

- The authors analyze the nature of academic research, criticizing how the media both “dumbs down” and presents academic material in confusing rhetoric. I believe this is a real problem in our information age, with so much media being shoved down our throats all day. With the amount of misinformation out there, making real academic research digestible for the masses becomes even more important.
- Green and Lageson state the purpose of the text, how the book presents research in digestible ways. Having a small, simple book that can take dense academic research and translate it into smaller chunks makes it both enjoyable and intriguing to read.
- The book presents different forms of research including qualitative, quantitative, mixed methods and innovations. With how much forms research can take, breaking them down into these groups and exploring what these groups truly mean can provide useful context to a reader who may not be in the know. From that, the book can build upon the foundation and influence the reader in unique ways.
- The authors interview scholars in the field of academic research to show the process of gathering data. With numerous different fields sharing their experiences in the book, it provides a greater scope for how diverse research may be. It also may make it easier for the reader to relate to the researchers and the trouble they may go through on a daily basis.
- The book is sourced from a podcast of the same name where the authors interviewed different researchers across academia. With the book being sourced in this non-professional way, I feel that more people can understand the text in greater detail. Podcasts are some of the most common forms of media in 2025 and I think it’s useful to publish them for people who may feel uncomfortable with dense academic jargon.