

1. How does our perceived understanding of reality conflict with analytical data that is known about topics? Often, we have a false sense of reality based on outside views and opinions on topics, such as media or opinion pieces shared between individuals. When conducting a data analysis, there is often conflicting data which challenges our preconceptions about reality, such as the phone study. To maintain objectivity and conduct ethical research, we must divest ourselves from societal understandings and focus solely on data interpretation in and of itself.
2. Association is key to producing an effective advertising campaign. Seemingly unrelated topics, such as a person's choice of clothing and their capacity to earn money and provide for a family, are necessary in order to perpetuate a brand image. These associations are not limited to advertising, however, as people associate words based on their own experiences as well as the cultural context in which they live. When conducting research, it is important to understand your own associations, as they could potentially create bias and therefore tarnish the credibility of an experiment. Above all, research requires a person to reflect on their lived experiences and prevent said experiences from influencing their research.
3. Social deconstructionism is a necessary practice when conducting social science research. Each aspect of culture is created, influences, and is influenced by other pieces of culture, creating a web that we know as society. When observing patterns, we must deconstruct the context in which they exist in. Quality research requires an intensive understanding of the context in which the thing being observed exists in, as culture is constantly changing and adapting.
4. Research requires more resources than simply a person and their laptop. Intensive research projects require hundreds of eyes and ears, from data cleaners to IRB faculty. How, then, can we effectively perform quality research while also minding the expense needed to perform such research. Above all, a plan of action and research roadmap are crucial when introducing your project to faculty. By having a plan, research can be conducted with the proper assistance of research faculty and team members.
5. How do we challenge the status quo when research does not align with our socially constructed reality? The easiest answer is to not at all. As a researcher, you are not a spokesperson for your research. It should be independent from your personal opinions and views, only used to challenge when it can be presented in an objective manner.