

**A POCKET  
GUIDE TO  
PUBLIC  
SPEAKING  
4<sup>TH</sup> EDITION**

**Chapter 33**

**Social Science Courses**

# Qualitative and Quantitative Research

- Qualitative research
  - ▶ Emphasizes observing, describing, and interpreting behavior
- Quantitative research
  - ▶ Emphasizes statistical measurement

# Review of the Literature



- Typically includes:
  - ▶ Statement of the topic under review
  - ▶ Description of available research
  - ▶ Evaluation and usefulness of the research
  - ▶ Conclusions drawn from the research
  - ▶ Suggested directions for future study

# Debate Controversial Topics

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- May be required to advocate a position you do not support
- Must prepare a well-composed argument
  - ▶ Always include strong supporting evidence

# Apply Theories to a Research Question

- Theoretical research presentation addresses:
  - ▶ Introduction of the research question
  - ▶ Discussion of relevant theories
    - ▶ How/why it occurs
  - ▶ Evaluation of the research
  - ▶ Suggestions for future research

# Evaluate Policies and Programs

- Program evaluation presentation includes:
  - ▶ Explanation of the program's mission
  - ▶ Description of the program's accomplishments
  - ▶ Discussion of measuring accomplishments
  - ▶ Conclusions regarding degree of success meeting objectives

# Recommend Policies

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- Policy recommendation report includes:
  - ▶ Definition/brief discussion of problem
  - ▶ Recommendations to solve problem
  - ▶ Application of forecasting methods
  - ▶ Plan for implementing recommendations
  - ▶ Discussion of future needs

# Preparing Effective Presentations in the Social Sciences



- Illustrate the research question
- Refer to current research
- Use timely data