

## TBW: CH # 09 Technical Research

### Reviewing Published Research:

**Secondary Sources:** Information about a topic that has been shared through print, recorded media or presentations.

- provide researchers & readers with the background information they need by establishing professional & intellectual context for an issue or problem.
- someone who has already studied the issue and provided the data you need, or recommended a solution.

Web & library work amazingly together

**library's catalog:** a roadmap to its collection of books, periodicals, and other material.

It is an alphabetical list by author, title & subject.

#### • Search Techniques

Author or title      Subject      keyword  
Search                Search        Search.

#### • Advanced search techniques

Boolean search      positional      Truncation  
AND, OR, NOT        operators        allows for variant  
                        stipulate relative      spellings or plurals  
                        location of each      woman\* → woman  
                        term                      women

#### • Library Resources

Books      Periodicals      Newspapers      Company      Dictionaries,  
Publications      that are issued      Newspapers      Directories      encyclopedia, ref.  
on a regular basis,  
usually weekly,  
monthly or quarterly.

**web**

- huge
- constantly changing
- search engines & subject directories don't work well
- content is unregulated

### Issues on web:

- obscured authorship
- out-of-date authorship
- subtle & obvious bias
- poor quality links
- flawed style & design

### Search techniques

By URL  
(uniform Resource locator)

By keywords using  
Search engines & meta-search engines

### Conducting Primary Research:

**Primary Research:** Data collected by the researcher through interviews, focus groups, surveys, lab experiments or field observations

Quantitative

Qualitative

**Quantitative:** data that can be represented in numbers.

[ valid if it measures what it was designed to  
reliable if it can be repeated with same results

**Qualitative:** analyzes words, images, processes, objects

interviews

focus groups

field obs

document analysis

[ credible if ppl interviewed or process or examples are typical  
transferable if findings can be applied to similar settings  
dependable if researchers will reach similar conclusions  
if they applied same method to similar obj's.

## Survey issues:

- ① Biased questions
- ② undefined technical terms
- ③ Mixed variables
- ④ too much homework.

## TBW: Formal Reports

Reports → used in decision making  
complex

planning, organizing, drafting, revising  
report formats are assigned (academic, workplace)

Formal Documents:-

At least 6 pages, 9 elements

- ① title / cover pg
- ② letter / memo of transmittal
- ③ table of contents
- ④ list of illustrations
- ⑤ executive summary
- ⑥ introduction
- ⑦ discussion sections
- ⑧ conclusion & recommendations
- ⑨ end material.

Generally for external audience, can be used internally but it is long & complex.

### Formal Reports' characteristics

covers more ← are longer than → have a more  
complicated      their informal      diverse set of  
projects      counterparts      readers

### Main Principles:

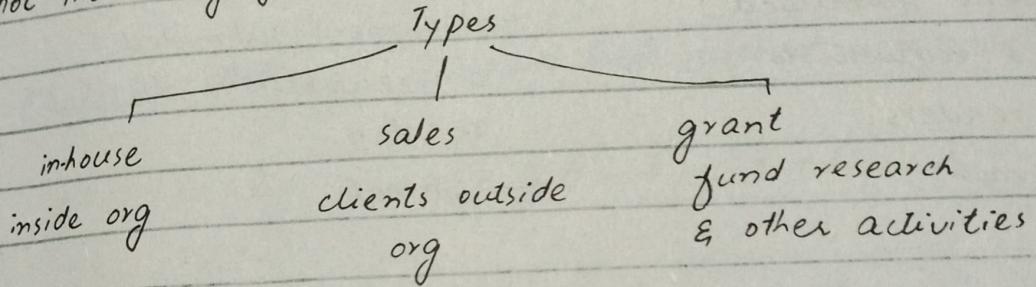
- ① diff parts for diff readers
  - ② place important info first
  - ③ repeat key points when necessary
- Report Project:-

8 literature reviews, decimal headings, main body 4000-5000 words

Friday Quiz #02

CH 9, 10, 11

**Proposal:** important documents for decision making.  
 can be formal or informal  
 → persuade readers & adopt new practices / products  
 → avoid hard-sell words  
 not marketing glamour, sales pitch or commercial slogans



can be solicited (Requested by reader) or non-solicited  
 both follow ABC structure.

- ① internal  
external
- ② formal  
informal
- ③ solicited  
un-solicited
- ④ sales  
grant

## Ch 10

Guidelines:

- ① Plan (Planning, Drafting, Revising)  
→ research
- ② make text visually appealing
- ③ Edit carefully  
→ factual & linguistic mistakes can cause legal implications

## Principles to stay organized

- ① Diff parts for diff readers
- ② imp info first
- ③ repeat keywords

unsolicited

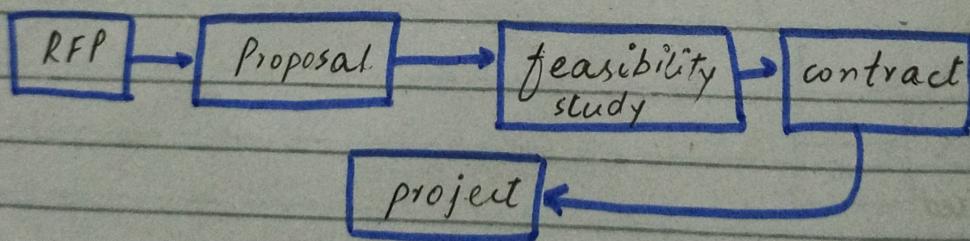
- document submitted without request to your readers
- informal

solicited

- document submitted on request to the readers
- formal

RFP (Request for proposal): a document sent out by an org that wants to receive proposals for a product or service.

↳ Solicited Reports usually written in response to RFP



Ch 9, 10, 11, 12 → Mid-term

## 7BW: CH #12 ; Proposals & white papers

↓

A document written to convince your readers to adopt or support an idea, a product or a service.

- directed to colleagues inside your own org → *in-house*
- to clients outside your org → *sales*
- to orgs that fund research & other activities → *grant*

**unsolicited proposals:** a document submitted without a req to convince your readers to adopt an idea, a prod or a service. *informal / internal and*

**solicited proposals:** a document requested by reader to help the reader solve a problem through the purchase of a prod or service.

*formal / external and*

**Request for proposal (RFP):** a document sometimes sent out by an org that wants to receive proposals for a prod or service.

**Grant Proposals:** a document written to convince readers to support a specific proj that meets the needs of a social or professional community.