Industry Research Demystified!

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09-09-09

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The Beginning ....
Conceptions and Perceptions About Research

- Conducted by academics for academics
- Only undertaken at universities
- Language, graphs, tables, diagrams and multi-page reports that is only understood by academics
- Not practical and cannot be applied in the real world of applied vocations
What Is Research?

Research is the collection of information to find answers to questions that will increase our knowledge and understanding.

“Research is to see what everybody else has seen, and to think what nobody else has thought”

Albert Szent-Gyorgyi quotes (Hungarian Biochemist, 1937 Nobel Prize for Medicine, 1893-1986)
Why Conduct Industry Research?

- To provide the “Players” with information that ....
  - looks to the past to show the way of the future
Who

- Secondary Schools
- Tertiary Providers
- Industry Training Organisations
- Workplaces
- Professional Associations
- Government Departments

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Te Kuratini o Waikato
What Do You Research?

It all depends!

- Work with the players to identify the question they want answered or what knowledge and understanding they want to increase.
Industry Research

An Authentic Case Study
Researching the hospitality industry is a tough job ....
How Did This Research Come About?

- HSI worked with hospitality industry sectors
- Questions
- Expressions of Interest
- Funding
Who Are The Players In This Research?

- Institutes of Technology and Polytechnics
- Secondary School Students and Food Technology Teachers
- ITO - Hospitality Standards Institute
- Hospitality Sector Workplaces
- New Zealand Qualifications Authority
- Statistics New Zealand
What Is The Research About?

- Maori and Pasifika Participation in Hospitality Training and the Hospitality Industry
- Pathways of Secondary School Learners to Further Hospitality Training
Researching the dairy industry is a mooving experience ....
Where Is The Research Being Conducted?

- Secondary Schools
- Hospitality Industry Sectors
- Institutes of Technology and Polytechnics
- New Zealand Qualifications Authority
- Statistics New Zealand
- Hospitality Standards Institute
When Is The Research Being Conducted?

- At times convenient for those involved!
Researching the creative industries is like watching paint dry ....
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How Is The Research Being Conducted?

- E-questionnaires
- Face to Face Interviews
- Information gathering
Conclusion on Research
Questions and Answers
Researching the plumbing industry is a dirty job ....
If we knew what it was we were doing, it would not be called research, would it?

Albert Einstein (1879 - 1955)