

Highlights from Rich Mayer's fireside chat: "Establishing a Research Program"

Overview:

1. Create a research question
2. Create research methodology
3. Create a dissemination plan

"Master a technique, produce original data, and everything else will fall into place"

– Ramon y Cajal

Research Question:

1. Personally relevant
2. Educationally relevant
3. Theoretically relevant
4. Empirically feasible

Research Methodology:

1. Relevant
2. Appropriate
3. Feasible
4. Simple/parsimonious

Dissemination Plan:

1. Share salient, relevant, coherent findings
2. Don't just report results; *tell the story*
3. Publish in high-quality, peer-reviewed, original, research journals
4. Keep trying (revising); give reviewers a fair hearing