So You Think You Can Research?

Research Principles

Complexity in Research
Principles of Research

- Part of your value as a professional will lie in your ability “to offer an organization [or a client] information that meets its [or their] needs.”

- Valuable information often comes in the form of new or interesting connections of already existing research
  - *Originality in application*
Principles of Research

- Locate relevant and reliable information
- Connect it in productive ways to meet the needs of individuals and other organizations
  - This is the creative nature of research
  - It is an application of knowledge in problem solving endeavors
Principles of Research

- **Relevance** and **reliability** are a function of your audience:
  - Their needs
  - Their values
  - Their expectations
  - Their expertise
Principles of Research

- The great abundance of information available can be a problem
- Your job becomes making all the available information more accessible and more applicable
Principles of Research

- Not everything we need is online: never assume that a Google search is enough
  - Avoid WYDSDE (what you don’t see doesn’t exist)
  - Look at company websites and professional publications
  - Consider information available only through primary research: surveys, interviews, and observations
Research Methodology

- Commonplace research methods are important to your ethos

- What counts as good research according to your field, your audience, their field or area?
  - Engineers have their own accepted methods, for example; as do educators
  - The debate of NCLB (qualitative v. quantitative)