

# Lecture 3

Research as a way of  
thinking

# 2

## 3.1. Research is part of your practice

- Research is conducted in most professions. It is a critical way people use to examine various aspects of their daily professional work.
- Teachers, like other professionals, develop the habit of questioning what they do.
- They use a systematic examination and observation of new problems to find solutions.

**Example 1:** when a student is reluctant to learn, his teacher might ask the following questions:

.Why is this student unwilling to learn ?

.What is/are the cause(s) ?

.How can I help him/her ?

.Other questions can be added to the list.

## Example 2 :

Suppose you are a sales manager. Endless questions like the following can come to your mind.

- How can I promote sales ?
- How many salespersons do I need ?
- Do I need an advertising compain ?
- Are my customers satisfied ?
- What do consumers like and dislike ?

In both examples, and in all professions, you will have to:

- ask questions and find answers.
- face problems and find solutions.

This is already day-to-day reasearch.

Research is one way that helps you answer questions objectively and find acceptable solutions to existing problems.

## 3.2. Research helps to gather evidence from practice :

This is what is called the concept of evidence-based-practice (E.B.P). We obtain evidence from the field where the activity is taking place and we evaluate its accuracy and efficiency.

Evidence-Based-Practice (E.B.P)

is

Delivery of services based on  
research evidence about their  
effectiveness

i.e

Research proved that these services  
are efficient

Hence,

1.Satisfaction of  
client

2.The service is  
accepted

## **Example 1:**

The car Mercedes is efficient, it satisfies the client, its efficiency is based on evidence (proof).

## **Example 2:**

The aircraft Airbus has proved successful, many airline companies are buying it.

The two practices (preference of Mercedes and Airbus) are based on evidence proved by Research.



E.B.P is first credited to medical practice. Nowadays, it is part of other professions like teaching, counseling, and guidance.

EBP is based on the concept of accountability.

Evidence/Proof

is

used to convince of the effectiveness of a  
product

and

evidence is provided by research.

-Here, research is used to obtain reliable information about the effectiveness of a product, a service.

-We also consolidate, improve and refine products to better serve our clients.

**E.B.P** is now used in the teaching profession.

Teachers are permanently improving and refining their lectures and their teaching techniques to meet learners' needs and wants.

## 3.4. Some research applications:

- Research can have wide applications in many fields and disciplines.
- Professional knowledge and understanding of the world increase and develop through research.
- The validity of findings in research depends on the quality and soundness of the methods and procedures used by the researcher.

Research

Depends on  
-Quality of  
method  
-validity of  
findings

Has useful  
applications

Helps in  
understanding  
the world

# Key words:

- Day-to-day research:** research we do each day
- Evidence:** proof from practice
- Reliable information:** information we can rely on/trust
- Validity:** conforming to accepted principles, having convincing force.
- Finding:** result of a sound, logical inquiry.
- Procedure:** a serie of actions done in order.

End of lecture ,

Thank you.

Homework:

Find more about any part of the lecture.