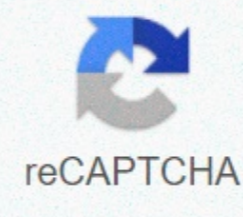




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Media research method

Do we really only use 10% of our brains? How can we answer questions like this? We should not rely solely on our intuition, because unfortunately this can sometimes give us the wrong answer. In this psychology course, learn how psychological research is conducted, how to analyze results and results, and effectively write a research report. An understanding of psychological research methods allows us to systematically test the questions and report on the results of our research so that others can critically assess the validity of our conclusions. The Logic Behind Psychological Research Some common research concepts and why we choose them How to critically read and evaluate a research report How to clearly report research results Clearly receive a certificate signed by the instructor with the institution logo to verify your achievements and increase your job prospectsAdd the certificate to your CV or CV, or post it directly on LinkedInGive yourself an additional incentive to complete the courseEdX, a non-profit organization, relies on verified certificates to help fund free education for everyone in the world One of the most complex parts of writing a research paper at the college level is the research process itself. Finding and organizing good source material, using this source material properly, then citing it all can be quite intimidating, eating valuable time that you could spend doing other work or enjoying college life. At College Choice, we strive to help you thrive in school, so we've put together this quick, image-based guide to research, use source material and quote it correctly. All you have to do is take a look. In our previous guide, How to write a research paper and get an A-plus, we've taught you to: Understand what your teacher wants from your writingOrganize your paper writing processUse pre-writing to generate ideas and create an excellent projectWrite a thesis and transition phrasesRevise/edit your paper before handing it back inSo, if you're still trying to figure out how to actually write a paper, head over to our resource. But, more likely, you're here because you need help: Understanding the credibility of the sourceConducting search quicklyOrganization of the search processIntegrating sources in your work using paraphrases, summaries or quotesCiting sources correctlyHere, you to save time and energy on what many people consider to be the dulllest and longest part of the paper writing process. Start! In our other paper writing guide, How to Write a Research Paper and Get an A, we helped you understand how to write an article —generating ideas, creating thesis statements and transitions, and editing an article that a teacher will want to read. Here we will focus on the credibility of the document. How do I know if a source is credible? This is an important aspect of the It all starts with one thing: research. You may know that this brilliant old man, Aristotle, came up with three different things that people needed to balance while they created written or oral arguments: Ethos - the ability of a writer or speaker to establish credibilityPathos - an ability of a writer or speaker to appeal to the imaginative mindLogos - the ability of a writer or speaker to appeal to the mind , you have to keep these things in balance - too much ethics and the paper is on stilts and insincere, too much pathos and the paper is too emotional and ineffective, too many logos and the paper is cold and dull. It should look like this: Or, if you want it to die me differently, like this: What you shoot to do is put your paper squarely in this small space in the middle - where all the circles intersect. Does that make sense? In addition, the searches you collect for your article should clearly connect to one or more of these categories. To be clear, solid research is an integral part not only of developing and supporting the ideas of your document, but also of developing your links with those who will experience your article. Here's how good research shapes your ideas and the article you create around these ideas: For Ethos, solid research will help you understand your topic, which will give you credibility with your audience. For Pathos, solid research will help you understand the nuances of a complex issue, which you can use to create a stronger emotional appeal. For Logos, solid research will help you understand the data that supports your claim, which you can use to form a support for your main argument. You're going to want research that can help you in each category so that your article is well balanced and interesting. Choose the right search pieceBut how do you know if you should use a particular piece of research in your own article? It's actually quite simple to understand. Here are some questions you may ask yourself as you paint through research to help you hone your attention and guide you as you go:For Ethos:Ideas, concepts and data are simple to translate for my article or do they need a lot of technical knowledge? How does this information reinforce my view? If not, how can I recognize its importance to my subject without giving up my argument? What references do the authors have and how does this strengthen my argument and perspective? For Pathos: How can I take advantage of the anecdotes of this writing a use in my own paper? If I use this research, do I risk undermining my ability to persuade readers with emotion? How can I use the metaphor to help explain to my audience too technical aspects of the concept? For Logos: Can I summarize the main points of this article for use in my own work, or does the source cover too much ground? How do I adapt the data and numbers actually, allowing me to prove my point and not annoy the reader out of their mind? How is this research credible? - what institution does it come from, has it been peer-reviewed, and is it both recent and relevant? Use only information or research if you can easily answer the questions above. If not, move on. There's a lot of research out there, and there's no need to waste time on one thing if you can find something simpler and more effective elsewhere. So to review - the importance of balancing Aristotle's rhetoric cannot be underestimated. Make sure you are aware of how your writing works in each of these three categories, and that it achieves a sense of continuity and concentration by working evenly in each of them. Basics:Yes search, the search is complex, but it doesn't need to be long. Here we'll show you some simple ways to master the search process and save time, while writing a killer paper that will solidify a good note for you! What are the most important parts of the writing process? One of the reasons students write crappy papers is that they don't spend the time developing the right parts of their writing habits. The three places where you should spend the most writing time as a student are: Prewriting and the first research and editing projectsn our fantastic writing guide, How to write a research paper and get an A's, we showed you how to master the number 1 and number 3.Here, we'll show you how to find the best search with incredible speed , so you can get on to other important things. How do I do research? Many moons ago, the search was to go to the library, comb through the map catalogue, flip through stacks of books, write notes, and then type a paper over and over and over again. No! We have simple and user-friendly tools for convenience, although we often don't know them. In the digital age, research should be a breeze, but too often students do not understand how to use the tools they have access to. Thus, they take the path of the least resistance (which also happens to be the path to a mediocre category). For example, when you have to make a paper, you probably go straight to Google and type your subject into the search bar, right? You then work through the first page of links, most of which are radically similar, non-academic, or insufficient a research paper at the college level. You take the information from these websites, slap them into your paper - sometimes paying attention to the quote and quote format - and the hand that sucks in. And you're doing all this the day before the paper's due. But, for some strange reason, you're always surprised when you get a D or a failure note on this paper. It has to stop! There are so many other simple ways to achieve the goals your teacher has set before you - ways that you will get that A-you're looking for. And guess guess what they're damn simple, too. Where do I start doing research? The library will never steer you badly, but it can be a bit of a sucking time. Before you log into your campus library or go to work on site, we recommend that you do a lot of your research before you leave the student room. When you start on the search path, you should start by using Wikipedia. It is a beautiful tool when used correctly. Here are some safe ways to use Wikipedia in your academic writing: Get a firm grip on the subject as a wholeGetting an up-to-date or cutting-edge POV on a long-discussed topicGetting specific academic articles and resources cited with in your topic wikiFor a step by step, take a look at this handy tutorial we've put together. It will give you a great start to Wikipedia-based research. Another place to go is Google Scholar. To put it simply: You should never search for your college paper on regular ol' Google. You should do this on Google Scholar.This search engine combs the Internet for clever and credible materials, simple and simple. Just about everything you find on Google Scholar will be a fair game for you to use in a document. Is Google Scholar a good tool to use? It's a fantastic tool. But there are a few things you need to remember when using Google Scholar, or any other search tool for that matter:1. Never pay for research Sometimes you will be asked to put in a credit card to access a piece of research - don't do it! If this happens and you feel like you need the article, write down the author, title, publication and year. Then bring this information to your campus or local library. They will more than likely be able to find it for you for free.2. Always change your search Even with Google Scholar's targeted search algorithm, there are still thousands, if not millions, of articles to comb through. Get familiar with the tools that shrink your research and use them every time. We'll show you how below.3. Keep track of what you want to use. Make sure you print abstract pages with relevant information about articles or keep another record of items that match your needs. It can be really, really easy to blow through a ton of items and neglect to keep track of what you like or want to use from each. Keep paper notes, or print the work and highlight as you go.4 Use Primary and secondary source material Primary source documents are things like original documents, eyewitnesses, field data. Secondary sources are materials based on primary sources, such as criticism, responses to original works and other non-first-hand assessments of the work. If you write about the Civil War, a letter about the Battle of Gettysburg written by a soldier would be primary and an essay written on letters from the time of the Civil War would be secondary. Both are valuable for Battle of Gettysburg.5. Focus on the 5 Ws So much can develop during the search process. It's best to stay focused on who, what, when, where and why to search. Oh yes, and don't forget the how ☺Follow these rules and you're gold. So, are you ready to do it? How can I stay organized while doing research? First of all, let's be practical. If we want to show you how to cut your search time in half, we're going to need a tangible example to play with. For the sake of continuity, let's pretend that you are writing a compelling article about the death penalty and why it should be abolished. Second, you must follow a simple rule: While you are doing research, don't get distracted! Collect only the items you need! Worry about the details of how you will use the items later. How can I cut my search time in half? You head to Google Scholar and type in capital punishment - the technical name for the death penalty. How much research is available to you? Saint Moly! It's a ton of reading! Do you have time to read more than a million articles? Oy vey - who does it? You're clearly going to need to narrow down your search. There is a very simple way to do this, and once you understand how to use it, you will want to send us a love letter. Click this little button to get a handy drop-down menu: Look at all these fields! They are there to help you refine the search! So start by thinking about words that relate directly to your paper, like states where the death penalty is not active, but is also not abolished, like Kentucky:And more specific words that have to do with the subject itself:And words you don't want to appear in the article, or words you see pop up again and again that don't end up on your paper :And, finally, the most important - the date range. This will help you pick up relevant and up-to-date material: Now hit that search bar again. What did we do? Yes! Success! We just narrowed this field of research like whoa! Yes, a hundred articles is a lot to read, but it's certainly not a million. Pro tip: You don't have to read almost all of them. Just scan, read summaries, and take note of how useful the source will be. What do you want to bet the first 10-20 you read will be immediately applicable and useful because you have reduced this search so effectively? Almost all of them. These 10-20 will probably fit all of your teacher's paper settings. have to do is take care of the small matter of staying organized. How do I keep track of all these items? After a quick search on Google Scholar, you'll find this USA Today article - not from a newspaper, but certainly believable:It supports all three parts of Aristotle's rhetoric at work in your article:Ethos (a well-written article from a national unionized source)Pathos (a piece of human interest that demonstrated the cruelty of the state to take a person's life)Logos (it contains facts and figures on death row that would be useful to help drive home your point)You should use it! But how can you keep track of it without derailling your search time? There's nothing wrong with a classic: PLEASE NOTE CARTS! Note cards are cheap and simple. They only have a little space, so you can't get bogged down in the details of each item. Use a note card for every item you want to use. Here's how these suckers should look: See how simple it is? You only list the title, author, date, source and importance of your research. The latter is the only dissecting of the article you should be doing right now! That's all! Once you have found the amount of items required by your teacher to complete the assignment, you need to stop and move on to developing how you are going to use the material in your paper. How can I use my sources in my document? Once you've put all your research together, you'll need to include it in your document. There are three simple ways to do this: Paraphrase, Summary and Quote.Here, we will show you how to use each, in parentheses representing the quote using this word. What is the difference between a summary and a paraphrase? Simple: A summary is a broad look at a piece of source material taking a complicated idea and boiling it down. A paraphrase takes a piece of source material and puts it in your own words. Both involve the quote of the original source material. Suppose you want to take this information from this usa today article that you found: The emotional and financial toll of pursuing a single critical case at its conclusion, with the increased availability of life without parole and ongoing legal challenges to enforcement methods, have made the ultimate sentence more elusive than at any time since its reinstatement in 1976. It's a bit complicated... We will cover paraphrase first. What is paraphrase? Paraphrasing is when you make the concepts of a specific idea in your own words. Pretty simple, isn't it? Here's how you paraphrase the above source material from the United States today: In Texas, since the 1970s, the pursuit of a death penalty for any crime is increasingly rare because of alternative sentences, such as life imprisonment without the possibility of parole, and the extreme costs - both in cash and energy - of trying to get a conviction. (QUOTE) You see, not so difficult ... This paraphrase does not accurate languages of the above-mentioned material, but conveys the same information. Also, notice the quote, which tells your reader that you are not doing this or stealing. In your article, you should use paraphrases to synthesize information 75% of the time. So what's the difference between a paraphrase and a summary then? What is a summary? Also also Easy to explain: A summary should be used to take a broad idea and make it something very simple. Here's how the material could be summarized above: In Texas, several factors contribute to the decline in the use of the death penalty in America during the second half of the 20th century. (QUOTE) Again, no direct language is used. This author took the marrow of the paragraph and simplified it dramatically, deleting the details and qualifying the information to serve the purposes of their article. And there is a quote to let the reader know that the material is borrowed. Summary also falls within this 75% rule. You should do a lot more than our next category, Quote.What is a quote? Of these three ways of integrating source material, the quote is the easiest and should be used sparingly. Make sure you don't forget to use quotes! Use a quote only for one of two reasons: if the language is specific, memorable or authoritativeIf the original language is needed to make your claim or prove your argumentTo quote material, follow a very simple order: Signal 'Quote', if we used the above material, we would quote it that way. First, write a signal sentence:In their USA Today article, journalists Richard Wolf and Kevin Johnson write ... Now, add in the quote:In their USA Today article, journalists Richard Wolf and Kevin Johnson write that the emotional and financial toll of pursuing a single capital affair ... resulted in a substantial reduction in the death penalty in Texas. (QUOTE) You use a quote in this case because the language is powerful and concise, which will add to your paper. It wasn't that hard, was it? How do I cite my sources? You need to use Word's easy-to-use reference tools. Easy with polka dots. Why didn't you do that? Use word's Reference ToolsHere's how to do it:First click on the References tab in Word:Next, take a look at this Quotes and Bibliography section: Click Manage ResourcesHere, you'll find a ton of options to quote your work and integration into your paper, while staying on top of the board! No cheating, no laxation, no plagiarism - intentionally or unintentionally. In the Source Manager, you'll be able to keep track of all your sources for everything you write at university. As you can see here, this person has worked other documents: Imagine how useful this is over the four years, especially when you think about the number of articles you are going to write for your major, and how useful single source could be to several different projects. In the section on the left, you'll see all the sources you've already entered in your version of Word. On the right, you will move sources from the Master List to the Current List to use while you write. To enter a source into the system, click New P it select the Source Source and enter all relevant information: Hit OkYou will now see the source appear in the list, regardless of the pre order selected from the drop down menu on the right: You can also see how this source will be quoted in your document and on a quote page, in this case using APA:Now, get to work. Use this paraphrase from above: go to Insert Quote in the References tab and select the correct source. Make sure your cursor is at the end of the sentence you want to quote because the quote will appear where your cursor is: Now make adjustments if you need it. Go over the quote when highlighted to get the Edit menu. Click on it! Use the Delete command to delete or add particular things depending on your sentence structure, signal phrase, or other factors that could create a quote redundancy. But wait! There are others! Whether you worked at the MLA or the APA will make no difference. In the Reference tab, select the quote method you want to use! But wait a little longer! More than that! You can also make a page that coordinates your quotes in parentheses! Using the Bibliography tab: Choose the right format from the drop down bar:Badda-bing! You have a quote page! Alphabet and everything! All clean and ready to go! Now all you need to do is make some format adjustments by hitting Ctrl A and adjusting the font and size as you normally would. Now remove the bold formatting and color: And you're all done! No more fretting as to whether or not you did it right! ☺ ☺