

CoR4

- 1.) Too many researchers at all levels write as if their task is to answer a question that interests themselves alone. That's wrong: to make your research matter, you must address a problem that others in your community -your readers- also want to solve.
- 2.) When it's solution is not obvious, you have to find out how to solve it. You must pose and solve the problem of another kind, a research problem defined by what you *do not know* or *understand* about your practical problem.
- 3.) Put in general terms, a *practical* problem is caused by some condition in the world that troubles us because it costs us time, money, respect, security, opportunity, even our lives. we solve a practical problem by *doing* something to eliminate or at least mitigate the condition creating these tangible costs.
- 4.) In research, a *conceptual* problem arises when we do not understand something about the world as well as we would like. we solve a conceptual problem not by doing something to change the world but by answering a question that helps us understand it better
- 5.) A practical problem has two parts: a condition, which can be anything that imposes intolerable cost, and those costs.
- 6.) Researchers often choose projects simply because they are curious. In fact, that's how most of us first become interested in the subject we study. But to make your research matter to others, you have to say more than *here is something I find interesting*. you have to show them how solving your problem help them solve theirs.
- 7.) Most research projects in the humanities and many in the natural and social sciences have no direct application to daily life. but as the term *pure* suggests, many researchers value such research more than they do applied research. they believe. The pursuit of knowledge "for its own sake" reflects Humanity's highest calling: to know more, not for the sake of money or power, but for the Transcendental good of greater understanding and a richer life of the mind.
- 8.) What distinguishes great researchers from the rest of us is the brilliance, knack, or just dumb luck in stumbling over a problem whose solution makes all of us see the world in a new way.
- 9.) Nothing discourages a teacher more than a student who does *exactly* what is suggested and *no more*. Teachers want you to use their suggestions to start your thinking, not *end* it. nothing makes a teacher happier than one you use her suggestions to find something she never expected.
- 10.) No one expects you to do all that the first time out. But you should begin to develop mental habits that will prepare you for that moment. Research is more than just accumulating and reporting facts.

