

TREO

Technology, Research, Education, Opinion

The Driving Force for Idea Generation with Multiple Perspectives

May I leave the office for a while to research an idea?

Donggi Lee (dglee@unist.ac.kr); Changhun Lee (messy92@unist.ac.kr);

Chiehyeon Lim (chlim@unist.ac.kr)

As the old saying goes, a good beginning is half the battle. Idea generation for research is important. This TREO session discusses the multiple perspectives approach and how to research the problem and method for valuable idea generation. This session suggests sharing personal experience, rather than information from a textbook or paper, in order to get fair ideas generated.

With the advent of various technologies, the emerging technologies can be detected by augmented analytics and artificial intelligence(Cearley, 2016). To create equitable technologies, the well-timed application of technologies would be a good solution for various stakeholders. One of my research questions is the application of text mining to find innovations from news and patents rather than traditional data sources such as academic papers in offices, particularly in the blockchain industry. Thanks to an extension in the scope of data, both quantitative and qualitative analyses could be conducted to understand emerging technologies. With an increased understanding of emerging technologies, emerging technologies have become the driving force in new idea generation, and perspectives such as news and other unstructured data reproduce the methodologies and action design research of the past. The adoption of technologies sheds light on that which I might miss in existing research regarding how to understand current social issues and the changes in technology which affect society.

As researchers, we have to consider how the research should be conducted and how it influences a diverse population with proper technologies. We have to get out of the office and meet new people and take a look around to see how technology can change society. The TREO session also considers how research can motivate with multiple perspectives, such as finding ways to accept technology that connects people with various viewpoints on informational systems and technology and the identification of trends.

References

Cearley, D. W., Burke, B., Searle, S., & Walker, M. J. (2016). Top 10 strategic technology trends for 2018. The Top, 10.