

Research

Common Mistakes

1. Only collect data without analysis
2. Blindly believe everything
3. Work without premise
4. No dialogue with information

Steps to Research

1. Be informed
 - Published facts
 - Personal Experience
 - Comparative Analysis
 - Ethnographic data
2. Formulate Question [Academic WORK ! ! !]
 - Patterns
 - Synthesis
 - Design dialogue
 - Metaphors
3. Search with purpose
4. Verify – Cross validate
5. A heuristic approach and openness to the unexpected
6. Capture/present data that moves the discussion forward.