### wrap

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## <u>outline</u>

general paper comments

other comments (presentation; and from previous years (still relevant))

the end

back to basics

3/23

 ${
m Friedman,\ M.\ (1970)}:$  "The social responsibility of business is to increase its profits," The New

York Times Magazine.

### **NECESSARY** readings

⋄Friedman (1970)

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other comments (presentation; and from previous years (stil relevant))

back to basics

the end

- ♦ I prefer plain, simple, conversational style
- · e.g. See http://dppa.camden.rutgers.edu/files/2012/11/0kulicz-Kozaryn-paper.pd:
- I prefer shorter and more to the point, avoid boilerplate
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general paper comments 6/2:

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- use concepts from the class
- doesn't have to be quantitative, but has to have some evidence
- · cannot be purely an opinion
- oideally should have some policy/administration implications
- · we should learn something useful to further development

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- ♦ be objective!
- ⋄i know, it is hard...
- i myself always produce first draft that is biased
- and then need to remind myself to tone it down and present alternative points of view
- but because it is so easy to be biased, it is so important to keep this in mind!

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## be objective! use evidence > always ask yourself when you wrote something

- whether this is really what evidence says
- ⋄or whether this is simply what \*you\* want to say
- views should not matter
- indeed, if conculsions contradict your personal views still should be presented
- how else can we come closer to truth if we just try to find evidence corroborating our personal views
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- ♦ and write them down!
  ♦ there is no perfect research, and it is good to be explicit.
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   be specific, practical, and plausible (suggest only plausible /workable research)

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- but definitely not more than 1 slide per minute
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