

Colton Doyen

Dr. Smith

May 8, 2021

COME 180

Lessons from Research

Without research, the world would look a lot like the movie *Rise of the Planet of the Apes*¹. Ironically, the movie is based on research gone wrong, but thanks to the incredible research in *our* world, we get tools and technologies that push our race to greater heights — unlike our friends in the movie. Research is exploring ways to further develop and improve methods of production or services. Like how advertisers ask users questions in demographics and/or what they enjoy seeing, so they can use these results to make pleasing ads. For this semester, I have participated in one study, it was created by one of my friends and he needed participants to take part. The study was simple, to answer on a scale of 1 to 10 rating non-verbal expressions to determine whether they are losing, 1, or winning, 10. The study was to find out if people can truly use nonverbal cues to describe whether the individual is losing or winning. My experience with this research was a short 30 minutes, but it was enough for me to understand the fundamentals of research. Each research project must have clear and concise questions or procedures to assess the results afterward. This is, of course, common knowledge to have but sometimes researchers make mistakes that deviate from the true results. This conclusion guides me as a researcher, in a class that is called ‘Communication Research Methods’, to create studies that are well designed to acquire key information used for, as stated previously, develop and improve methods of production or services.

¹ Wyatt, R., Chernin, P., Jaffa, R., Silver, A., Cox, B., Pinto, F., Franco, J., ... Twentieth Century Fox Home Entertainment, Inc. (2011). *Rise of the planet of the apes*.