

**Introducing the Concept of Developing Research-Specific Models
for the Research in Social Sciences in the Era of Google Search and Chat-GPT**

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Abstract

The importance of complying with the protocols of 'Research Methodology' (RM) cannot be over-emphasized, particularly in the subjects related to social sciences. However, with the advent of Information Technology (IT), the traditional processes of RM are facing serious challenges to its usefulness due to its rigid requirements. The secondary sources of research are being side-lined due to overly facilitated sources of research through internet search engines. Whereas, there is no bar on using IT sources for research, the credibility of such sources and student's efforts to bring out the best of already available literature remains under question. This research aims to highlight the waning of traditional methods of research due to easily available IT sources, and the emergence of Chat-GPT as a readily available solution to complex research problems. Therefore, the purpose of this paper is to propose a hybrid mannerism of research to integrate traditional RM and specifically designed models and tools of research in social sciences.

Keywords: Research Methodology, Information Technology, Social Sciences, Political Sciences, Web-based search engines, Chat-GPT, Research Models.

Introduction

The scholarly contributions by social scientists have been stagnant and mostly unproductive. Their contributions towards humanity in general and global peace in particular are far below the expectations of mankind. Whereas, researchers in the domain of natural sciences have done wonders during the last 50 years. Be it for the development of information technology or the move toward space, a lot of ground has been covered, and mankind has benefitted immensely from these developments. While natural scientists and technologists were exploring space and developing communication tools, what the social scientists should have done was to create awareness about the ill effects of certain innovations on the social life of the people. For

instance, the avoidance of addition to smartphones for entertainment has played a spoiler role in the younger generations. Moreover, not much effort was put in by the social scientists to make people aware of the probability of losing a family life.

In the domain of education, the students took an easy route of Google search and Chat-GPT to submit their papers instead of carrying out deep research that would have involved the use of primary and secondary sources by reading books, and articles, conducting interviews and surveys, etc.

Therefore, this author is proposing that students of social sciences must develop their subject-specific research tools and models to test their hypotheses and propose solutions to the identified problems.

Significance of the Study

With the introduction of easily available search engines on the internet and the emergence of Chat-GPT as a research solution, the traditional methods are being overlooked or less emphasized by the faculty and the students of social sciences. This situation is leading to intellectual bankruptcy in the domain of social sciences, hence the flow of new ideas or out-of-the-box solutions has become a distant possibility in the realm of peace, stability, and security. Therefore, traditional methods of research mustn't be abandoned, but hybrid mannerisms of research may be adopted to make use of both, traditional and modern methods of research methodologies.

Theory and Practice of Research Methodology

The Purpose of RM was to guide researchers in the organization of their work and make it worthy of publication. Also, it helps researcher develop their ideas and arguments in a coherent, presentable, and easily understandable to the targeted audience. Literature review formed the core of research in the discipline of social sciences, selection of books to read and reflect on was considered essential to begin the writing of a research document. It may be necessary to highlight that in earlier times; the supervisors of the research would insist on their students to physically show the book selected and were quizzed and write reviews after completing the read.

However, with the advent of information technology, library visits to find relevant books have been replaced with the hours on the workstation, and reading has been replaced by searching the relevant book and already available reviews and summaries of the desired book to cut and

paste in their write up under the heading of literature review. Unfortunately, the supervisors have also stopped insisting on the methodology adopted by the students in the preparation of the literature review.

Theoretical precepts aside, perhaps the most important things in research include originality and objectivity (O2). The research in social sciences has stagnated primarily due to the lack of these two elements in today's research works. There has been too much emphasis on the deployment of age-old theories of realism, liberalism, feminism, etc., due to which the students are compelled to take an easy route and look for solutions on Google resources.

This author aims to redefine the concepts of research in social sciences with an emphasis on the generation of new ideas and developing new research tools and models, instead of sticking to older theories. The earlier theories may only serve as the background knowledge on the subjects being reinvestigated to bring out working solutions to complex problems of today's globalized world.

Significance of the Ideas in Research

Human beings are blessed with a working mind that has no bounds and the same has been proved by natural scientists and technology experts. Technological innovations have revolutionized the life and lives of individuals, communities, and cultures. The information revolution has been instrumental in the development of digital and space technologies, travel tourism, trade and commerce, education and health, and energy and environment.

Nutt also opines that "Ideas are catalysts for progress, change, and human development in society. In business, ideas spur creativity and innovation. Companies like 3M, Google, and many others encourage (or even require) employees to dedicate 10-20% of their working hours to side projects, personal growth, or idea exploration."¹ Likewise, "Ideas are the root of creation, Ideas are the lifeblood of innovation. They are important because they have the power to change the world. Think of Copernicus, Socrates, Aristotle, Newton, Galileo, or Einstein. Think of Charles Darwin, the ultimate disruptive innovator."² Likewise, "New ideas and new approaches are vital to fuel growth and progress. Ideas are not just a luxury for good times; they are even more crucial in challenging times."³

¹ Ken Nutt, The Importance of Ideas, *Santa Fe Innovates*, January 18, 2022.

² Stuart Crainer and Des Dearlove, *What we mean when we talk about innovation*, Infinite Ideas, 2016.

³ Ibid.

According to Ralph Waldo, the Ideas define our humanity. “They shape the way we think and see our place in the universe. There is no prosperity, trade, art, city, or great material wealth of any kind, but if you trace it home, you will find it rooted in a thought of some individual man.”⁴ Danish is also of the view that “Ideas are the driving force behind progress and development in society. They are the starting point for innovation and change. Without ideas, we would not have the inventions, institutions, and social movements that have shaped our world.”⁵

Ideas open the door to understanding the essence of beliefs, and values because without lateral thinking one cannot interpret the divinity in its true spirit. Idea forces individuals to think differently and propose solutions to complex issues. Ideas show doors to the younger generations and motivate them to explore new vistas. Ideas create new opportunities while renewing the older ones. They inspire us to dream big and to strive for a better future. Societies owe their developments and prosperity to the ideas generated either by the divine revelations or the founders and philosophers of the time.

Ideas help in redefining values and cultures and also enable the generations to shape their lives. Ideas help in undertaking further research to refine the older concepts in light of emerging technologies and evolving societal needs. Ideas help in creating the same things differently to attract people of different tastes and cultures. Ideas help in developing new institutions that can further create opportunities for new avenues for society.

Contrarily, the flow of ideas in research in the domains of social sciences has dried and therefore, there has been no viable solution to stop the spread of violence and resolve the conflicts through peaceful means. At this time when the world is faced with multiple socio-economic issues due to the spread of extremism, terrorism, hybrid warfare, climate change, population explosion, displacement of people due to wars and conflicts, effects of the recession in the post-pandemic era, and threat to arms control treaties and agreements, it is incumbent upon the academics that they coin theories and strategies to mitigate the impending Armageddon.

⁴ Ralph Waldo Emerson quoted in above article.

⁵ Danish U Khan, *What is the importance of idea for the society*, (Banyan Media & Films International), Mar 26, 2023.

This author has dissected the word idea by interpreting each letter differently to highlight the significance of this word: *IDEA*. The letter 'I' must stand for 'Intellect' whereas 'D' should represent 'Definition' where 'E' is denoted as 'Education' and 'A' stands for 'Attitude.'

Therefore, the word *IDEA* is expanded as an '*Intellectually Defined and Explained Attitude.*' The purpose of expanding the word *IDEA* is to insist on its essentiality in research in the domain of social sciences. The propounded idea must carry an intellectual conception to impress upon its efficacy and should be worthy of explaining the attitude of the researcher to bear the fruit of his/her idea. Ideas help in developing the intellect level of researchers. The idea also helps in defining the research problem and consequently speeds up the thinking process with an enlightening attitude toward new solutions to complex problems.

Ideas encourage you to gather new information necessary for the research on the particular subject and help you determine the topic and select the relevant literature. The idea helps you identify the problem and select the audience that you need to target. The idea helps the researcher to adopt a certain course of action that is crucial in research design and methodologies.

The beauty of an idea lies in its originality. This is also an idea that the word *IDEA* is expanded in a manner, primarily to encourage the young researchers that it is doable with a little bit of deep thinking with an open mind. Moreover, objectivity in research can only be maintained if the analysis is dispassionate and provides an intellectually conceived solution to complex problems in social sciences.

Introducing New Approaches to Research Methodologies in the Changed Paradigm

This author is not proposing to do away with the existing research methodologies outlined by the early writers on the subject, however, the intention is to introduce new approaches to RM in the changed paradigm. Perhaps it is time to recreate and renew the interest of academic research among social scientists to redefine older concepts to be employed in today's arena.

Create Evaluation Tools/Models

To encourage the students of social sciences, it is necessary to inculcate the desire to bring out things that are not only novel but can mitigate the ill effects of easy research solutions by the use of Chat-GPT. This author is of the view that the researchers may adopt to create their strategic appraisal tools specific to the subjects under review. In this context, guidelines can be

taken from established tools like DIME (Diplomatic, Information, Military, and Economic), PESTEL (Political, Economic, Social, Technological, Environmental, and Legal), PMSEII (Political, Military, Economic, Social, Information, and Infrastructure), and/or McKinsey 7S (Structure, Systems, Style, Staff, Skills, Strategy and Shared Values). Some of these are useful for analyzing business organizations, whereas some can help determine the socio-cultural environment for decision-making bodies.

This author thinks that students of social sciences must develop such tools for their research papers to undertake an objective analysis of the topic and come out with workable solutions to complex socio-economic and geopolitical situations. One such tool '2 SIMPLE' developed by this author for the specific topic 'Evaluating the Potential of Cultural Diplomacy as "A Weapon of Enduring Peace in the Gulf Region"'⁶ greatly helped in dealing with a difficult subject.

Proposed Format of a Research Paper

The publication of a researcher's work encourages him/her to further expand his/her academic canvas. However, it may not be easy in the given circumstances where too much emphasis is given to the established methodologies and little space for new ideas. Therefore, this author is proposing a new format for a research paper that will reflect the researcher's ideas instead of the methodology adopted. The significance of the structure of a research paper cannot be overemphasized, however, the central idea will carry more weight in the proposed format.

The area of research should be left to the researcher; however, it is a general practice in our educational institutions that the subjects and the topics come as an assignment task for the researcher. Therefore, the process of undertaking a research project should begin with the selection of a subject, closely followed by the idea to be explored during the research.

Selection of the Subject.

Selecting the subject of research is as important as the *Selection of aim* in the realm of the *Principles of War*. Therefore, the researcher must select the subject in which he/she has a deep interest and desire to explore new prospects. The subject could be current and ongoing or reflects a historical past; the timeframe of the issue does not matter if the researcher has an idea of how to rediscover the lost ground.

⁶ Zia Ul Haque Shamsi, "Evaluating the Potential of Cultural Diplomacy as A Weapon of Enduring Peace in the Gulf Region," *Pakistan Journal of Humanities and Social Sciences*, (Volume 11, Number 04, 2023), pp: 4280–4287.

Generate the idea

Ideas get generated through deep thinking on the subject, reading about the subject, listening to academics and practitioners on the subject, watching movies and documentaries on the subject, or through common observation. At this stage, one may not have a fully developed idea but only a faint description of the idea, and that should be enough to pen it down. Once a researcher starts to think and concentrate on a particular subject, the ideas will start to flow randomly, therefore, such thoughts must be immediately noted before they disappear.

Selection of Topic

The arrangement of phrases or words in a title is important, not only to catch the attention of the reader but also to motivate the researcher toward the ownership of the intended research. The title reflects the researcher's interests, and mindset because he/she is going to invest his/her energies in exploring this title in the coming days. The topic selection marks an important step toward the beginning of a journey for a researcher. However, the researcher must not be rigid about the selected title and be flexible to alter a little if required during the research.

Writing an Abstract

Since the researchers start reading about the selected subject, it is time to write a carefully worded abstract to begin writing the research paper. "An abstract is a concise summary of a research paper or entire thesis. It is an original work, not an excerpted passage. An abstract must be fully self-contained and make sense by itself, without further reference to outside sources or the actual paper."⁷

The academics are divided on the timings of writing the abstract. Some seriously believe that it should be written at the end once the researcher is sure of conclusions. However, this author is of the view that it must be drafted immediately after selecting the title, however, it can be modified or reworded at the end to include the knowledge gained from the research. An abstract should be able to familiarize the reader with the issue on the subject, challenges faced, opportunities it might create, available options,

⁷ Writing an abstract: Understanding and developing abstracts, https://services.unimelb.edu.au/data/assets/pdf_file/0007/471274/Writing_an_Abstract_Update_051112.pdf (accessed December 27, 2023).

and the conclusions of the researcher. An abstract is drafted in a single paragraph and must not be more than 250 words. At the end, an abstract should carry 5-7 keywords that are likely to be figured out during the research.

Structure an Introduction

An introduction is reflective of the researcher's hard work, findings, and conclusions on the selected subject. The introduction must include the issue under discussion, and how one wants to explain it. What is the researcher's argument, and how has he/she structured the paper? What are the research questions and how these questions will be addressed?

An introduction should give a fair idea of the researcher's approach to the issue under discussion, and his/her intent, and be able to create interest among the readers. The significance, objectives, and central argument could be part of the introduction or could be under separate headings as well. This author is of the view that these should be placed under respective headings to highlight the importance of each element of the research.

Significance of the Research

The purpose of giving a separate heading to a relatively small paragraph is to highlight the significance of the particular research. It must emphasize the need to undertake studies on the subject due to its contributions to peace, stability, security, or service to the community or state.

Objectives of the Research

The objectives of the research must be drawn from the aim or the purpose of the study even if these have been mentioned in the abstract or the introduction. If the objectives of the research are carefully crafted, there may not be the need to separately draft the research questions. The objectives of the research should be clear, concise, and self-explanatory so that the reader understands the direction of the researcher.

Central Argument

The central argument in the paper will reflect the researchers' thought process on the subject under discussion. It may also include the thesis statement, however, at this stage,

the researcher may not approve or disprove the thesis statement but only reflect their idea on the subject.

Develop Own Research Model/Analytical Tool

This is perhaps the most important part of the research work and the endpaper. To date, our institutions have been advocating the research output based on the existing research models and methodologies coined by Western academics. These writings have demanded researchers to include inductive/deductive reasoning, qualitative/quantitative analysis, and the variables. This approach makes the researchers confined to a specified framework.

However, what this author is proposing is the development of own appraisal tools and research models for each paper separately, and that too by the researchers under the guidance of the supervisor. This would help the researchers contribute to academia and own their contributions for use by the coming generations. An example of how a research model can be designed and developed will be discussed later in this paper.

Literature Review

The literature review remains an important and integral part of any research in social sciences. The researchers must aim to keep the material studied for the preparation of the paper and mark the citation carefully following any of the credible referencing systems. It must include a specific observation on the veracity of the literature and its utility for this particular research. Also, how the earlier literature was useful in shaping the argument and substantiating the researcher's logic.

It is necessary to reiterate that any idea, and writeup taken from a published source must be referred adequately even if it has been paraphrased. This would not only give credibility to your work but also raise your stature as an academic.

Discussion

The main content comprises historical context, elements, factors, trends, current situations, assumptions, challenges, opportunities, perspectives, and perceptions that may be placed under sub-headings to separately discuss for the right emphasis. Each of these elements may not be deployed in every paper but most of these would certainly be required to make the discussion comprehensive and meaningful.

The main content must contain a description as well as the significance of each element and factor under each sub-heading. This should shape the paper for subsequent comparison and application of the already model specific to the study.

Comparative Analysis/Evaluation of Existing Studies

The comparative analysis of this study with the previous works can go as a sub-heading of the main content, but a separate heading will make it more prominent in the paper. It is important to understand that this part of the paper will help you identify the gap in the research and make you feel better that you are contributing to the existing literature.

Application of the Model/Analytical Tool

Now is the time to deploy the already developed model specific to this particular research to reach conclusive findings. Discuss in detail each element defined in the model to draw pertinent lessons and conclusions. Remember, the purpose of developing a specific model was to prove your central argument, therefore, a reasonable space is given to this part of the paper.

An example of one such model is given in the following paragraphs.

Explaining '2 SIMPLE' Model

The model developed '2 SIMPLE' denoted Society and Security, Ideology and Information, Money and Military, People and Perception, Legal and Leadership, and Economy and Energy. Each of these was an extremely important element of cultural diplomacy. Independently too, one cannot evaluate the efficacy of cultural diplomacy by any state, without delving deep into society and security, because the two elements not only complement each other but act as important variables. Likewise, ideology and information play a significant part in a country's culture and diplomacy. Most notable examples of ideology being used in cultural diplomacy include the opening of one of the largest Hindu Temple in the UAE, and the religious diversity as part of culture in Indonesia and Malaysia, where the diverse cultures have been embraced by the state and deployed as cultural diplomacy while interacting with other states.

The study of money and the military was important in this case due to the significance of the strategic culture each state develops over time. Because the strategic culture of each state is reflected in its cultural diplomacy through multiple means including military diplomacy. Similarly, people and perception play an important role in shaping

and crafting cultures and diplomacy of the state. Strategic communication and narrative building become dependent on the people and perception within the region and beyond. The states manage their perception through their people's behavior during trade and travel, sports and rituals, and cultures, and cuisine. Finally, the legal and leadership. Interstate relations may not be person-specific, but the leadership of states certainly matters in the efficacy of diplomatic endeavors by particular personalities, particularly in states where the leaders have relatively longer tenures. Likewise, the legal system of states forms part of a strong culture and hence supports the diplomacy of the particular state.

The purpose of introducing and explaining the '2 *SIMPLE*' model was to orientate the researchers with the idea of developing their research tools and models and evaluating the subject being researched.

Findings of the research

Once the central argument has been analyzed and evaluated on the specific research model, the researchers must present their findings before reaching conclusions. The findings must be indicative of an objective analysis and a considered opinion developed during the research.

Conclusions from the research

The conclusions must present the entire story of the research so that the reader understands the researcher's work and can translate it into a possible application in the future. The conclusions must be based on a sound logic that has been developed through research and the application of the specifically developed model. The conclusions should be able to solve the research problem identified in the beginning and prove or disprove the thesis that was placed before the researcher.

Recommendations, if any

Though not every paper needs to carry certain recommendations at the end, however, the recommendations from a well-researched paper certainly carry its utility for future courses of action, at least on the same subject.

References

Perhaps the most important part of any research paper; the references must be correct and as per the format of a credible and acceptable school.

Appendices, if any

It is not necessary but important if the figures, charts, and tables are attached as Appendices so that the flow of the paper is not obstructed. These can still be counted in the word count if prepared by the researcher, however, if it is borrowed from other sources then it will not be counted.

Conclusion

This paper was aimed at highlighting the weaknesses in the research output due to readily available studies on the internet and ChatGPT etc. This was leading to intellectual bankruptcy, particularly in academic research in social sciences. The output lacked originality and objectivity due to which academics were unable to guide or insist upon the ills of wars and conflicts. Consequently, the 21st-century wars became deadlier than before due to the ferocity of the relatively stronger power and the technological prowess they had over the relatively weaker states.

The significance of originality and objectivity in research particularly in social sciences cannot be overemphasized. Therefore, this author opines that researchers should design subject-specific research tools and models to carry out an in-depth appraisal of the issue, and critically analyze it before reaching a logical conclusion. This will help them do deep research on the subject to develop a model for the particular study and also force them to stay away from 'cut and paste' solutions.

About the Author

Dr Zia Ul Haque Shamsi earned his PhD in Strategic Studies from NDU, Islamabad. He has authored three international books: "Nuclear Deterrence and Conflict Between India and Pakistan" "South Asia Needs Hybrid Peace" and "Understanding Sun Tzu and The Art of Hybrid War." He has also Translated Sun Tzu's The Art of War in Urdu.

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