BUS 230: Business and Economics Research and Communication

In-class Exercise: Audience and Decisions

Instructor: James Murray

## Learning Outcomes:

- LO-1: Develop the ability to define a research problem: Formulate research questions and hypotheses that are measurable, well-defined, address the overall problem, are directly related, and reflect the scope of the problem.
- CBA LO-1: Develop the ability to convey information and ideas effectively.
- CBA LO-2: Decision Making and Critical Thinking Have the ability to think critically when evaluating decisions.

**Directions:** Consider each of the following research project ideas. Answer the following questions:

- Who is the audience? Who would *voluntarily* read a paper about this project? Who want want to learn the information contained in this research to inform decisions?
- Come up with examples of at least two types of decisions that your audience members could better make using the results from the study.
- 1. This project investigates cheating on campus. We investigate the types of cheating, the prevalence, methods students use, and the degree of severity. Secondly we look to see how these measures are related to background characteristics of the students and the courses.

2. This project investigates the relationship between financial literacy among college students and their financial behavior.

3. This project investigates students' use and awareness of library resources (including the types of resources like online databases, journal articles, books, etc) and the relationship to background characteristics of the students and their courses in which they are enrolled.

<b>Directions:</b>	Consider	your own	research	project	ideas.	Answer	the	following	questions
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- Who is the audience? Who would *voluntarily* read a paper about this project? Who want want to learn the information contained in this research to inform decisions?
- Come up with examples of at least two types of decisions that your audience members could better make using the results from the study.
- Come up with two variables central to the project idea that you could measure with a survey question. 4. Your project idea #1. 5. Your project idea #2. 6. Your project idea #3. 7. Your project idea #4.