



Researching the Speech



First...

- [“Why America is NOT the greatest country in the world, anymore.”](#)



Discuss!

- *What did you like about it?*
- *What did you dislike about it?*
- *What were its strengths?*
- *What were its weaknesses?*

Some Key Takeaways

THE GOOD

- Passion is present.
- Flow of the speech moves in a good causal pattern of organization.
- Evidence is good, but...

THE BAD

- WHERE ARE THE SOURCES, MR. MCAVOY???
- Attacks character rather than content.
- Is the claim baseless?



What Research Evidence to Use

- Always specific to your speech
- Use only what you need to support your claim
 - What does your audience need to know?
 - Why does the audience need to know it?
- Make your evidence relatable

Determining Evidence's Value

- Currency: the timeliness of the information
 - *Does my topic require current information or will older sources work?*
- Relevance: the importance of the information to your needs
 - *Is the source relevant to the specific aspect of my claim?*
 - *Is the source right for an adult and educated audience?*
- Authority: the source of the information
 - *What are the author's credentials?*
 - *Is this organization or publication qualified to write on the topic?*
- Accuracy: the reliability, truthfulness, and correctness of the content
 - *Is the information biased?*
 - *Is the information factual or emotion-based?*
- Purpose: the reason the information exists
 - *Does the author have something to gain by providing you with this information?*

Sources for Evidence

GOOD SOURCES

- Scholarly Articles / Journals
- Peer-Reviewed Articles
- Other Credible Sources
 - Newspapers (Wall Street Journal, New York Times, USA Today, etc.)
 - Educational Magazines (National Geographic, Discover, etc.)
 - Educational Books (usually written by field experts)
 - Trade Journals or Publications (Education Digest, Aviation Week and Space Technology, Traffic World, etc.)
 - Government Websites
 - Websites from Educational Institutions
 - Encyclopedias

BAD SOURCES

- Blogs
- Personal Websites
 - This includes personal websites for professionals
- Wiki Sites
 - Go to THEIR sources
- Television News
- Self-Published Books
- Anecdotal Evidence
- Literally all of social media

Exercise

7th in Literacy

27th in Math

22nd in Science

49th in Life Expectancy

178th in Infant Mortality

3rd in Median Household Income

4th in Labor Force

4th in Exports

1st in Number of Incarcerated Citizens per Capita

1st in Number of Adults Who Believe Angels are Real

1st in Defense Spending