework is clearly produced. The theoretical framework's role in research is depicted in the research process flow chart.

### **Variables**

A good theoretical framework identifies and labels key variables in scenarios that are relevant to a particular problem. The relationship between these variables is explained logically. The relationship between the independent variable, dependent variable, and moderation variable, if relevant, is described. It's critical to clarify how and what precise interactions moderation variables will organise if they exist. They must also provide an explanation for why they act as moderators. Any linkages between the independent variables or the dependent variables (if there are two or more dependent variables) should also be explained clearly and thoroughly.

The type and direction of the link between the variables of interest are thus addressed by the explanation of variables in a theoretical framework, as well as why or how we expect a certain relationship to occur. Anything that can take on a different value is referred to as a variable. There are two types of variables: quantitative and qualitative. Quantitative variables can have either exact (discrete) or varying values (continuous). Exam scores, human weight, and rope length are examples of quantitative variables. Gender, race, and marital status are examples of qualitative factors. The variables are further classified into three categories: dependent, independent, and moderate.

- A. **Dependent Variables (or Criteria Variables)** - The dependent variable is one of the most important variables to the researcher. The researcher's purpose is to comprehend and explain the dependent variable, as well as to explain its variability and anticipate it. In other words, it is the key variable that qualifies as a research variables It is possible to obtain an explanation or solution to the problem by analysing the dependent variable (that is, determining the influence of the variable). A firm manager, for example, would like to know how satisfied his staff are with their jobs. Because employee happiness can range from extremely unsatisfied to extremely satisfied, work satisfaction is a crucial aspect of interest for managers and hence a dependent variable.
- B. **Independent variables (Predictor Variables)** - The independent variable is the one that has a positive or negative impact on the dependent variable. That is, when there is an independent variable, there is also a dependent variable. With each unit of rise in the independent variable, the dependent variable increases or decreases as well. In other words, the independent factors account for disparities in the dependent variables.

- C. Variables of moderation - A moderate variable has a considerable contingent effect on the relationship between the independent dependent variable and the dependent independent variable. That is, adding a third variable (the moderation variable) changes the connection between the independent and dependent variables.

Ragin (1987) defined the key contrasts between qualitative and quantitative research based on a variety of situations and characteristics. Qualitative researchers seek knowledge, illumination, and extrapolation for the same circumstance as quantitative researchers seek determinants and causes, prediction, and generalisation of study findings. According to Mulyadi (2013), quantitative research is a research approach that reflects positivism, whereas qualitative research is a research approach that represents naturalistic knowledge (phenomenological).

Some groups believe that quantitative and qualitative research should not be confounded, but this view is muddled by researchers who perceive that each research approach has flaws and believe that it is vital to combine them such that one complements the other. The two research methodologies were chosen because they support and complement one other, resulting in study results that are not only objective, systematic, and quantitative, but also in-depth and factual. In quantitative research, theory plays a critical role. Finding research questions, creating hypotheses, locating concepts, locating procedures, and locating data analysis tools all need the use of theory. Qualitative research has a rich and varied history. Qualitative research methodologies and procedures are influenced by a wide range of traditions and disciplinary backgrounds. Essentially, qualitative refers to any preparation that yields results that aren't based on statistical or other forms of calculation (Strauss & Corbin, 1999).

Qualitative research, according to Denzin & Lincoln (1994), is multi-method focused and includes interpretive and naturalistic methods. According to Creswell (1998), qualitative research is the process of comprehending research based on methodological study that investigates social or human problems. Researchers create sophisticated and holistic descriptions, analyse words, report extensive perspectives on informants, and conduct research in natural settings. Qualitative research, according to the description given, uses a variety of methods and is founded on the philosophical assumptions of interpretive and naturalistic approaches to generate a thorough picture of the event or topic being examined. Qualitative research is created and developed through an inductive process, which is a method for formulating a notion, theory, or hypothesis based on comprehensive and in-depth data collection. The major goal is to produce thoughts, hypotheses, and theories rather than to test them. This isn't to say that theory isn't important in qualitative research. It is extremely difficult to clarify and detail a study if the investigation's essential premise, or main framework, is not provided.

One of the simplest approaches to identify and develop a theoretical framework for qualitative research, according to Merriam (2001), is to highlight relevant literature, which Merriam defines as theoretical or conceptual writing in the topic investigated as well as data from previous studies. When designing a study, we frequently consult the literature to develop the study's theoretical framework and then formulate the study's problems. It is a

process of reference and re-referencing between the literature and the difficulties and research questions, rather than a linear procedure.

### **A Documentary Study With The Use Of Auteur Theory**

A script, according to Berger (1990), is a blueprint or framework that translates the visual and auditory design in a story presentation. The biggest problem with documentaries in Malaysia is the lack of solid, high-quality scripts. The heart of a work, the script, fails to convey a well-structured plot thread. The technical procedure of a manufacturing is slowed by this failure. Scriptwriters, on the other hand, lack a deep comprehension of "content" and high-impact writing styles. These issues and occurrences are methodically mixed with various artistic and technical aspects to achieve the goals of a single need that is generated, framed, and decided by an idea.

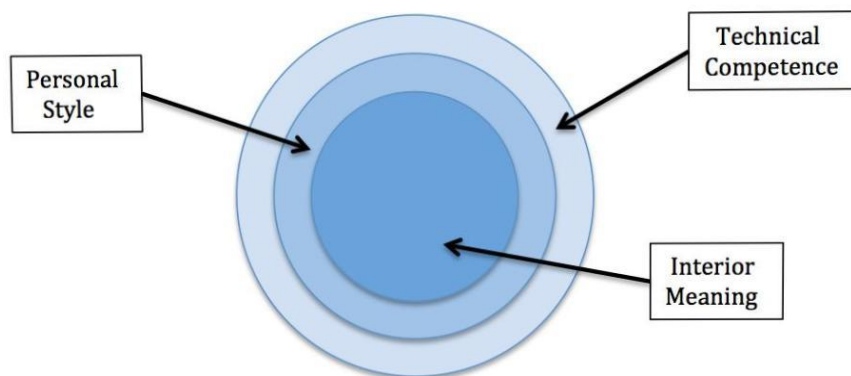
Scriptwriting is a process. The term "process" refers to the steps a screenwriter must take in order to prepare a script for delivery or submission to any interested parties. As long as the writing is not finished and remedial action is being taken, it is still seen as a process of finishing the work. Writing a screenplay requires scientific attention and methodology because it is more of a technique than a science. Scriptwriting also encourages greater thoughtfulness. This method is applied in a methodical and knowledgeable way. If writing has a clear knowledge base, it will meet the objectives and expectations of the purpose for which it is done. In actuality, early on in a production project, a director or producer needs guidelines or scripts that outline the resources required and the parties involved in the production process.

Auteur's theory will serve as the study's major theoretical framework for understanding a writer's influence on the documentary. The word "auteur" comes from the French word "auteur," which meaning "author." This notion is commonly applied in the film and publishing industries. It highlights that the author's creative work is a reflection of three aspects of the author's self: technical knowledge, personal style, and a reflection of the author's inner consciousness when generating a creative work. The researchers discovered that this Auteur hypothesis may be used based on these three elements.

In order to apply the Auteur theory to the study, the researcher connected the three aspects that make up the Auteur theory's premise to the documentary script's quality. Because the author is the individual responsible for choosing the direction of a work, which is dependent on three premises in the author's self, the publisher's self-factor is significant in influencing the quality of a published plan, as previously discussed. A theory is a model that explains something (Strauss, 1995). It's a way of describing a phenomenon in order to explain some aspect of how it occurs. It provides a synopsis of what events are supposed to occur and why they occur, rather than just a "framework." A good theory is one that can explain a phenomenon, provide new insights, and enhance one's understanding of the phenomenon (Maxwell, 1992). In order to understand the influence of the author, or more specifically the scriptwriter, on the documentary screenplay generated, this study was undertaken based on the notion of Auteur (Sarris, 1962).

In delivering material in a publication, authors have creative authority. Furthermore, in the realm of directing, auteur refers to a circumstance in which a writer infuses a point of

view into his work. The premise of this idea states that the outcome of production is a mirror of a publisher's internal consciousness of the vision. The auteur theory is represented by three concentric circles: the outer circle represents a technique, the middle circle represents a personal style, and the inner circle represents the inner meaning. In a nutshell, the publisher serves as a technician, (modelling) stylist, and auteur in every publication (Cohen, 2004). These three elements are depicted in the diagram below.



Picture 1: Auteur Theory Model (Sarris, 1962)

The researcher acted to tie the three factors into the premise inspired by Sarris (2004) in the auteur theory on the influence of screenplay writing in order to adapt this auteur theory to the study. As previously said, the author's self-factor has a big impact on the quality of a published plan since the publisher is the person in charge of deciding the direction of a work, which is based on three premises in the author's self. Sarris (2004) established three premises in his auteur theory paradigm, which are as follows:

1. The first premise in the circle's outermost layer concerns the author's technical knowledge and creativity in determining the direction of a production.
2. The author's style in working on the story and translating all the elements of creativity into creative work is the second premise, which is the second layer.
3. The most important element in evaluating a publication is the third premise, which is the circle in the middle. It is the meaning and knowledge of "internal" that is the thinking that exists in an author who has a relationship with his entire translation to the work generated.

But it's even more intriguing when Sarris (1962) claims that an author's "inner value" is the foundation for the creation of a work. Many researchers agree on the role of the third premise of this theory See Kolker (2002); Cohen (2004); Simpson et al (2004); Raines (2009); Asiah & Nur Kareelawati (2009 & 2010), who suggest that the quality of a product is also influenced by this third premise. According to Simpson et al (2004), besides involving the publisher's personality style, the work is an expression of the publisher's thoughts through his knowledge, principles, life views, and vision, rather than relying solely on technical equipment. Kolker (2002) supports the idea that inner meaning can be gained from the publisher's philosophy and distinctive way of thinking about the world and life.



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