

## WHY RESEARCH?

Research is at the heart of every academic curriculum, and it will show up in your classes in obvious and not so obvious ways. But that's not the only reason you should know how to research. Why is it so important to learn how to research?

1. **It concerns your economic future more than your current education.** The research you do now will prepare you for the day when your job depends on your ability to find answers for yourself or to evaluate the answers of others.
2. **Knowing how to research helps you understand what information you can trust.** You won't fall prey to unverified "facts" because you'll know the difference between unsupported assertions and verified sources.
3. **It is exciting to discover something you didn't know before!** OK—this may be idealistic, but research can be as fun as solving a mystery or a puzzle. You can experience the excitement of discovering something you didn't know and maybe no one else knows.

### *Mini-assignment*—Researching research in the workplace

Professionals do research in the workplace because they need to answer a question in order to accomplish some goal.

**The goal for this mini-assignment is to find out the answer to this question:**

*Is research really that important in the workplace?*

Find five people you know with jobs that you might like to have—not your perfect job, but work that you can imagine doing. Ask them about research on their job. Don't just stop with those activities they call research. Ask about any tasks that require them to find out something they didn't know in order to accomplish some goal. How often are they asked to find out or look up information on their own? Share your results with your classmates.