Research

The Coin of the Realm
Where does research start?

- Curiosity
- Theory generated
- Problem generated
Research: the process of systematic inquiry that furthers knowledge in the field.
Why do research?

- The most fundamental impulse of reasoning
- Part of human dialogue that shapes our world
- Replace guesses with disciplined knowledge
- Joy of discovery
Why do research here?

- This is a research department in a research university
- It is the business of universities; to advance knowledge
- It is the business of the field; to advance knowledge of communication
- Teaching: human progress across generations
The Research Process

The Literature

A curious phenomenon

The Researcher’s Project

The research problem

Context

Method
- Data to be studied
- Procedures for gathering data
- Procedures for analysis

Theory

Interpretation

Conclusions

The Research Process
Reading Previous Research

◆ Has RQ been addressed? Answered?
◆ What do we already know?
◆ How have others attempted to answer RQ?
◆ What can I learn from others’ research to guide my effort?
◆ What notes will hold this for me? Might I quote?
Presenting Results

Quantitative Pattern

Highly formal & passive
- Theory that is context
- Stmt of Problem/Hypothesis
- Rev of Lit (state of knowledge)
- Method choices
- Results
- Discussion: state of theory after research

Qualitative Pattern

Writing is crucial
- Description of research problem including importance
- Often description of method choices
- Presentation of findings is reproduction of your understanding