The Power of Research: Minds On

Every job includes research.
Whether you are planning to design a new computer video game, write a novel, investigate new medical technologies, or own your own automotive shop, you will need to always be researching in your field.

<table>
<thead>
<tr>
<th>Field</th>
<th>Research Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive Shop Owner</td>
<td>Compares specs of new models for emissions testing</td>
</tr>
<tr>
<td>Chef</td>
<td>Revises menu to improve nutrition</td>
</tr>
<tr>
<td>City Planner</td>
<td>Checks local building codes</td>
</tr>
<tr>
<td>Doctor</td>
<td>Reads journal for latest procedures</td>
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<tr>
<td>Social Worker</td>
<td>Finds best solutions for family counselling</td>
</tr>
<tr>
<td>Video Game Designer</td>
<td>Updates knowledge of computer systems</td>
</tr>
<tr>
<td>Writer</td>
<td>Gathers archival background for novel</td>
</tr>
</tbody>
</table>

Research includes a complex set of factors:

- the **type** of research you are doing
- the **purpose** for your research
- the **audience** for whom the research is meant
- the **process** or steps you take during your research
The Power of Research (cont’d.)

Research gives you the power to **choose** what you want to learn, **build** your knowledge, **think** critically and creatively, **communicate** to share ideas, and **apply** your learning to life in real situations.

People research for many reasons:

- to **learn** about something they need to know or do
- to **test** an idea or hypothesis
- to **solve** a problem or **make a decision**
- to **build** on another’s knowledge for greater understanding

What students say about research…

“I do research every day… when I decide what movie to see or what gift to buy. I am always researching.”

“Knowing how to research means I can learn almost anything.”

“In my co-op placement, research helps me solve problems I have never faced before.”

“I don’t just Google the Web anymore. I know more ways to find the things I need.”

“Better research gets better grades. That’s the bottom line!”

As you do research, you learn valuable **essential skills** for life and work.

These skills provide the foundation for learning all other skills and help you to evolve with a job and adapt to changes in the workplace.


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Doing Research = Essential Literacy

- Reading text
- Document use
- Numeracy
- Writing
- Oral communication
- Working with others
- Thinking skills
- Computer skills
- Continuous learning