Chapter 5

Exploring Public Speaking, 4ᵗʰ edition

Open Resource Textbook for Basic Public Speaking Course

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Overview

- Types of research and sources

- Internet research

- Conducting your own research

- Using the campus library resources

Primary and Secondary Research

- Primary research: new research carried out to answer specific question or issues and discover knowledge; research that acquires data first-hand; information unfiltered by interpretation or editing

- Primary sources: those that provide first-hand accounts of the events, practices, or conditions being researched.

- Secondary: research gathered from published sources; it has compiled, filtered, edited or interpreted primary research or other secondary research in some way

Examples of primary/secondary sources

- Primary
  - Interviews
  - Surveys/questionnaires
  - Diary or journal entries
  - Oral histories
  - Experiments/direct observations

- Secondary: published sources

Note

- Secondary research and secondary sources are not "bad" or inferior.
  - It depends on your purpose and topic
  - It depends on the quality of the primary sources and primary research processes
  - It depends on the quality of the writer who is compiling the secondary sources

Types of sources

- Books
  - Good for depth of coverage of a topic
  - Information can be dated
  - Lengthy

- Periodicals
  - Magazines
  - Newspapers
  - Academic and trade journals
  - Good because of focus and possibly being more up to date

Research on the Internet

- Know what you are looking for and at
  - Domain
  - Types of websites: online journal, blog, etc.
  - All are not created equal
  - You should be able to find a sponsoring organization or person and be able to verify what type of organization it is

CAPOW: Evaluating websites

- Currency (recency). This refers to the recency of the information on the site as well as how recently it has been updated.

- Authority (credentials/credibility of author/organization)

- Purpose (informative, persuasive, entertaining?)

- Objectivity (lack of bias)

- Writing style (tone, errors, attitude toward "other side")

Videos on CAPOW AND CRAAP

- https://www.youtube.com/watch?v=j8eEVf998Qs&t=12s

- CRAAP -
  https://www.youtube.com/watch?v=4h7BLuH6fHs
  - Currency
  - Relevance
  - Authority
  - Accuracy
  - Purpose (Similar to CAPOW)

And then there's Wikipedia

- ☐ Follow your instructor's directions on using Wiki sites

- ☐ Use as a place to get basic information and use references on the page

- ☐ Recognize there are sometimes errors

- ☐ Recognize that using it does not build credibility

Conducting Your Own Research

- Surveys – good for understanding the audience
  - Use multiple choice questions
  - Be sure to provide all options
  - Phrase questions carefully
    - Positively
    - Without bias or "loaded questions"

Conducting Your Own Research

▪ Interviews – good for getting views of practitioners and real-life experts

  ▪ Interview after reading published sources

  ▪ Choose the right person (first-hand knowledge, credentials)

  ▪ Make an appointment and be on time

Conducting Your Own Research

Interviews continued:

- ❑ Prepare questions in advance and in logical order
- ❑ Ask questions that person can answer
  - ❑ Within their realm of experience
  - ❑ Appropriate, not embarrassing
- ❑ Write a thank you note—they've helped you

Using source material

- Follow instructor's directions on use

- Recognize difference between "common knowledge" information and unique knowledge (cited)

- If you find multiple sources, find who or what those sources are citing (example, government agency)