IMAT 2704 Tutorial 2-1

Research & rigour

# The purpose of this tutorial is:

* To assess the rigour of a source

# Tutorial task

Blue Monday formula

\frac{[W + D-d> T^Q}{M N_a}

The model was broken down using six immediately identifiable factors: weather (W), debt (d), time since Christmas (T), time since failing our new year’s resolutions (Q), low motivational levels (M) and the feeling of a need to take action (Na).

**Exercise**

1. Listen to the programme and take some notes on the following:
2. Why is Monday blue?

Most depression day of year based on “science”

1. What was the motivation for the researcher to develop the “Blue Monday” equation? Is it a good/bad motivation (and why?)?

Paid by a travel company = bogus day

Most popular day for picking a holiday

Get into the media and news using bogus science

To advertise better = get more information

1. Is the “Blue Monday” equation academically rigorous? Why/why not?

No = PR company attempt to get brand into a media

Get into media = science coverage poorly policed

Silly stories easy to get into media

Academic = reviewed experts in fields first, approval accadeic

1. Why do papers publish these articles?

Its all good fun, academic brazen, money, corporal business

1. What can we learn from the “Blue Monday” case about what to look for in rigorous (and non-rigorous) sources?

Just because there is research and scientific facts doesn’t mean its rigorous or trusted

1. How might the “Blue Monday” argument be strengthened?

Investigation, sample from professional climate staff and weather, see experts, validate data,

1. What might be some social impacts of “Blue Monday” being taken seriously?