

# Writing an Introduction

BUS 230: Business Research and Communication

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- Learning objective: LO4: Develop the ability to effectively communicate research results both written and orally.

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  - Give them background information to understand the topic you will be addressing.
  - Give them background to understand why this topic is important or interesting.
- 2 State your research question / the purpose of your paper.
- 3 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.
- 4 Review relevant literature that puts your research question into context with previous research.
- 5 Briefly outline what will be done in the paper.

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## Write only information your reader needs!

- 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!**
- Don't just add filler!! This is worse than writing nothing.

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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.
- Don't 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.
  - Herro and Murray (2010) find that uncertainty about monetary policy reduces economic stability.

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- Find six sources.
- Write the bibliography information in APA format, just as you would do on your references page.
- Type a few sentences about the article:
  - What does the article say that is useful in the context of your paper.
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- This is an group project assignment. Due in one week! Tuesday, Sept 27, 2011. Upload to D2L Dropbox.

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  - The introduction needs to set up the whole paper, talk about what is to come, even share the results.
  - The best way to do this is when you already know the what is in the rest of the paper.
- Write your introduction first!
  - This helps you figure out for yourself what you want your paper to accomplish.
  - This helps you figure out why you want to conduct your research.
  - Why might guide how you conduct your research / what methodology you use.
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  - But not right away, just get started then rework this later.
  - Make it something useful!
- 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.
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- Find my article on living on campus and academic performance.
- *Estimating the effects of dormitory living on student performance*  
<http://www.accessecon.com/Pubs/EB/2010/Volume30/EB-10-V30-I1-P81.pdf>
- Find the section, “Related Literature”
- There are six paragraphs, each with a point. For each paragraph, summarize the point in a single sentence.
- For each paragraph, what pieces of evidence are used for each point. State the citation and what the paper found.

- 1 Annotated Bibliography
  - Due Tuesday, September 27.
- 2 Introduction to your paper.
  - Follow carefully the guidelines in these notes.
  - Start this week, but due in two weeks.
  - Due Tuesday, Oct 4.