



Finding

Information



Using

You know your client's problem.

You have the criteria for solving it.

Matrix

	Criteria A	Criteria B	Criteria C

What possible solutions exist?
What choices do you have?

Matrix

	Criteria A	Criteria B	Criteria C
Choice 1			
Choice 2			
Choice 3			

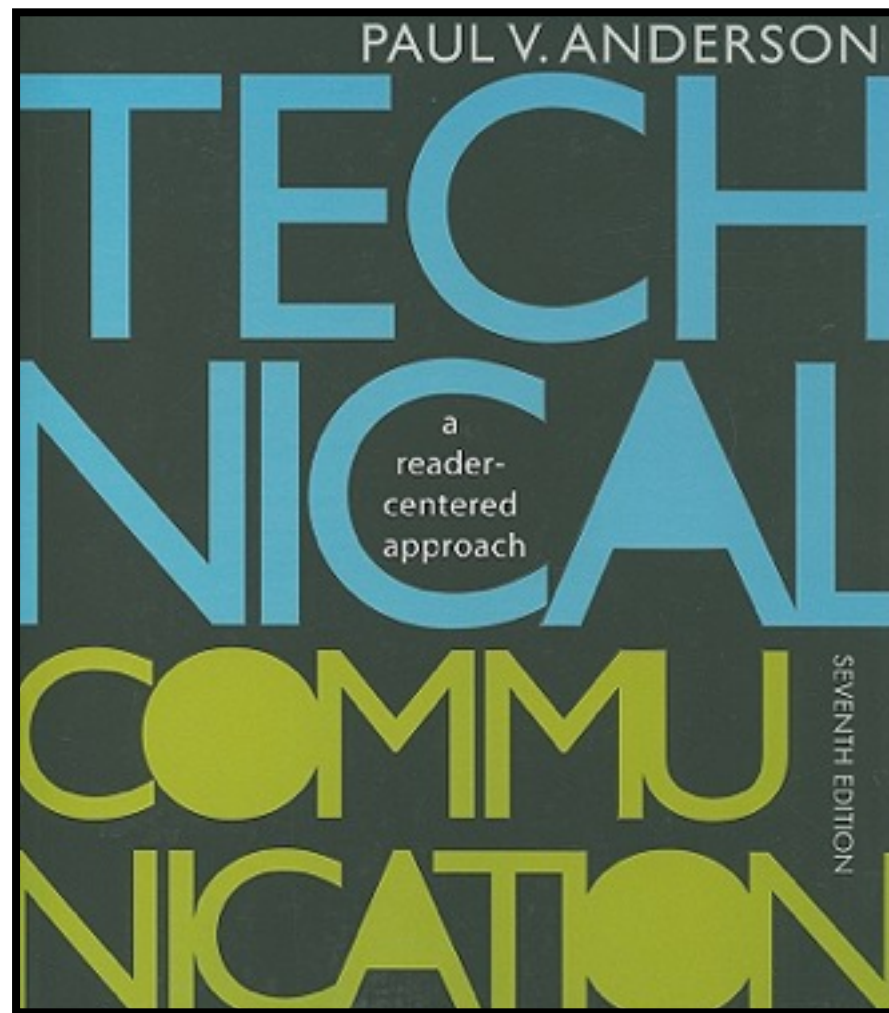
research

Research

= **answers** your question & rules out alternatives

= provides evidence for **the client**

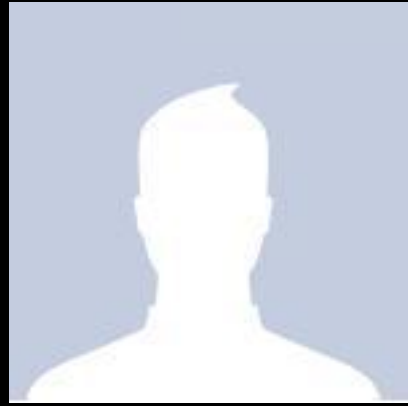
= solves **the organization's** problem



pp 165-193

5 common methods for **research**

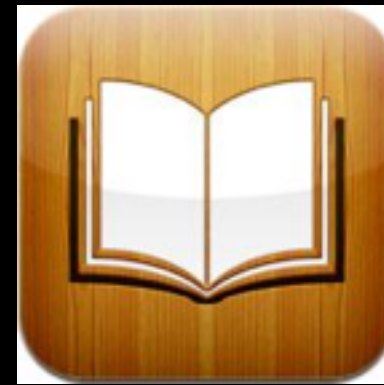
Think



Talk



Read



Survey



Test



Talk



introduce
your client



Read



library



estimates

Sale Price Estimates 09/10/1998
Pentium Place
50,000 Sq foot Retail/Apartment Building

Financial Measure		Sale Price based on the Income for the last year	Sale Price based on the Income for the year following the sale	
Potential Gross Income Multiplier	8.80	\$8,161,955	8.80	\$8,374,098
Effective Gross Income Multiplier	9.00	\$8,489,916	9.00	\$8,502,822
Capitalization Rate	8.80%	\$7,708,082	8.80%	\$7,712,894
Net Income Multiplier	11.76	\$7,704,999	11.76	\$7,709,809
<hr/>				
Compounding Annual Growth Rate	3.50%	\$9,131,412		
Uniform Annual Increase	4.00%	\$9,112,000		
<hr/>				
Sale Price Selected:				
Financial Measure:	Capitalization Rate	8.80%		
Based on:	Income for the year following the sale			
Sale Price Estimate:	\$7,712,894			

online



single-authored books

government docs

digital books

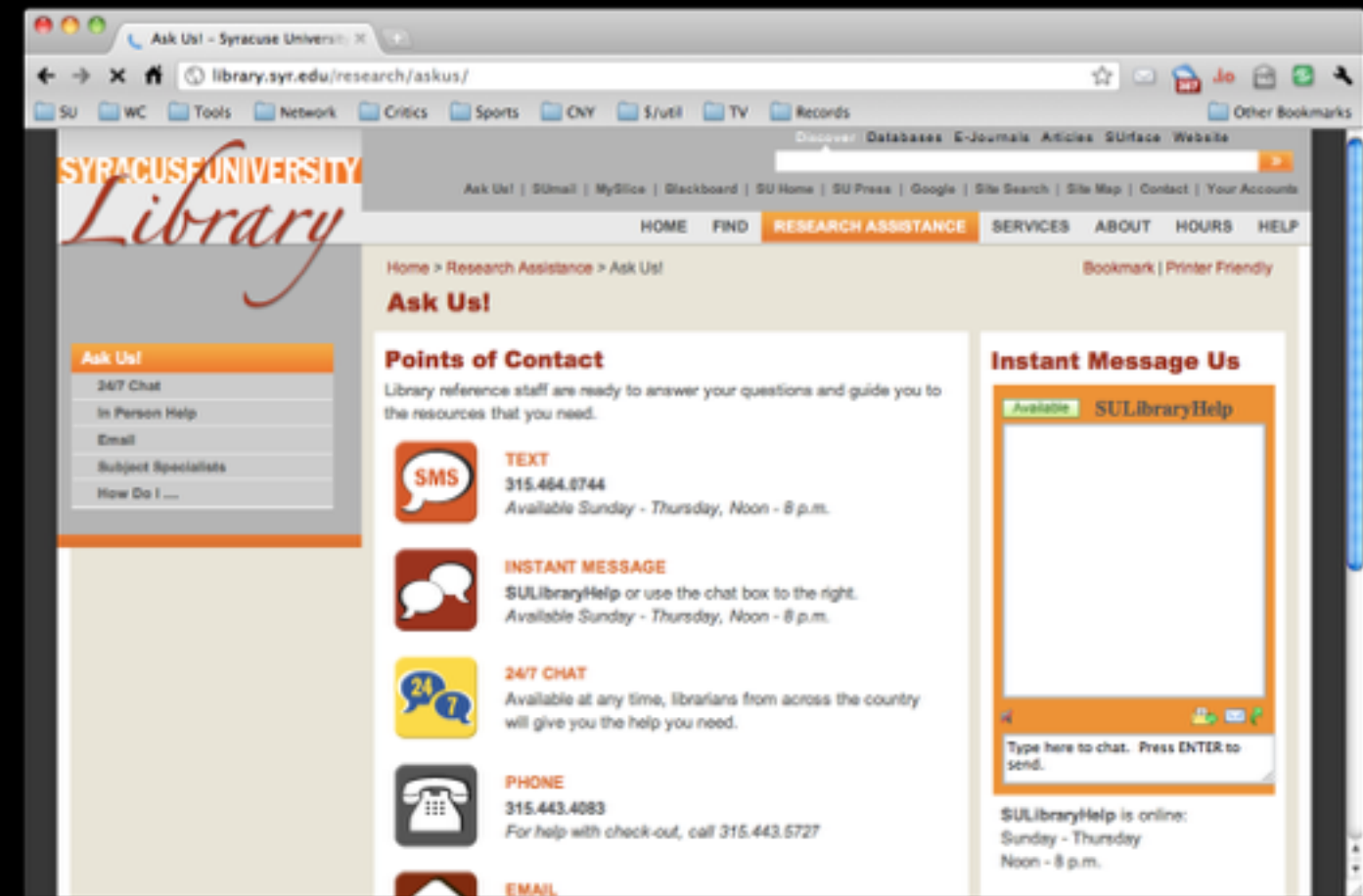
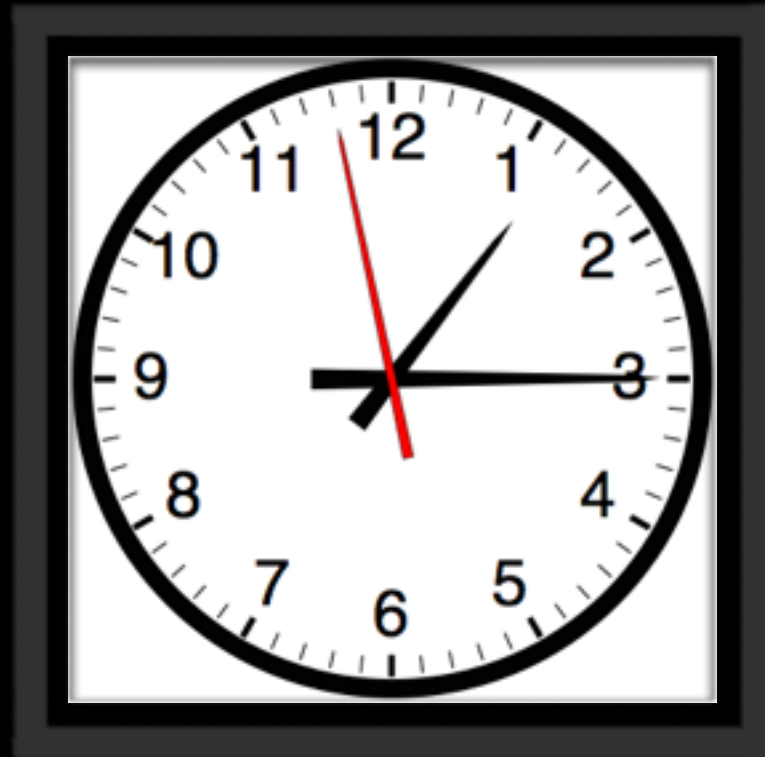


newspapers
+ magazines

academic journals

anthologies

Librarians save you



<http://library.syr.edu/research/askus/>

Subject Guides

Business <http://researchguides.library.syr.edu/business>

Advertising <http://researchguides.library.syr.edu/advertising>

PR <http://researchguides.library.syr.edu/pr>

Google Reader (72) x

https://www.google.com/reader/view/#stream/user%2F05636396660092915609%2Fstate%2Fcom.google%2Freading-list

+Jason Gmail Calendar Documents Photos Sites Web More

Jason Luther Share...

Google reader

SEARCH

SUBSCRIBE

Refresh All items Mark all as read View settings...

Home

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 - FiveThirtyEight (1)
 - Learn Fitness (1)

All items

☆ ✓ NYT > Personal Tech	Gadgetwise Blog: A Camera With a Phone for a Viewfinder - The Samsung SH100 camera can use a	8:25 PM
☆ ✓ The University Center f	Finals Inspiration from Jack Kerouac - Beyond the typographical errors (or stylistic choices? Hey, he's	8:17 PM
☆ ✓ Armchair Blasphemy	The Big Outing - I've taken my atheist opinions more public recently, with the launch of the Reno Coalition of	6:30 PM
☆ ✓ soul sides	"WE SHOULD HAVE BEEN A DUO" - I saw this footage the past weekend at the Rock N' Roll Hall of Fame,	6:14 PM
☆ ✓ OnEarth.org	Climate Change Health Costs Add Up to One Big Bill - In the summer of 2001, Craig Stephen got a call. A	5:24 PM
☆ ✓ OnEarth.org	Nebraskans Give White House the CornFinger at Pipeline Protest - Yesterday more than 10,000 protestors	5:24 PM
☆ ✓ Inside SU	Orange Central welcomes alumni and friends with full slate of events, traditions - Syracuse University's	5:22 PM
☆ ✓ Inside SU	SyrFilmFest'11 presents Best of Fest - Did you miss some of the great films at SYRFILMFEST '11? Join us for	4:27 PM
☆ ✓ Inside SU	Brew & View 35mm Film Series planned - The Syracuse International Film Festival (SYRFILM) organization	4:27 PM
☆ ✓ Inside SU	SU's Orange Orators Toastmasters Club earns highest award for second straight year - Orange Orators, the	4:27 PM
☆ ✓ The NewsHouse Recer	An SU alum's journey from fighting to freedom - As Paul Ariik dragged an AK-47 on Sudanese soil, he n	
☆ ✓ Motherlode	Lying to Get My Children More Sleep - My younger kids perform poorly on tests of family harmony after fe	
☆ ✓ Chronicle - News	Endowments Returned 19.8% Last Year but Have Yet to Recover From 2008 Crisis - The college funds	
☆ ✓ ProfHacker	Accessibility in a Digital Age 1.5 - Welcome to the latest installment of "Accessibility in a Digital Age," a	
☆ ✓ New York Renovator	Fixing Poor Shower Water Pressure - Wimpy water pressure at the shower can be frustrating and baffling.	
☆ ✓ CNY Life	Books offer ways to cut energy - By Elisabeth Burton Onondaga County Public Library Energy costs seld	
☆ ✓ Chronicle - News	Lumina Foundation Will Provide \$7-Million to Help More Latino Students Graduate - The grants will be	



Results for **financial literacy**

Tweets

Tweets with links

Tweets near you

People



theIFLsHRLady Amy Fecteau

Thrivent **Financial** has received EIFLE Awards from the Institute for **Financial Literacy** for three consecutive years. <http://bit.ly/aKLBdX>

2 minutes ago



whitneygaskins Whitney Gaskins

I'm watching basketball wives and so confused about how they are broke! Its a shame people don't take **financial literacy** seriously

8 minutes ago



deepalinaair Deepali Naair

It is so difficult to educate indian masses n classes on **financial** opportunities. **financial literacy** is key to this country's future success

48 minutes ago



tvanbrunt Tamera Van Brunt

Great article on **financial** education @unlimitedmag
<http://bit.ly/bTXGbB>

twitter

Survey



Group 1 technology survey

* Required

What kinds of technologies have you used in the work place? *

- Design software
- Data analyses/Data Input program
- Presentational software
- Smart phones
- Iphone/ Ipad apps
- Web programs
- Video conferencing
- Others not listed
- I haven't used any technologies in the work place

Based on the technologies above rate your comfortability with these programs. *

	Not comfortable at all	2	3	4	Very proficient
Design Software	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data Analyses/ Data Input prgram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentational Software	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smart phones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Iphone/ Ipad apps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video Conferencing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others not listed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I haven't used any in the work place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Questions

Friends' Activity · Your Activity

Share: Question

Learn from your friends and others: [?]

[Add Poll Options](#) [Ask Question](#)

Surveys

closed

forced choice -- y/n

multiple choice

ranking -- order prefs

rating -- scales

Survey results from rating

The Writing Center
Survey for Students New to the Writing Center

Item:	Response:										Summary Stats.		
	Strongly Disagree (1)		Disagree (2)		Neither Agree Nor Disagree (3)		Agree (4)		Strongly Agree (5)		Total	Mean	S.D.
	N	%	N	%	N	%	N	%	N	%			
6. The consultant made me feel comfortable.	5	2.33	2	0.93	8	3.72	67	31.16	133	61.86	215	4.49	0.81
7. The consultant adequately addressed my concerns.	5	2.35	6	2.82	7	3.29	67	31.46	128	60.09	213	4.44	0.88
8. I felt my session was collaborative, with both of us speaking equally.	5	2.35	2	0.94	21	9.86	60	28.17	125	58.69	213	4.40	0.88
9. I know what my next step is with this piece of writing.	4	1.90	3	1.43	3	1.43	77	36.67	123	58.57	210	4.49	0.77
10. It was easy to make an appointment to see a Writing Center consultant.	6	2.78	12	5.56	14	6.48	56	25.93	128	59.26	216	4.33	1.01
11. The location of the Writing Center was easy to find.	2	0.94			15	7.08	58	27.36	137	64.62	212	4.55	0.71
12. Overall, I was satisfied with my session.	5	2.36	4	1.89	10	4.72	61	28.77	132	62.26	212	4.47	0.86

Surveys

closed

forced choice -- y/n

multiple choice

ranking -- order prefs

rating -- scales

open

fill in the blank

essay



Test



research should also be

exhausting

Research fails when

writers “anchor” or fake it










if you can solve this problem without much research,

consider a different problem

Matrix

	Criteria A	Criteria B	Criteria C
Choice 1	what I know + what I need to know	what I know + what I need to know	what I know + what I need to know
Choice 2	what I know + what I need to know	what I know + what I need to know	what I know + what I need to know
Choice 3	what I know + what I need to know	what I know + what I need to know	what I know + what I need to know

Decision: How should we implement a new assembly line?

Alt./Criteria ↓ →	Cost	Reliability	Implementation
Current system	\$1.2 mil (Source: John in accounting) 	See maintenance records 2000-2009 	Survey employees 
Job Industries Model	\$900 k (Source: Job Bluth, 315-443-2120) 	Need to call references 	User manual 
Kramerica Model	\$ 1.5 mil (Source: Dr. Kramer, 315-649-8898) 	Need to call references 	Usability test 

Matrix

	Criteria A	Criteria B	Criteria C
Choice 1	what I know + what I need to know	what I know + what I need to know	what I know + what I need to know
Choice 2	what I know + what I need to know	what I know + what I need to know	what I know + what I need to know
Choice 3	what I know + what I need to know	what I know + what I need to know	what I know + what I need to know

Activity: Use your classmates to begin to think about research possibilities in your reports.

- (1) **The matrix.** Draw a matrix with alternatives in the column and criteria in the row. Fill in what you know so far but leave lots of room for notes.
- (2) **Take a seat.** You should be facing someone.
- (3) **Exchange papers.** Readers need to understand the problem then ask questions that help writers develop a research plan.
- (4) **Rotate.** Outsiders move every 7-10 minutes.

At home: Begin exploring possibilities for research.