

Writing an Introduction

BUS 230: Business Research and Communication

- Goal: Learn tips to write an effective introduction to a research paper.
- Learning objective: LO4: Develop the ability to effectively communicate research results both written and orally.

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- ❶ Bring the audience from their world to where they need to be.
 - Give them background information to understand the topic you will be addressing.
 - Give them background to understand why this topic is important or interesting.
- ❷ State your research question / the purpose of your paper.
- ❸ Motivate the paper
 - Provide a rationale for conducting this research project.
 - Convince the reader that the answer your research question this is something important to know.
 - Motivate your work with a review of other research.
- ❹ Review relevant literature that puts your research question into context with previous research.
- ❺ Briefly outline what will be done in the paper.

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- If it is something that is common knowledge, **then they don't need it.**
- If it is background information you don't need to *understand the research question, motivate your work or understand remaining parts of the paper*, **then they don't need it!**
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- Dual purpose:
 - 1 Put your research into context with existing research. What is already known about this topic, versus what is your contribution?
 - 2 Motivate your work.
- Do not just list paper after paper in paragraph form. Think about the purpose of each paragraph you write.
- Your literature review should be telling a story about what is known and not known in this field, citing other research papers provides examples for the story.
- Cite in paper using Lastname (YEAR):
 - Murray (2010) finds that living on campus caused students to perform better in school.
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 - The best way to do this is when you already know the what is in the rest of the paper.
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 - This helps you figure out for yourself what you want your paper to accomplish.
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 - But not right away, just get started then re-work this later.
 - Make it something useful! Make it something that draws the person in.
- Don't make opening too broad.
 - Example, "Our financial system is large and complex..." is too broad an opening for a topic of college students and credit card debt.
- *Judge every sentence!* (at a revising stage)
 - Go sentence by sentence and ask, does this need to be here?
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