

Paper, Project, Product

The p^3 dilemma

Determining what to do in 6 easy steps

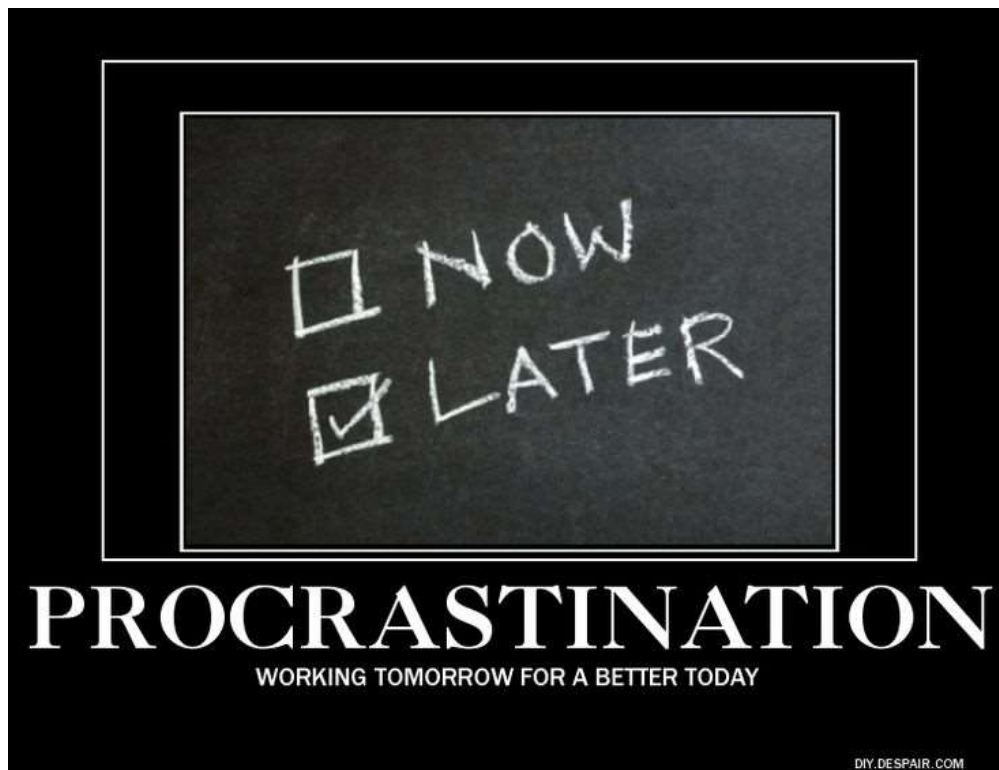
Sometimes it's how you look at the problem

Rock, Paper, Scissors

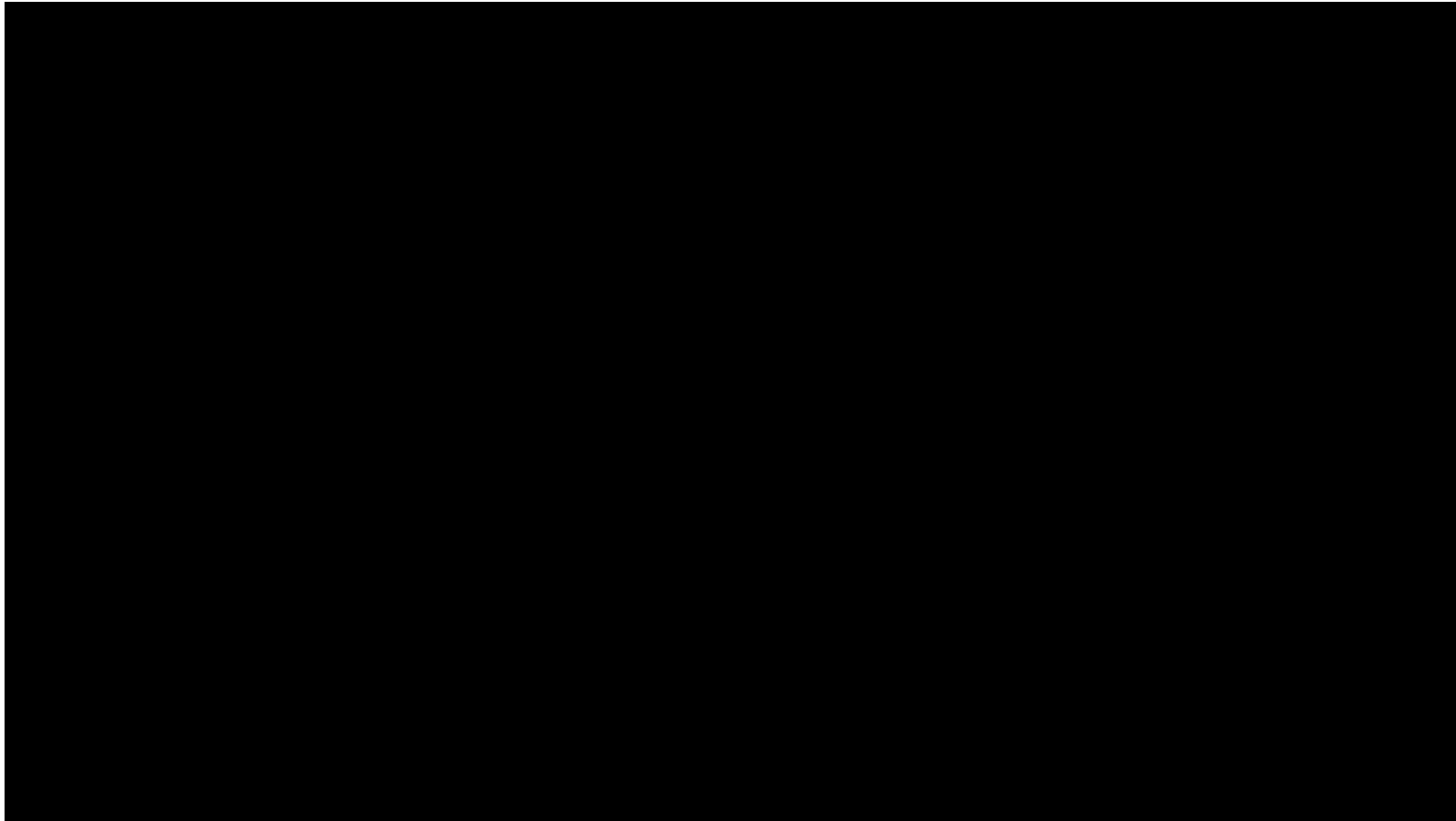


Step 1 Procrastinate (sort of) Do some reading instead

- Defer the decision on which p and do some reading
 - You don't need a methodology so much as a good topic.



Step 2: Lower your Expectations and pick a manageable topic



Step 3: Promote Confusion and question it

- Confusion leads to questions
 - A Research Question is a statement that identifies the thing to be studied.
- strong research questions...
 - Are informed by trusted literature
 - Have an answer
 - Are not trivially answered
 - Can be easily understood
 - Are constrained (narrowly focussed)
 - Pass the “so what?” test



Example questions

Is there a market for pink helmets?

Can I create apparel that is desirable by Japanese Star Wars fans?

Is it possible to apply this style of apparel to other objects?

Step 4: Propose to someone who can supervise you

- What am I trying to do?
 - This is your question...
 - with a plan of how to answer it.
- What has everyone else done?
 - Completion of a comprehensive and balanced structured literature review from trusted sources
- What do I think about all that?
 - Critical and evidence-based approach in the analysis of findings, and development of rationale-based recommendations/outcomes
- What can I do?
 - Resources, Skills, Predilections
 - Pick a p



Time, space,
expertise, money,
people

Training,
experience,
organization,

Practical, theoretical,
reflective, compassionate,
driven

Step 6: Pick a P

- Minimum Viable Product
 - Version of a new product used to collect the maximum amount of validated data about customers with the least effort.
 - Utility without frills
- Major Research Paper
 - Substantial writing designed to explore a topic
 - Demonstrate a thorough grasp of the literature
 - Arrive at an independent, evidence-based, conclusion.
- Major Research Project
 - Creative and original piece of work
 - Demonstrate mastery of good research practices and grasp of the theoretical content of a field by Creating artifact(s).



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The p^3 Digital Noun Challenge

1. Form small groups
2. On one side of a board I write nouns suggested by you
3. On the other side of a board I write digital technologies suggested by you
4. Groups create research questions
5. Other group decides what p applies?

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Conclusion

- Steps in opting for a Project, Paper or Product
- 1) Procrastinate
- 2) Lower your expectations
- 3) Promote confusion
- 4) Propose to someone
- 5) There is no step 5
- 6) Pick a p

