

**University College Cork,
Digital Cultures**

DH6101 *Final Portfolio*

Getting Started with Graduate Research and Generic Skills

Student Name: Raghda Fouad Farid Mawlana
Student Number: 122105291
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Lecturer: Dr.Patrick Egan

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What is Research? How do we know about the world?

I started with reading Research methods by Nicholas Walliman. There are some points that I got and other points that are unclear.

- Research has to be done using the right tools to have an impact. I think this is a mandatory.
- How we can research by different methods is a new fascinating information for me. I like how simply we can compare and correlate a thing or an idea that lead us to figure out a whole new thing. Moreover, we can predict something. Therefore, we can control.
- Choosing a specific research topic determine the research design we will use which will directly involve specific methods accordingly.
- Post-modernism is the reaction appeared to explain the reality.
- Relativist is based on people.
- We can use induction and deduction processes in our research, in addition to our philosophical thoughts.

-I don't get how the descriptive research is influenced by the level of complexity and the extent of the survey. I thought it should be influenced by the observation and the records we take.

-I don't understand the feminist type. How can we use a perspective in a research?

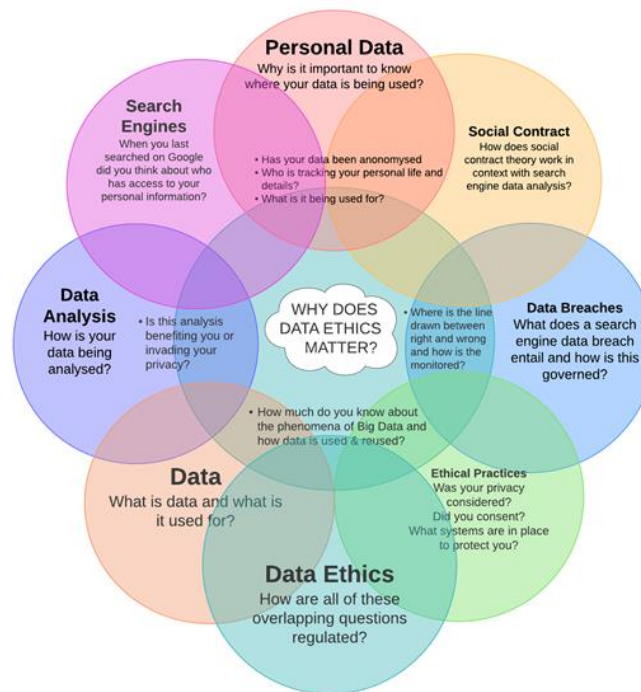
-*Idealism* and *materialism* are two extremes. How do they affect the metaphysics?

-I understand induction and deduction philosophies but I don't get the falsification part. What is hypothesis in deduction? How can it be used?

-*Hypothetico-deductive reasoning* is a bit confusing to me.

Research Ethics:

- Cultural heritage includes artefacts, monuments, buildings, sites and museums that have a diversity of values.
- Digital Humanities and Digital Cultural Heritage could have same or different approaches in using digital technologies for developing researches and interacting with stakeholders.
- The archival material are collected and digitized. Therefore, Digital Humanities has brought huge changes to the Cultural Heritage.



Amended post:

A cookie is basically a script that gathers information about your visit to a website.

Kate Hennessy and Readings:

How do we think about the ways we share our data online?

A question that we should ask ourselves and should always think of while going online especially on social media. However, I find digitalization of data is crucial because that will help preserving our data and sharing our culture with the future generations.

But sharing our data requires securing and privacy as well.

Therefore, it has advantages and disadvantages. However, individuals should keep in mind what is ethical and what is not while getting data online

Seeking: How we search for sources:

-I want to start with that I've learnt in this module and Conceptual module, that usually we start everything by getting it back to its historical beginning. I think archives are important because they preserve historic materials and they should be available for everyone to use but unfortunately, archives have so much that is locked away.

- Archives may have published and unpublished materials. Libraries have collection of books that are available for use.
- I believe students and everyone nowadays do their researches on the internet, it is easier than going to a library and there are tons of topics that we can find related to our search.
- Some people still refuse to share their culture. I have no idea why they do so and I don't agree with them. I see by sharing our cultures, we are sharing information about us which may help other people and the future generations as well.
- Some researchers struggle while searching because they can't find open sources to their searching topics even though these topics can be related to their own culture which I believe it should be open to everyone in the culture.
- There are regulations for interviewing people for research purposes. We have to follow the procedures for our safety. I somehow tried to search for information on researching and I found out many things and I am trying to know more about it.

-*The verge.com*

A generation that grew up with Google is forcing professors to rethink their lesson plans:

- Personally, I cannot stand seeing more than six or seven folders or documents on my laptop desktop. I always organize every file and I put each file in its folder. I also like how some applications (such as Instagram) that I have been using recently have an archive so I can find my old photos saved so it is like an extra storage for files.
- We can save text as drafts in Twitter as well. I generally use my own hard disk for documents and files. However, sometimes I use google drive specially for shared documents.

-Biddix2011. Internet and Higher Education:

- It is mainly made to investigate where students looked out for information for their assignments.
- Since 2011, students use Wikipedia and Google Scholar.
- It is written that "Today's student has already more information available to them than any prior generation." And this is very relatable.

- Students rely on the internet in their academic research and in many other things in their life too.
- I don't get if procrastination happens only while searching online. Didn't students procrastinate while searching in library?
- I believe too that information coming from .edu websites are generally accurate.

I usually search for visuals on pinterest, behance and google images as well. If i'm searching for a specific topic, I may use google or wikipedia. I never used Google Scholar.

My topics of interest are:

1-Psychology and human behaviour.

2-Social hierarchy and arts. (Social hierarchy and fashion too)

3-Content creation.

Evaluation of Sources:

Academic research, research methods and evaluation of resources, it is a whole new thing for me. However, I've already added three topics of my interest, which are: Psychology and Human Behavior, Social Hierarchy and Art/Fashion and Content Creation. I'll add links related to them.

My set of criteria goes from 1 to 10

Sources	The links I am using. It could be e-books/online articles.
Accuracy	How accurate is it?
Relevance	How relevant is it to the topic I am trying to find out about?
Recency	Is it updated? Is it an old article or a recent one?
Design/Functionality	The design and style of it. Is it well-designed? At least it should be well-organized.
Total	I am adding the total points I've got for each link.

Sources	Accuracy	Relevance	Recency	Design/Functionality	Total
https://www.explainthatstuff.com/introduction-to-psychology.html	6	8	8	6	28
https://www.webmarketingpros.com/the-science-and-psychology-of-content-creation/	8	8	8	6	30
https://ideas.ted.com/gallery-using-design-to-build-a-community/	7	4	5	8	24

Search string:

- Choose a topic.
- Get a general idea about it from Google/Wikipedia/YouTube.
- Light read about its origin and history if available.
- After getting the whole idea, I get some of the keywords related to the topic so I can use it in Google Advanced Search.
- I may use some specific restrictions that may include date.

Aggrawal2014 and Dr.Mike's:

- WebCAST (Web Credibility Assessment Support Tool) is an automated tool for automating evaluation of resources based on artificial intelligence without human intervention.
- It might be a great option but it has to be updated because every second there are new information, methods and ideas.
- Everyone has his own set of criteria. So evaluation of resources may depend on researchers more.
- Ranking of websites, whenever I search the first ones I see are always ads. If the arrangement is done based on the rank of the website, I think it will be more helpful for researchers.

Metzger2003:

-It is a little bit old, it is written in 2003. I see it was a huge new thing that students didn't need help from librarians in using the web and they made fewer visits to the library and used the internet more. Actually, nowadays kids and young-aged people know how to search and how to use google and most researchers don't rely on libraries anymore.

Annotate and Mind map:

Annotating: it is very helpful. Also, it is like saving the most needed points so i can go back to them easily.

Now: The Consumer Decision Journey

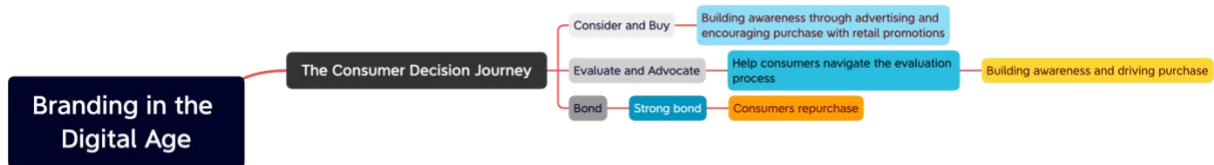
New research shows that rather than systematically narrowing their choices, consumers add and subtract brands from a group under consideration during an extended evaluation phase. After purchase, they often enter into an open-ended relationship with the brand, sharing their experience with it online.

Consider & Buy Marketers often overemphasize the “consider” and “buy” stages of the journey, allocating more resources than they should to building awareness through advertising and encouraging purchase with retail promotions.

Evaluate & Advocate New media make the “evaluate” and “advocate” stages increasingly relevant. Marketing investments that help consumers navigate the evaluation process and then spread positive word of mouth about the brands they choose can be as important as building awareness and driving purchase.

Bond If consumers' bond with a brand is strong enough, they repurchase it without cycling through the earlier decision-journey stages.

Mindmap: I find it very beneficial for organizing my thoughts.



Research Interviews and Surveys:

My topic of interest here is Graphic Design and Branding, and I'd like to know how'd people use Graphic Design in their Brands and if they actually know the importance of using it. Also, I'd like to know what kind of people/companies that might know the effect of Graphic Design on them.

Survey:

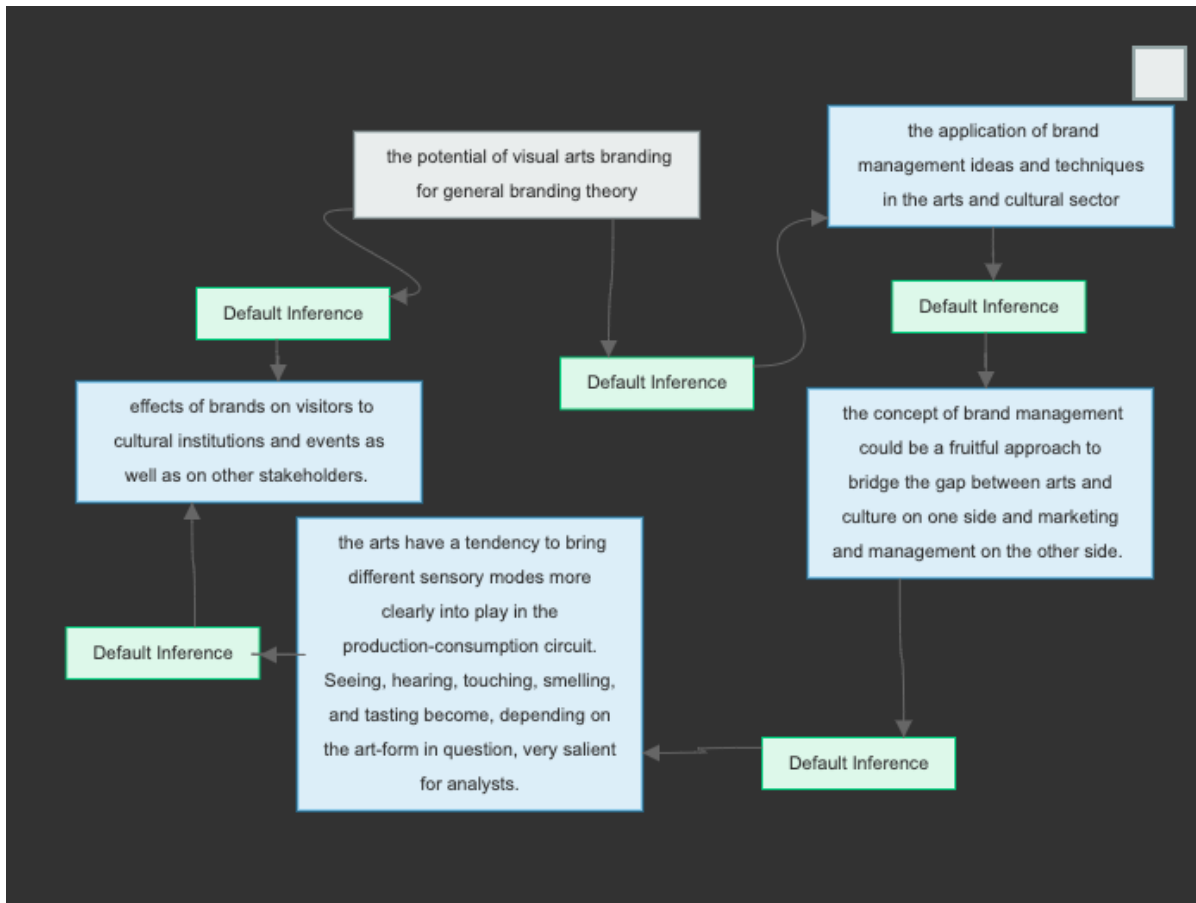
<https://forms.gle/NJbzBhW5KHz3cWhL6> (Links to an external site.)

Interview Questions:

- 1-Have you worked with a Graphic Designer before? If not, could you state a reason?
- 2-Do you know the types of Graphic Design?
- 3-Do you have a company or own a brand?
- 4-Did you hire a Graphic Designer for your Branding?
- 5-Why did you choose these colors for your brand?
- 6-Describe your brand/company in a short sentence.
- 7-Do you know the effect of Graphic Design on Branding?
- 8-Do you know the effect of Branding on Marketing?
- 9-On a scale from 1 to 10, How much do you think Graphic Design can add to your brand?
- 10-Will you hire a Graphic Designer for your company/brand

Literature Review:

At first I tried ova, but i think it isn't very useful because i tried many links which ova wasn't able to open, and many online documents that weren't opened through ova.



Then I searched about visual arts topic and used mindmeister which was easy to use. Actually, thanks to Menatalla Abdelwahab she helped me out with that.

Here's what i've got through Mindmeister:



References:

<https://myscp.onlinelibrary.wiley.com/doi/pdf/10.1016/j.icps.2008.04.010>Links to an external site.

chrome-extension://efaidnbmnnnibpcajpcgiclfindmkaj/https://www.ijern.com/journal/2018/July-2018/10.pdf

Research plans:

My topic of interest is Digitalized design to include customization, which is somehow related to the digital archive.

So I think my plan would be:

1- Organizing and getting data (1-2 weeks)

The first step would be getting data about that topic, searching about it and organizing my thoughts and ideas.

2-Surveys and interviews (1 week)

Asking people about the final idea of the topic and developing the idea. Also, asking them about the different digital tools which may help in the next steps.

3-Planning (1-2 weeks)

Planning the research and determining the digital tools needed for the artefact, also the method of it, whether a website or an application, maybe something else but I am mostly interested in those two.

4-Finalizing the document (2-3 weeks)

Getting the whole points together and progressing. However, this step may extend and develop during the next step as well.

5-Artefact (3-4 weeks)

Working on the final artefact and finishing the document.

Final Reflection:

Getting started with research is an exact description of the process, as an introduction to research basics that I've never been introduced to, it is a good start.

Previously, I've always thought about research like a huge thing, I was overwhelmed towards the idea itself, I thought it is made for some people (I imagined them very focused people wearing glasses, even though that is contradicted with the fact that I'm wearing glasses and wearing glasses doesn't mean anything except you can't see clearly)

Maybe because of my fine-arts background, it was all about doing and practicing I didn't get a chance to learn about research.

I find the literature review and the idea of searching for a topic and getting extremely different opinions about it throughout the years is eye-opening.

After getting started with research, I've found that it is all about you and how passionate you're about searching for a specific topic.

Surely it is an academic process, and it has guidelines, but I realized that guidelines are never too bad, and they were useful and significant for me during the whole process. Also, the module being cut to steps has a positive impact for me while learning the basics. So, one step at a time.

Unlike the usual digital tools, I've always been introduced to, I've been introduced to new digital tools which I haven't known before, that are very beneficial.

Not to mention that I have been using mind mapping for getting out my thoughts and organizing them on the personal side.

However, I didn't like some digital tools like OVA because it took much time as it wasn't able to open many links and pdfs. It was time consuming without a result, so I think it isn't very useful for me.

The most important realization is that I can understand everything easily and nothing ever is a huge thing, should only take my time while being overwhelmed and stay away from the negative thoughts and procrastination.

I think I didn't have bad experience through the process but if I were to develop it, I would be focused that it needs practice and time I should dedicate to.

Also, I would be focused on what do I want to know, so choosing the digital tool for that specific question instead of consuming time without an actual result.

However, some of the questions or the steps can be done by using pen and paper. So, it depends on what I want to do or achieve.

Final Reflection

The whole module had an impact on me through my academic route and my personal growth. I feel my way of thinking has developed. As a result, I aim to develop more through the actual process of the research and the dissertation itself.