

**MODULE 3****RESEARCHING****KEY OBJECTIVES**

1. To understand the importance of research and its benefits.
2. To identify how we can research.
3. To show an understanding of fact-checking.

**KEY FEATURES**

1. To show extensive knowledge of a specific topic.
2. To be able to use various methods of researching and implement it into content.
3. To encourage challenge within the writing team if something is considered incorrect.

Research is something we do every day. It is safe to say, we have all opened Google and typed in a word or phrase which we are seeking to find out more about, at least once in our lives. We research without even thinking of it as research. Uncovering information is just an everyday occurrence and it is vital aspect of education.

**HOW WE RESEARCH?**

Researching is uncovering information, important to a topic we are writing about. As mentioned above, ask anyone how they research and the majority will use the "G" word. Obviously there is nothing wrong with referring to 'Google', but the people who developed the Write2 resource are from the dark ages, where research was done in a library. Blurred vision caused by endless hours of looking at microfiche or losing your voice after talking to a person who possessed the information we needed, was how we researched.

So, we try to encourage our writers to dig a little deeper when it comes to research and not just assume that what you read on, say, Wikipedia is actually the gospel truth.

Talking about Research in one of your workshops is a way of embedding the importance of good research. It will be necessary in many areas of education and employment as your writers move on in life. Depending on the topics being covered by your team you may have to consider different sources for their research. So, it really is worth discussing these when they identify the subjects they are going to cover.

**Ask** – encourage your writers to ask people for their opinions on specific topics. It is so important when writing news articles to show just how the story may have impacted others. Just like when your writers need finer details about a specific event, have them identify and consider asking the person who organised it to answer any questions that they might have.

**Read** – encourage your writers to read multiple sources to secure information. For example, if you have a story being written about a trip to a specific place and your writer wants to mention more details about that place, encourage them to look for a website dedicated to that place.

## WHY DO WE RESEARCH?

We research to find out as much as we can about something and not just depending on one source. Encourage your writers to read articles from other websites/newspapers/magazines as opposed to just reading one on the topic they are covering. This will give them a more rounded view. If they are

### TOP TIP

Have your writers research specific things related to your audience or publication to include as features in your publication.

reviewing movies or music, ensure they have watched the film or listened to the music before ever contemplating reviewing.

Look at past interviews with people if you can find them online but also social media pages and websites provide great insight into people and places these days. Song lyrics are also great to research when covering music or a specific artist.

As mentioned previously, personal websites and company sites are as factual as you can get. These have been set up by the relevant people/company representation to paint as authentic a picture as possible of whomever it is your team might be researching. It is really surprising if a company or person doesn't have a website or a presence on social media today, with so many people being online.

However, if you are inviting someone into the school from within your community, they may not necessarily have a website, but the chances are you are inviting them in because they have done something amazing, or have relevance to your audience. This is when you might encourage your writers to go back to the basics of researching and ask people connected to that person to share their experiences or knowledge of what your interviewee may have accomplished.

## IDEA

Depending on how much time you have to devote to this area of the programme you could run a session dedicated to researching. Some of our past workshops have seen writers covering a specific person or topic. Examples of this would be Famous Geordies – here the team found out more about the likes of Ant and Dec, Sting and Sir Bobby Robson.

On another occasion, it was Popular Brands such as Nike, Cadbury and Greggs. The writers were encouraged to research their topic using a number of sources and then collate their findings into an article. This is a great way of allowing the team to use their researching skills and perhaps bring a different theme to your publication if you may be short on ideas.

## SUCCESS CRITERIA

- Understand the benefits of good research
- Consider alternative methods of researching
- Apply research to content for publication
- Carry out a specific task where research is the basis of creating a feature for the publication \*\*

*\*\*advanced learning*