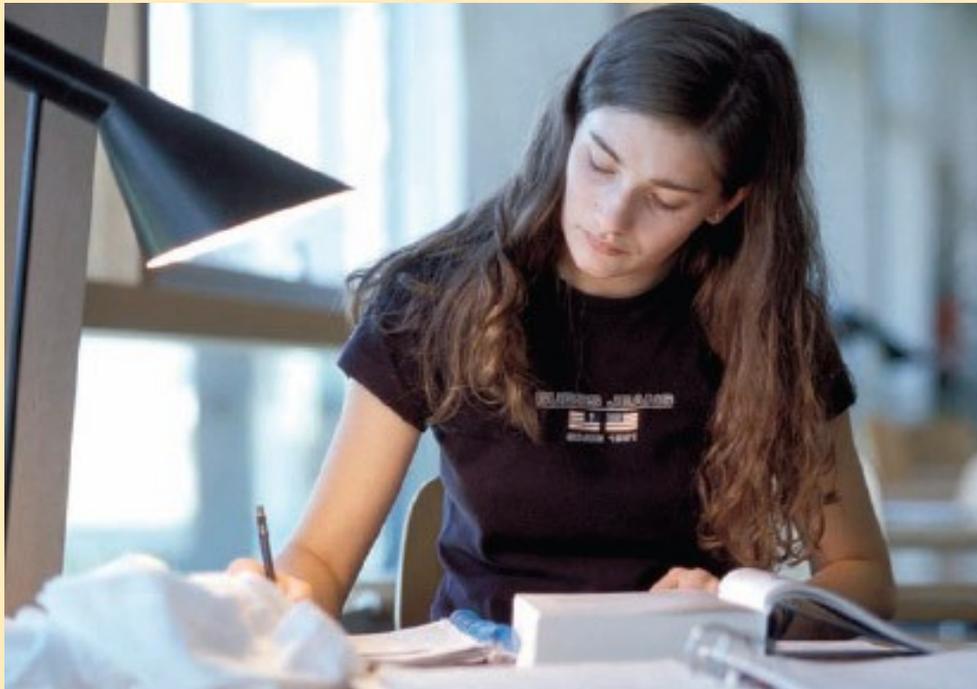


# Topic Development

6



# Locate and Evaluate Information Sources

- ▶ **Evidence** – any information that clarifies, explains or otherwise adds depth or breadth to a topic.
- ▶ **Secondary research** – locating information discovered by other people
- ▶ **Primary research** – collecting data directly from the real world

# Personal Knowledge and Experience

## Chapter 6

### ► Credentials-

experience or education that qualifies you to speak with authority on a specific subject



Sylvain Grandadam/Stone/Getty Images

Someone who runs marathons would have credibility when speaking about running injuries. Can you think of topics where you would have similar credibility?

# Secondary Research

## Chapter 6

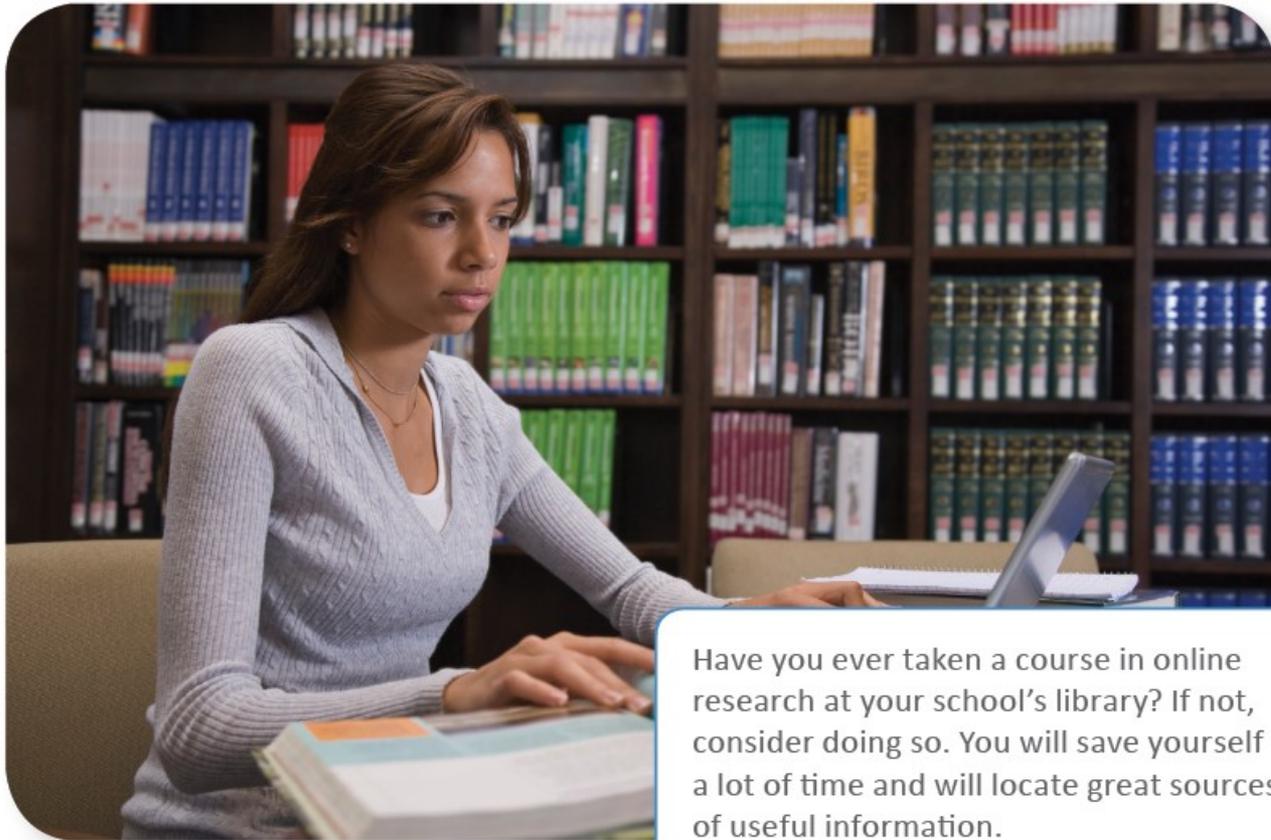


Photo Credit Line - TK

Have you ever taken a course in online research at your school's library? If not, consider doing so. You will save yourself a lot of time and will locate great sources of useful information.

## ▶ **Internet sources**

### ● Search engines

- Google, Bing, Dogpile, Metacrawler

### ● Online library databases

- EBSCOhost, GoogleScholar, LexisNexis

### ● **Hits**

- Links to all types of websites, including .com's
  - Wikipedia as a starting point
  - .org's and blogs

## ▶ **Other Types of Sources**

- Encyclopedias
- Books
- Articles
- News Media
- Statistical sources
- Biographies
- Quotation books and websites
- Government documents

## ▶ **Skim Sources**

- **Skimming** – a method of rapidly going through a work to determine what is covered and how
- **Abstract** – a short paragraph summarizing research finds discussed in an article

## ▶ Evaluate Sources

- **Valid sources** - factual
- **Accurate sources** - unbiased
- **Reliable sources** - historically valid and accurate
  - Authority
  - Objectivity
  - Currency
  - Relevance

- ▶ Conducting your own study in the field
  - Fieldwork Observations
  - Surveys
  - Interviews
  - Original artifact or document examinations
  - Experiments

# Primary Research (con't) Chapter 6

- ▶ Fieldwork Observations
  - Also known as **ethnography**
    - Participant observer - engaging
    - Nonparticipant observer - not engaging
- ▶ Focusing on specific behaviors or observations and taking notes on your observations and interpretations
  - A record of specific information

# Primary Research (con't) Chapter 6

- ▶ **Surveys** - canvassing of people to get information about their ideas and opinions
  - In person
  - Phone
  - Internet
  - Paper-and-pencil

# Primary Research (con't) Chapter 6

- ▶ **Interviews** – highly structured conversations where one person asks questions and another answers them
  - In person
  - Telephone
  - Online with Skype or Adobe Connect

# Primary Research (con't) Chapter 6

- ▶ **Interviews** - associated protocol and ethical considerations
  - Selecting the best person
    - Seek out expert(s)
    - Find appropriate people with online search
    - Be honest about intent
    - Understand the interviewee's work, writing, and credentials

- ▶ Preparing the **interview protocol**
  - **Rapport-building** questions
  - **Primary** questions
  - **Secondary** questions
  - **Open** questions
  - **Closed** questions
  - **Neutral** questions
    - Not **leading questions**

- ▶ Conducting the interview
  - Dress professionally
  - Be prompt
  - Be courteous
  - Ask permission to record the interview
  - Listen carefully
  - Keep the interview moving

# Primary Research (con't) Chapter 6

- ▶ Conducting the interview (con't)
  - Monitor your nonverbal reactions
  - Get permission to quote
  - Confirm credentials
  - End on time
  - Thank the interviewee

## ▶ **Processing the interview**

- Sit down with your notes as soon as possible after the interview and make individual research cards of the information you may want to use in the speech
- Transcribe any recordings
- If at any point you are not sure whether you have accurately transcribed what the person said, contact the person to double-check

## ▶ **Original Artifact or Document Examinations**

- examining an original unpublished source, such as an ancient manuscript, a diary, personal correspondence, or company files
- viewing an object to get the information you need, such as a geographic feature, a building, a monument, or an artifact in a museum

## ▶ Experiments

- a designed study to test a **hypothesis**  
You must understand the principles of the scientific process of experimentation to be able to trust results of a formal experiment
- Alternatively, you can try an informal experiment to test the results of a study you learn about elsewhere

## ► **Factual Statements**

### ● **Factual Statements**

### ● **Statistics**

- Use only reliable and verifiable statistics
- Use only recent statistics
- Use statistics comparatively
- Use statistics sparingly
- Display statistics visually
- Remember that statistics are biased

## ▶ **Factual Statements (con't)**

- **Examples** - specific instances that illustrate or explain a general factual statement

- Hypothetical example

- Generalization

- Supporting example

- **Definition** - a statement that clarifies the meaning of a word or phrase

- ▶ **Expert opinions** - interpretations and judgments made by authorities in a particular subject area
- ▶ **Elaborations** -factual and expert opinion
  - **Anecdotes and Narratives**
  - **Comparisons and Contrasts**
  - **Quotations**

# Diverse Cultural Perspectives

- ▶ When identifying factual statements, expert opinions and elaborations to develop a speech, it is important to include a variety of cultural perspectives

- ▶ **Annotated Bibliography** - preliminary record of relevant sources found pertaining to your speech topic
  - Complete citations
  - 2-3 sentence summaries
  - 2-3 sentences explaining support for speech
  - Direct quotations
- ▶ **Research Cards** - one piece of information, key word, and bibliographic data

## ▶ Sample research card

Exhibit

6.3

### A sample Research Card

**Topic:** Fracking

**Key Term/Main Idea:** Health issues

Theo Colborn, president of The Endocrine Disruption Exchange in Paonia, Colorado, believes that some drilling and fracking additives that can end up in produced water are neurotoxic; among these are 2-butoxyethanol. “If you compare [such chemicals] with the health problems the people have,” Colborn says, “they match up.”

- ▶ Sources need to be acknowledged
- ▶ Citing sources adds to credibility
- ▶ Failure to cite sources orally during your speech constitutes plagiarism
- ▶ **Oral footnotes** are references to an original source
- ▶ Include enough information for listeners to access the sources themselves

# Oral Citation



Right-click the pictures to watch the videos.

- ▶ Citing sources in a speech

<http://writing.colostate.edu/guides/page.cfm?pageid=1058>

- ▶ Evaluating internet sources

<http://www.library.illinois.edu/ugl/howdoi/webeval.html>