Why Research? Why Do We Do Research? What Motivates Us to Do Research?

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What is "research"?

the systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions

Follow procedure, adopt appropriate methods (RM)

As an outcome/ result from adopting appropriate RM

Online dictionary
(https://www.google.com/search?q=define+research&oq=define+research&aqs=chrome..69i57j69i60l4j69i59.2879j0j8&sourceid=chrome&ie=UTF-8)

PRELIMINARY EXAMINATION OF DESIGN CHARACTERISTICS OF A PEDESTRIAN FRIENDLY SHOPPING STREET IN KUALA LUMPUR

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INTRODUCTION

Urbanisation has a tremendous influence on urban spaces, generally, and streets, particularly. One of the influences, according to Shamsuddin et al. (2010) is the erosion of the street as a public space, which also influences the relationship between the urban users and social space's, especially the streets. Streets are a vital component of the urban form and in the city centres (Rahman, 2014). According to Tibbalds (1992), streets are where the greatest amount of human contact and interaction takes place. Streets have traditionally served three main purposes i.e. for mobility, commerce and social interaction (UN Habitat, 2013). The street, normally defined as a public space with residential houses, commercial buildings and other structures on one or each side, therefore, has social and economic functions that are integral to urban life (UN Habitat, 2013). Streets are public spaces for people as well as corridors for movement, marking a shift away from a functional classification of streets categorized only according to their ability to move traffic and provide vehicular access (NACTO, 2013).

....outcome of research / masters projects.............................

REVITALISATION OF THE ROLE OF MOSQUE AS NODE IN URBAN AREA

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INTRODUCTION

In designing a city, there are core elements to be taken into consideration. One of these core elements, as mentioned by Setiadi (2015) and Hiller &Hanson (1984) is the cultural elements, in particular religion elements which plays an important role in the foundation of human existence. It shapes moral code, ethic, perception, spirit, and institutions for human life (Setiadi 2015). Other than being the most important element in a city design, religion not only as a course or source of faithful messages, but also as a foundation for a civilization, or as stressed by Setiadi (2015) and Polanyi (1968), city is also a product of civilisation. Within the context of a Muslim majority country and majority of Muslim population, religion places particularly a mosque (in this context of study) should be strengthening its role as a node or central of the city or any urban area. In an urban elements theory, a node is one of the factors that contributed towards the legibility of the urban area (Lynch, 1960). Legibility means the extent to which the cityscape can be 'read'(Lynch, 1960). Therefore, the role of

Why Do We Do Research?

What is fact?

What is a fact?

•A statement is a fact if you can answer yes to these two questions:
—"Is it true?"
—"Can it be proved?"

What is perception?

What Is Perception, and Why Is It Important?

Perception

A process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment.

- *People's behavior is based on their perception of what reality is, not on reality itself.*
- *The world as it is perceived is the world that is behaviorally important.*
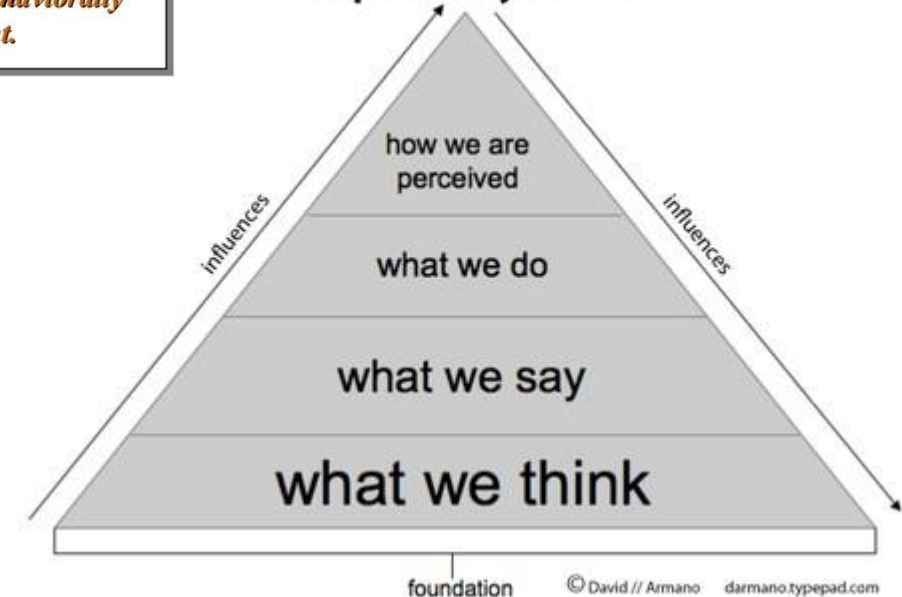
What is reality?

What is reality??

❖Reality is the world or the state of things as they actually exist, as opposed to an idealistic or notional idea of them.

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Portal SEBENARNYA.MY adalah sebuah pusat sehenti yang dibangunkan bagi mengekang penularan berita-berita palsu dalam talian, membolehkan masyarakat menyemak kesahihan maklumat yang diterima.

SEMAK SEBELUM SEBAR!

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Perception Pyramid

influences → how we are perceived
← influences

what we do

what we say

what we think

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Why Do We Do Research?

For personal gain/interest?

- To get promotion?
- Self-satisfaction/intellectual ambition? - *the desire to know and understand*
- To get money/fund?
- Pressure from family?
- Cannot find suitable job?
- Moral term? - *One wants to explain why it is happen*

Why Do We Do Research?

https://owlcation.com/academia/Why-Research-is-Important-Within-and-Beyond-the-Academe

1. A Tool for Building Knowledge and Efficient Learning

2. Means to Understand Various Issues

3. An Aid to Business Success

4. A Way to Prove Lies and to Support Truths

5. Means to Find, Gauge, and Seize Opportunities

6. A Seed to Love Reading, Writing, Analyzing, and Sharing Valuable Information

7. Nourishment and Exercise for the Mind

1. A Tool for Building Knowledge and Efficient Learning

Research is required not just for students and academics, but for all professionals

For some issues, it is crucial to finding possible solutions, as well as how to prevent further/creating new issues. Thus, research becomes a must to make sense of your ideas and are supported by previous studies or if these ideas still need proof to be considered as knowledge.

Research is instrumental in building and improving knowledge, as well as in facilitating learning.

2. Means to Understand Various Issues

Sometimes you can rely on others for information, but you also need to do your own research. This helps you get information that hired researchers/students missed, build a good rapport with the interviewee/respondents, and conduct a good interview in the process.

As what Terry Freedman says in "[The Importance of Research for ICT Teachers](#)" (2011): "Research can shed light on issues we didn't even know existed, and can raise questions we hadn't realised even needed asking." Thus, "researcher must do "research", for doing so helps them write good arguments and/or achieve strong credibility as an academic.

3. An Aid to Business Success

Research benefits business. Many successful companies (and institutions), such as those producing consumer goods or mass-market items and even universities, invest in [research and development or R&D](#) (UTM Business Model including strong R&D)

R&D also helps secure a vantage point over competitors. Finding out how to make things happen and what could differentiate them from others that offer similar products and services can raise the company's reputation and market value (UTM as "research university").

4. A Way to Prove Lies and to Support Truths

Ever experienced feeling that your mate is having an affair behind your back? Some people would overlook that and say that it's better not to know; others though would take discreet action, hiring detectives to do the work. What does research have to do with that situation? A lot.

Scientists also deal with research to test the validity and reliability of their claims or those of other scientists'. Their integrity and competence depend on the quality - and not just quantity - of their research.

5. Means to Find, Gauge, and Seize Opportunities

Research helps people nurture their potential and achieve goals through various opportunities. These can be in the form of securing employment, scholarships, training grants, project/research funding, business/research collaboration, and traveling without spending much, among others.

6. A Seed to Love Reading, Writing, Analysing, and Sharing Valuable Information

Research entails both reading and writing. Without these skills, it is less likely for anyone to appreciate and get involved in research. Reading opens the mind to a vast horizon of knowledge, while writing helps a reader use her/his own perspective and transform this into a more concrete idea that s/he understands.

Listening and speaking/talk to people are also integral in conducting research. Interviews, attending knowledge-generating events, and casual talks with anyone certainly aid in formulating research topics + facilitate the critical thinking process + listening to experts discuss the merits of their studies.

With the wide array of ideas available, scholars and non-scholars involved in research are able to share information with a larger audience - as a means to stimulate interest and encourage further studies about certain issues or situations.
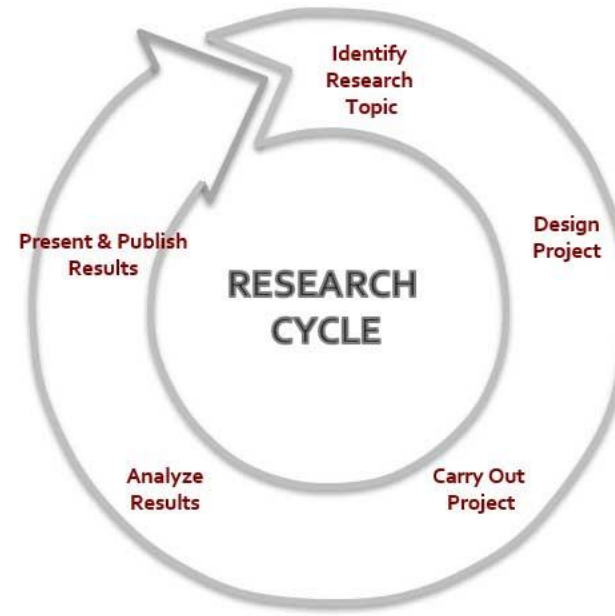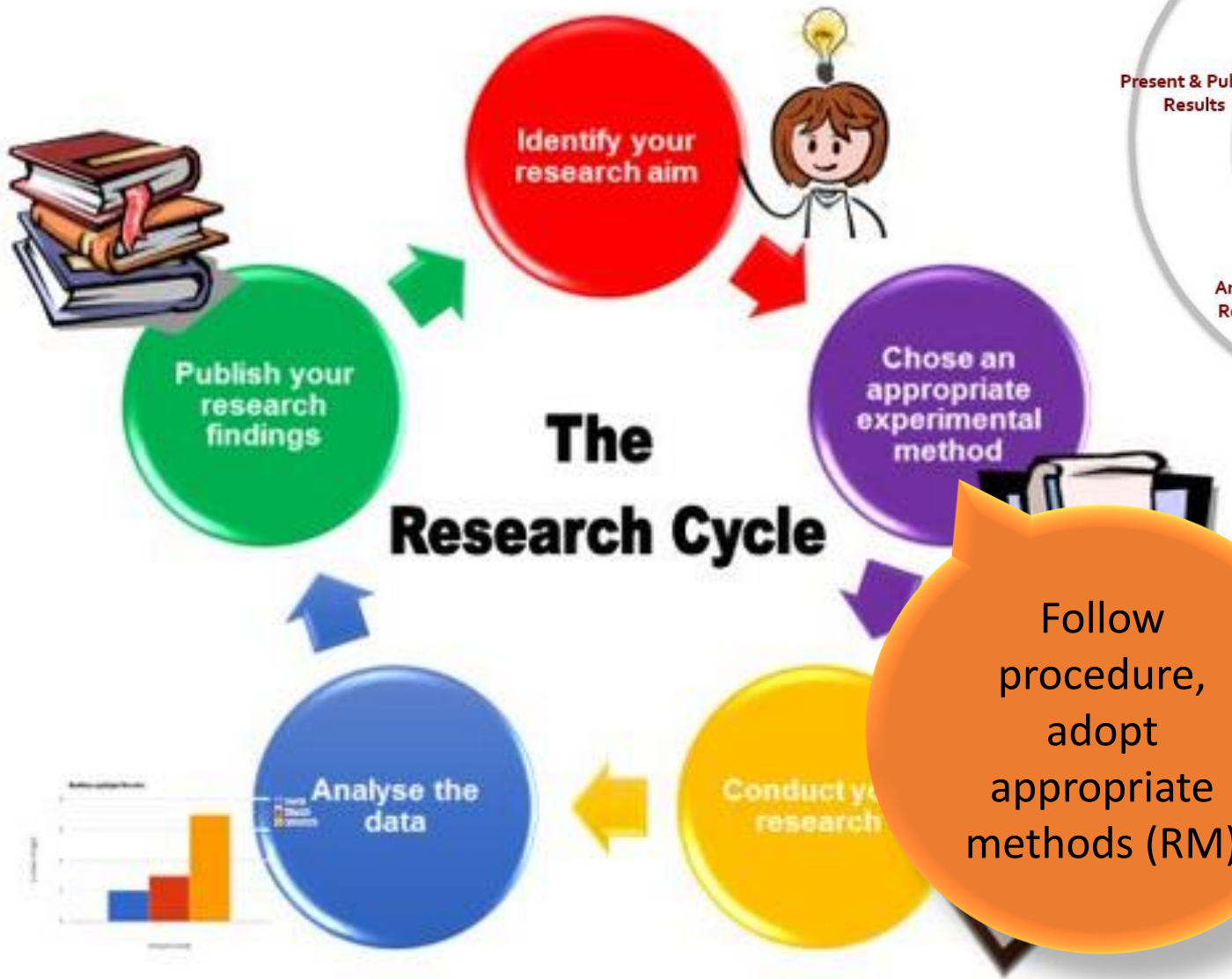
7. Nourishment and Exercise for the Mind

Curiosity may kill not just the cat, but the human as well. Yet, it is the same curiosity that fuels the mind to seek for answers.

Scientific research "helps students develop critical reasoning skills...helpful for any field of higher education..." Such search or the thinking process is food for the brain, allowing creativity and logic to remain active. It also helps prevent mental illnesses like Alzheimer's.

Research and doing research encourage people to explore possibilities, to understand existing issues, and to disclose truths and fabricated ones.

Without research, technological advancement and other developments could have remained a fantasy. Reading, writing, observing, analysing, and interacting with others facilitate an inquisitive mind's quest for knowledge and efficient learning.

Research serves as an instrument to achieve that goal.

Improve Your Research Skills

❑ **Read hard copy and electronic books about research**.

❑ **Watch films and read different kinds of books, fiction and otherwise**. These sources can ignite your curiosity and drive you to seek more information. You might want to jot down notes about the topics discussed and/or what you have learned. You might wonder why this is part of the research process. Watching movies, reading books, and writing various stuff hone your comprehension and ability to analyse. These can improve your vocabulary and aid you in finding your voice as a researcher.

❑ **Attend training-seminars, workshops, and conferences aimed at deepening your knowledge and honing your skills in doing research**. These events are conducted by various organizations, particularly universities and "think tank" agencies. Use search engines to look for these opportunities, as well as for scholarships that could help you finance your participation in these activities.

❑ **Search for reputable researchers in your field of interest, especially if you plan to pursue postgraduate studies**. You could email an academic, a scientist, or another professional to inquire about their opinion on your thesis or dissertation topic. Having a research mentor can help you gain a broader understanding of what research is all about. He or She can likewise enrich your experience and insights as a researcher.

Thank you