YOUR RESEARCH PROJECT

1. What NEW concept or information did you learn about your topic as a result of conducting your research?

I learned a great deal about the importance of keeping up with technological change in business, and what a broad realm of issues that concept covers. From websites, digital broadcasting, video games, media content, Web 2.0 innovations, and a host of other emergent technologies, a company must constantly research to keep up with the rapidly changing face of technological innovation. A company that fails to do so can get left behind in less than half a decade. At the same time, a company that bets on the wrong technologies taking hold stands to lose out on their investments.

2. What type of action do you plan to take based on the overall information you gathered during your research?

After seeing how important staying ahead of the Information Age changes has been for Discovery Corp, I realized how crucial it was for other media producers in which I had a personal interest. I've already put this knowledge to work by writing my local newspaper with an extensive list of changes I would like to see them make to their online presence, which is in sore need of an upgrade. I stressed to their editor that these digital upgrades were needed to prevent the newspaper from being outsold by other papers in neighboring cities as well as being needed for people like myself, a psychographic that does not buy the newspaper, but reads it online.

THE RESEARCH PROCESS

1. What NEW concept or information did you learn about the research process as a result of conducting your research project?

I learned that it takes a great many more sources than I anticipated to do a subject justice. It seemed as though every single sentence I wrote needed referencing, because every sentence used a fact that needed a source to support it. At first it was very complicated keeping my references and the facts they sourced straight, but I was soon able to keep all of them organized properly. There were also several times when what I thought was a fact in my head turned out to not quite be true in the articles I read. In these cases I had to adjust my hypothesis to synch with the facts.

2. What do you plan to do with the NEW information you learned and the overall information you used during this research project regarding the research process on the next research project you have to complete?

I am already putting this knowledge to use working on my blog, which requires a great deal of research to ensure the accuracy of the articles I post there. Using hypertext links, I am becoming much more proficient at referencing every single little thing I post. I believe this habit will greatly improve my reader's trust in my articles as well as improve my accuracy in writing.

Monitoring your competitors to stay on top sounds very cut and dry, but that's actually a very complicated subject. What kind of company were you researching? With my company, Discovery Corp, there were a wide variety of competitors the company has to deal with in different markets. From your comments, I'm guessing you were researching a retailer of some kind. Discovery has retailer stores, but I didn't have the time and space in my paper to explore that aspect of the company's business. Instead I focused on the company's media aspect, following the technological business environment. I imagine focusing on the retail side would have immersed me in an entirely different world of issues.