
Research

The Coin of the Realm

Where does research start?

- ◆ Curiosity
- ◆ Theory generated
- ◆ Problem generated

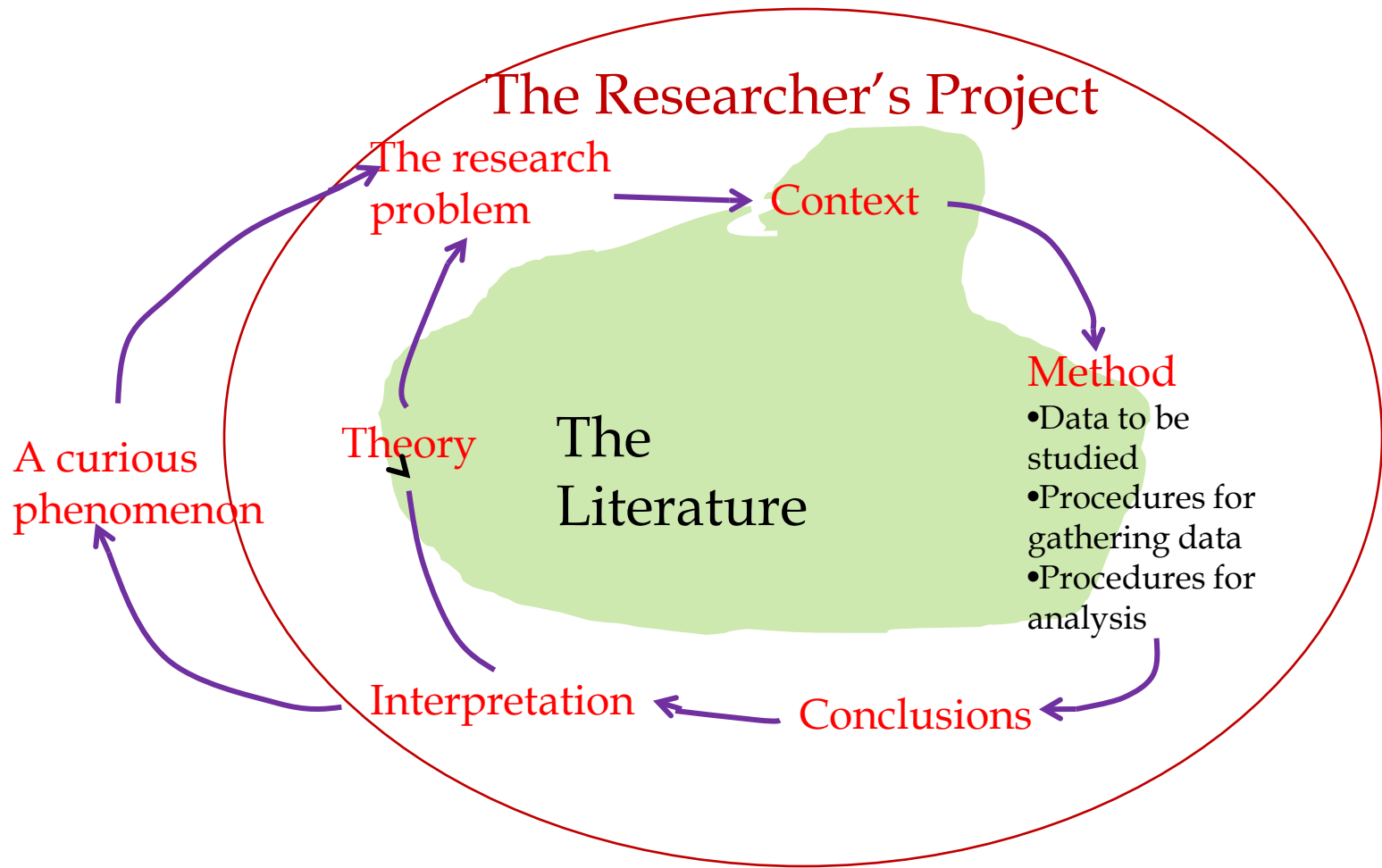
Research: the process of systematic inquiry that furthers knowledge in the field.

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

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