



The Writing Process - Researching

EAC 594 – Week 4

Agenda

- **The Writing Process 2 — Researching**
 - Unit 7: Choosing a Research Methodology
 - Unit 8: Locating Credible Sources
 - Unit 9: Using Source Text: Quoting, Paraphrasing, and Summarizing
 - Unit 10: Documenting Sources in APA
- Communication Analysis (10%)



Once You Have Prepared by...

- Analysing the **Purpose**
- Anticipating the **Audience**
- Adapting your **Specific Writing Techniques**



The Writing Process

Step 2 – Researching



The 3-x-3 Writing Process

1 Prewriting

Analyze: Decide on your purpose. What do you want the receiver to do or believe? What channel or form is best? Should you deliver your message in writing, orally, electronically, or graphically?

Anticipate: Profile the audience. What does the receiver already know? Will the receiver's response be neutral, positive, or negative? Use the direct method for positive messages; consider using the indirect method for negative or persuasive messages.

Adapt: What techniques can you use to adapt your message to its audience and the audience's anticipated reaction? Include audience benefits and the "you" view, as well as positive, conversational, and courteous language.

2 Writing

Research: Gather data to provide facts. Search company files, previous correspondence, and the Internet. What do you need to know to write this message? How much does the audience already know?

Organize: Group similar facts together. Organize direct messages with the big idea first, followed by an explanation and an action request in the closing. For persuasive or negative messages, use an indirect, problem-solving plan. For short messages, make quick notes. For longer messages, outline your plan and make notes.

Compose: Prepare a first draft, usually writing quickly. Focus on short, clear sentences using the active voice. Link ideas to build paragraph coherence.

Research

- ▶ Collect background information.
- ▶ Start with the appropriate level of research (**i.e. “Goldilocks” level**) before starting to draft your message/communication:
- ▶ Begin with **informal** and **formal** research.



Informal Research Methods



Formal Research Methods



Key Aspects of RESEARCH

- **Data Analysis**
- **Data** = pieces of information to answer a question of interest
- *Examples*: numbers, facts, statistical information, market trends, etc.
- **Analysis** = making sense of the data



How much data do we create every day?

- 2.5 quintillion bytes of data created each day (Forbes, 2018)
- **Read:** “How Much Data Do We Create Every Day? The Mind-Blowing Stats Everyone Should Read”, by Bernard Marr
<https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#492c4d7560ba>



EVERY DAY WE CREATE
**2,500,000,
000,000,
000,000**
(2.5 QUINTILLION) **BYTES OF DATA**

*This would fill 10 million blu-ray discs,
the height of which stacked, would measure
the height of 4 Eiffel Towers on top of one another.*



— HOW MUCH?



With all this information, you need to:

- Work with words, figures, and data
- Think critically
- Make decisions - pulling information from multitude of sources

A photograph showing three people in what appears to be a classroom or workshop setting. A person in a blue shirt is standing at a whiteboard, drawing a diagram with a red marker. Two other people, one in a grey t-shirt and another in a pink t-shirt, are seated at a wooden desk in the foreground, looking towards the whiteboard. The whiteboard has several yellow sticky notes pinned to it, and there's a small chalkboard with some writing on it.

Evaluating Sources

Two questions to ask:

1. Is this source **trustworthy**?
2. Is this source **suitable**?

Evaluating your sources

CRAP
Evaluation



Currency



Reliability



Authority



Purpose / point of view

CRAP Evaluation



Is it current?



Is it relevant?

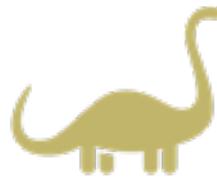


Is it
authoritative?



What is the
author's
purpose /
point of view?

Is it current?



When was the information published?

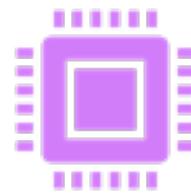
How old is too old?



This depends on the topic.



In the social sciences – sociology, psychology - ten years is considered recent enough to be relevant.



But in fields subject to rapid change (e.g. politics, business, new technology), you would want the most current information available.

Is it relevant?



How well does the article answer your question?

How relevant is the information for your goal?



Is it specific enough for your purposes?

Is it authoritative?



1.What are the author's credentials and qualifications?



2.Is the publisher, newspaper, magazine or website a credible source known for accuracy?



3. Does the author create a good appeal to logic?*



4. Does the author cite sources?*



Google the answers to #1 and 2.



*You could also answer # 3 and 4 under Purpose / point of view.

What is the author's purpose or point of view?



Is the author honest about their purpose or limitations?



Does the author seem fair and balanced?



Does the author use the rhetorical appeals appropriately?

For example, academic journal articles tend to avoid the appeal to emotion, relying on logic and credibility alone, while an opinion piece might be justified in using a strong appeal to emotion.



If the source you're looking at
is:

- Current
- Relevant
- Accurate
- Authoritative

... chances are it's a **good**
source.

Sourcing Materials

1. Quoting Text
2. Paraphrasing Text
3. Summarizing Text
4. Reproducing Media



Sourcing Materials

1. **Quoting Text:** copying the source's exact words and marking them off **with quotation marks “...”**
2. **Paraphrasing Text:** representing the source's ideas in your own words (**without quotation marks**)

Sourcing Materials

3. **Summarizing Text:** reducing the length of the original text and representing the source's main ideas in your own words (**without quotation marks**)

4. **Reproducing Media:** embedding pictures, videos, audio, graphic elements, etc. into your document

Citing Sources

You must **cite** sources that you have

- paraphrased
- summarized
- quoted
- reproduced from media (audio, visual, graphics, etc.)

Why is it important to cite sources?

Academic integrity –
means that you do your
work yourself and formally
credit your sources when
you use research



What if I don't cite?

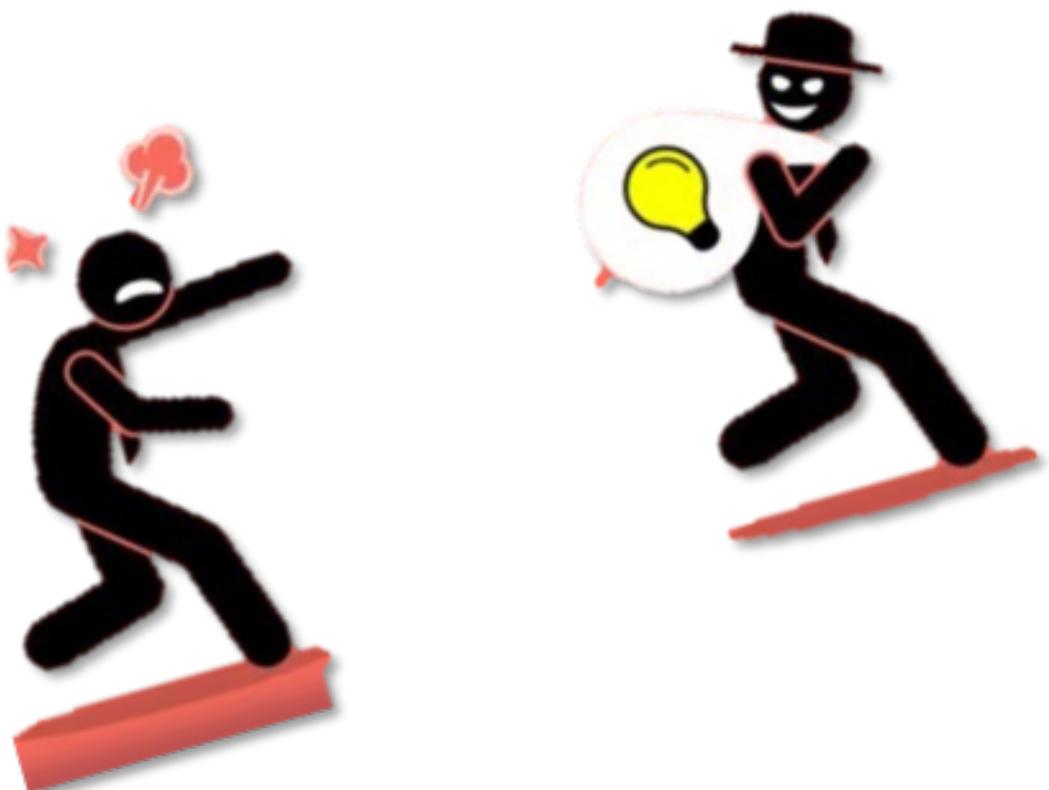
- It would be considered as “**plagiarism**”
- **Plagiarism** — is theft e.g., copying and pasting text, or dragging and dropping images



<https://www.vectorstock.com/royalty-free-vector>

What is Plagiarism?

- Plagiarism involves stealing another person's intellectual property (their words and/or ideas).
- Plagiarism of the language vs. plagiarism of ideas.
- Plagiarism means not giving credit where credit is due



<https://www.vectorstock.com/royalty-free-vector>