

# RAPping made easy



## A beginner's guide to Research And Publishing

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# RAPping made easy

- A beginner's guide to research and publishing
  - **Research**
    - Why?
    - Where?
    - How?
    - Format
    - Referencing
  - **Publishing**
    - Why?
    - With Whom?
    - How?
  - **Groupwork**

# Research

- Pronunciation lesson

## **Noun**

*Record*

*Import*

*Refund*

*Research*

## **Verb**

*Record*

*Import*

*Refund*

*Research*

# Research

- Why?
  - Research is fun
  - Research is a great way to justify spending time on what you like doing
  - You can, in own your small way, make a contribution to human knowledge
  - It can be an avenue for partnerships between individuals and institutions
  - Research can introduce you to a whole new community
  - Action Research can actually improve your performance as a professional

# Research

- Where?
  - Trawl for websites
  - Approach organizations you know about – professional, management
  - Aim high but be prepared to put in a few years before getting into *The Harvard Business Review*
  - Write for the English New Zealand Journal!

# Research

- How?
  - Focus, focus, focus
  - Recycling: essays, Bachelor and Master's theses
  - “*The Hobbit* – a lapse in heroism” becomes “Bilbo Baggins, a very private hero”
  - “Rupert – An analysis of a young reader’s appreciation of Rupert – a text for a sophisticated reader” (1800 words) becomes “Rupert – an innovative literary genre” (5130 words)
  - Types
    - Quantitative
    - Qualitative (Descriptive)
    - Exploratory
    - Causal (Associational, explanatory) – cause and effect
    - Longitudinal
    - Action (Intervention)
    - Mixed
  - Research Methods

# Action Research

- Planning
  - Action
  - Observation
  - Reflection
- 
- Planning
  - Action
  - Observation
  - Reflection

- Groupwork
- Pairwork
- Surveys
- Interviews
- Simulations
- Role-plays
- Diaries

Burns, A. (2010). *Doing Action Research in English Language Teaching*, Milton Park, Abingdon, Oxon: Routledge.

- Topics such as:

# Research

- Format - don't get hung up on it
  - Example 1: Andre's paper from the new Journal:
    - Abstract
    - Keywords
    - 1 Introduction
    - 2 Rationale
    - 3 Methodology and Design
      - 3.1 At-home Ethnography
      - 3.2 Professional Identity
      - 3.3 Organizational Culture
    - 4 Key Research Findings
      - 4.1 differing Role Expectations
      - 4.2 The Importance of the Student-Teacher Relationship
      - 4.3 Collegial Relationships: a Case of 'Together but Separate'?
      - 4.4 'Rolling Intake': Casting a long shadow
      - 4.5 A Culture of Perpetual Crisis Management
      - 4.6 Hidden Practices
    - 5 Research Implications
    - 6 Conclusion: How Can Things Change?
    - References
    - Bio



# Research

- Format - don't get hung up on it
  - Example 2: Darren's paper from the new Journal:
    - Abstract
    - Keywords
    - Test impact in context
    - Negative impact: the Rule 18 train wreck
    - The issues
    - Fixing the train wreck
    - References
    - Bio
  - And there may be appendices and tables
  - Footnotes: used to be the norm with MLA, but APA discourages

# Research

- References – don't get hung up on them: just go online and look one up, eg AUT's <https://aut.ac.nz.libguides.com/APA6th/referencelist>

## One author (a book chapter)

Easton, B. (2008). Does poverty affect health? In K. Dew & A. Matheson (Eds.), *Understanding health inequalities in Aotearoa New Zealand* (pp. 97–106). Dunedin, New Zealand: Otago University Press.

## One author (multiple works published in the same year)

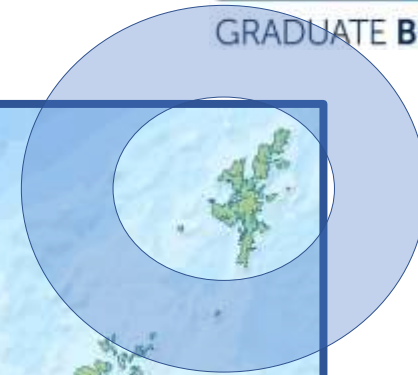
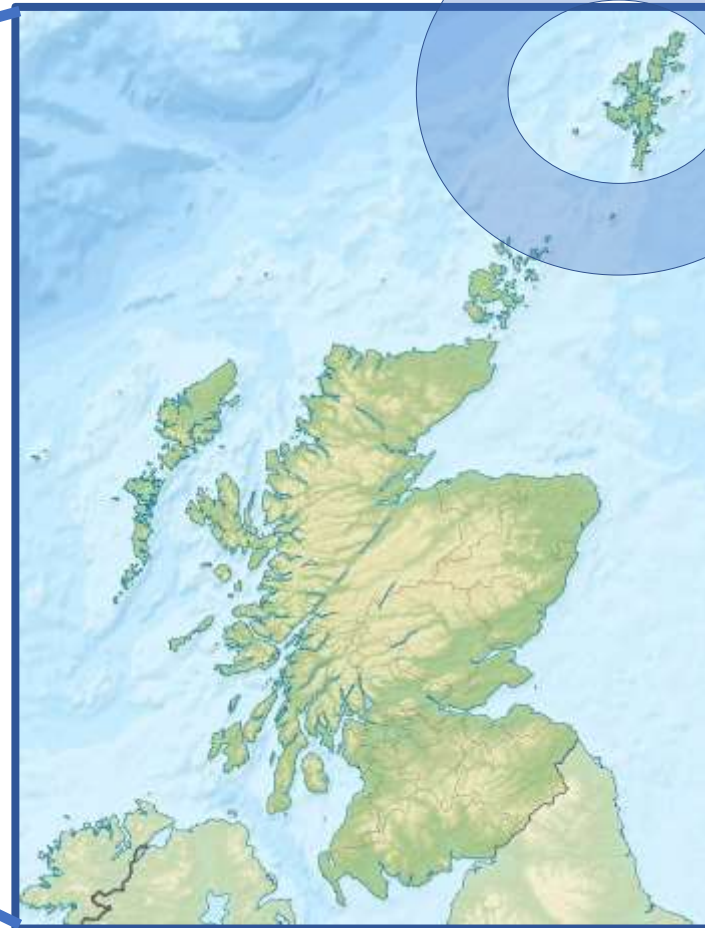
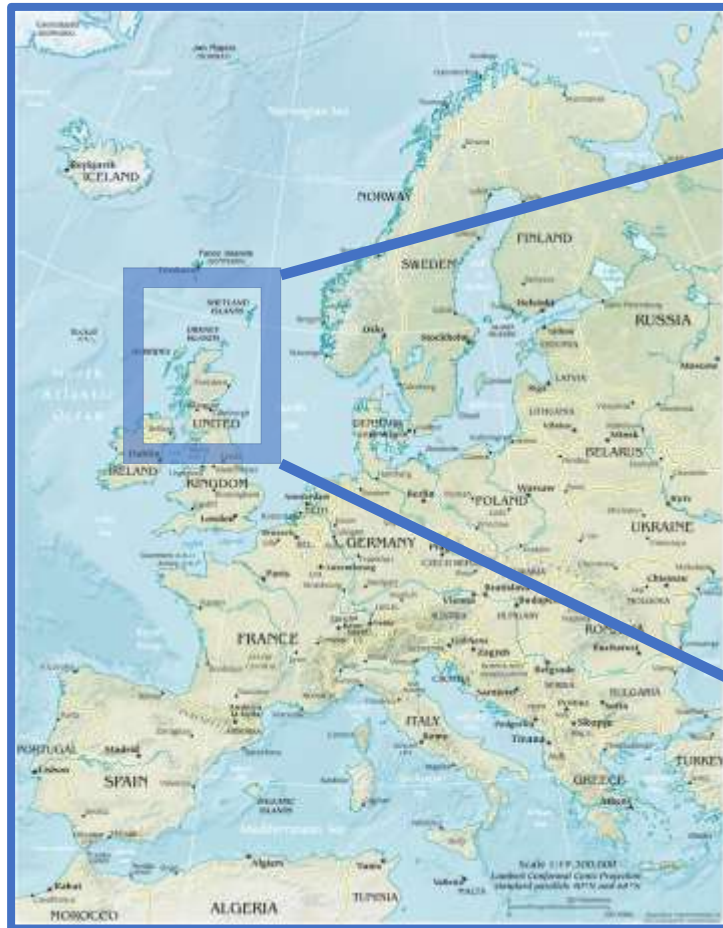
Rush, E., McLennan, S., Obolonkin, V., Cooper, R., & Hamlin, M. (2015a). Beyond the randomised controlled trial and BMI--evaluation of effectiveness of through-school nutrition and physical activity programmes. *Public Health Nutrition*, *18*(9), 1578–1581. <https://doi.org/10.1017/S1368980014003322>

Rush, E. C., Obolonkin, V., Battin, M., Wouldes, T., & Rowan, J. (2015b). Body composition in offspring of New Zealand women: Ethnic and gender differences at age 1–3 years in 2005–2009. *Annals Of Human Biology*, *42*(5), 492–497.

# Publishing

- Publishing is a mug's game
- Basically, real publishing and printing is banking
- Printer, designer, distributor, marketing and sales
- Self-publishing
  - Lulu.com
  - xlibris
  - bookprint
  - Publishme
- LAP Lambert Academic Publishing
- GRIN
  
- Let's have a look at Shetland ...

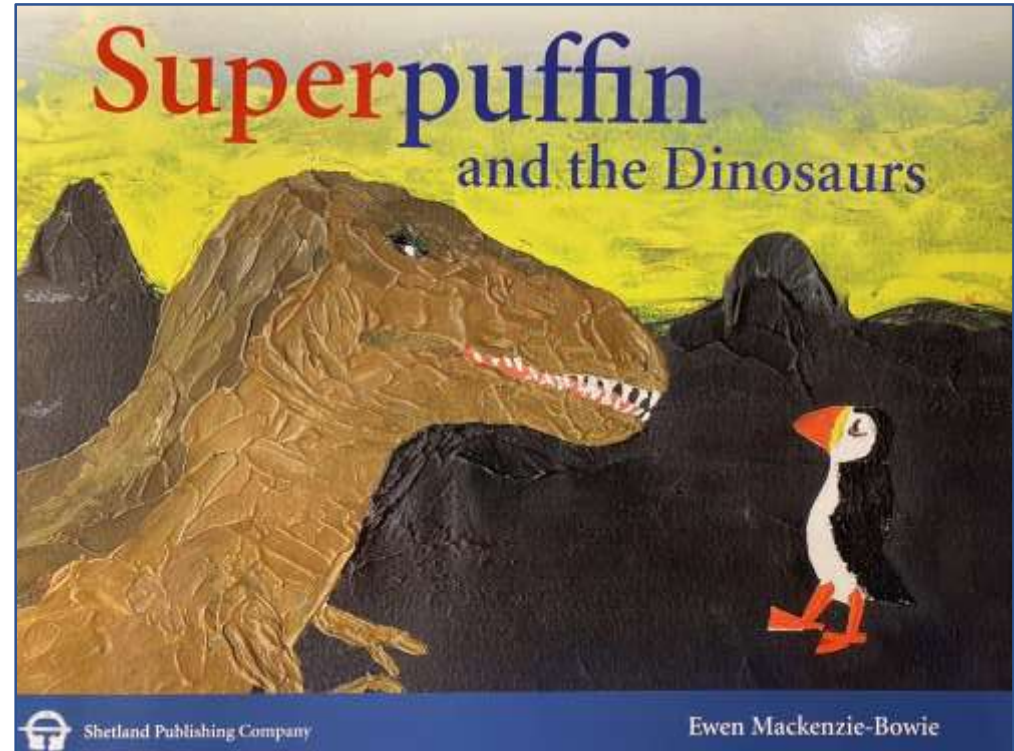
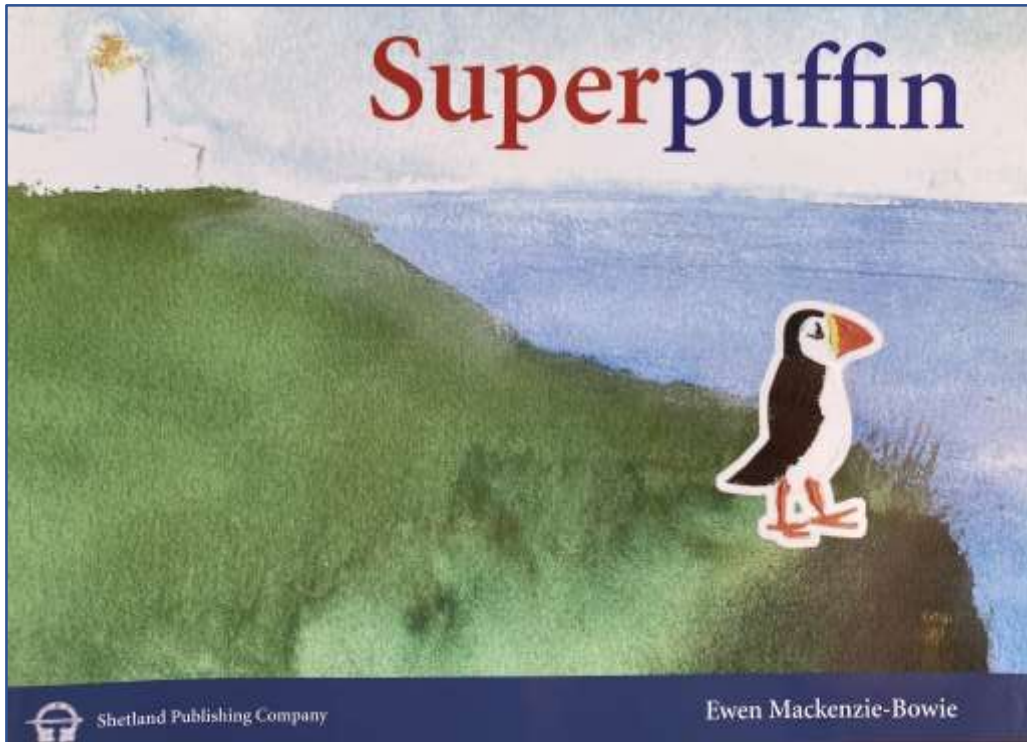
# Shetland Isles



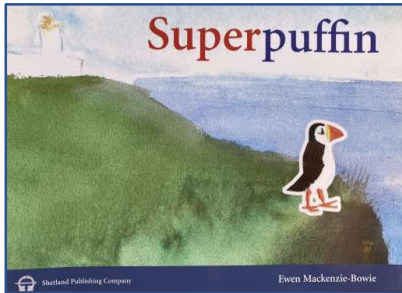
# Shetland Publishing Company

- Established 1978 by my father and a couple of his mates
- Handed down to me in 1993
  - <http://www.baysights.com/shetlandbooks/shetdocs/>
- 1978-93 roughly one book per year
- Since 1993, published six books with print runs of 1000 or 1500
- Most notable credit was *A Shetland Anthology*, published in 1998, the first and still only significant anthology of Shetland poetry of the 19<sup>th</sup> and 20<sup>th</sup> centuries
- And *Superpuffin* (2006, 2010) and *Superpuffin and the Dinosaurs* (2011)

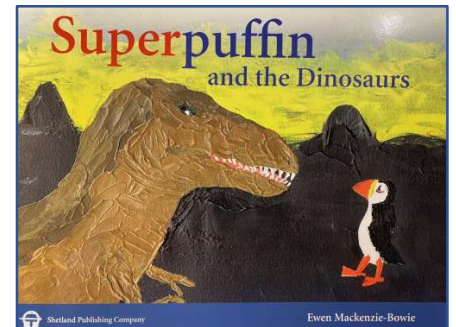
# Publishing



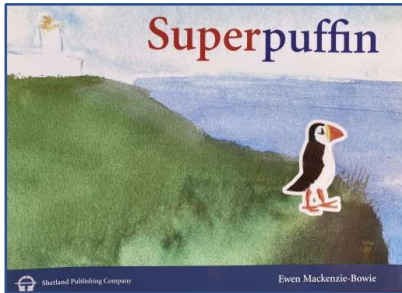
# Publishing



- The population of Shetland in 2010 was 22,210, of which 2,700 were aged 5-14
- *Superpuffin* sold 1,725 copies in Shetland from 2006-2017
- Therefore we can theoretically argue that over 50% of Shetland children in the target age have read *Superpuffin*
- *Superpuffin and the Dinosaurs* has only sold 570 copies, but that is still over 20% of target-aged readers



# Publishing



- *Superpuffin and the Dinosaurs 2011*
- *Costs NZD or equivalent:*

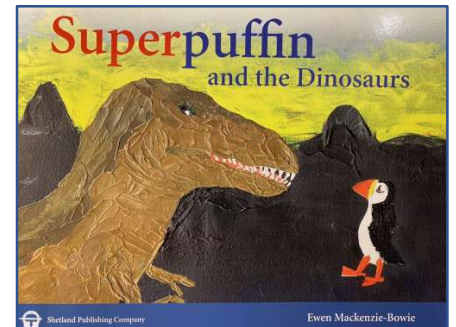
\$3782 printing

\$800 design

$\$4582 / 1500 = \$3.05$  per copy

\$13.29 net sale to bookseller

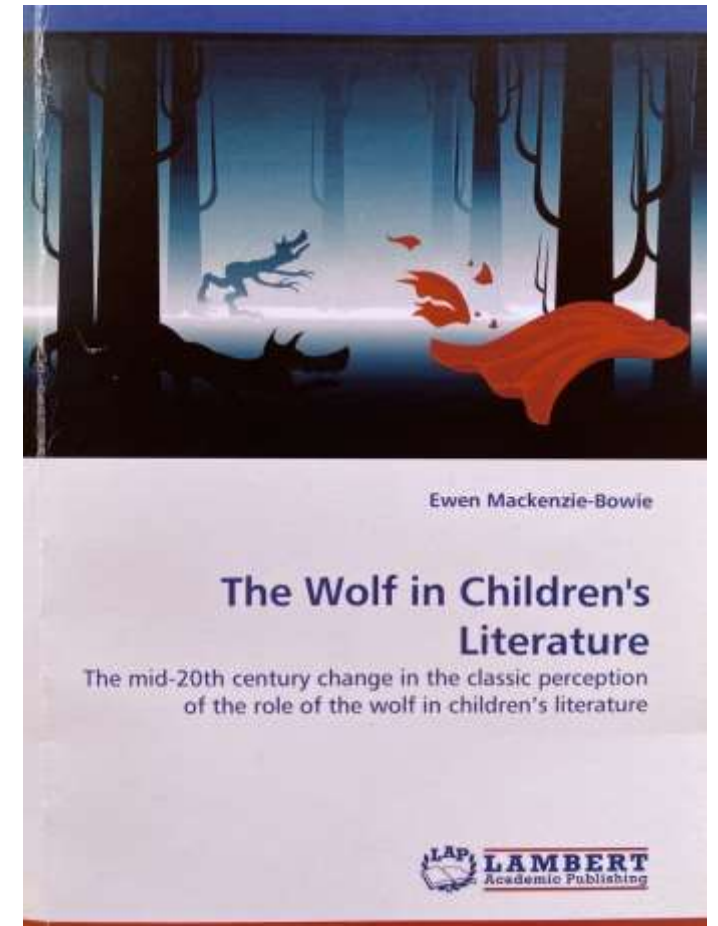
\$10.24 gross margin





# Publishing

- LAP Lambert Academic Publishing
- Only \$64 on Amazon.com!
- [https://www.amazon.com/Wolf-Childrens-Literature-perception-literature/dp/3844392351/ref=sr\\_1\\_1?keywords=the+wolf+in+children%27s+literature+mackenzie-bowie&qid=1574332968&sr=8-1](https://www.amazon.com/Wolf-Childrens-Literature-perception-literature/dp/3844392351/ref=sr_1_1?keywords=the+wolf+in+children%27s+literature+mackenzie-bowie&qid=1574332968&sr=8-1)



# Research

- Groupwork
  - In pairs or small groups work out a plan for at least one research paper for the next English New Zealand Journal. Why not two papers?
    - Title
    - What kind of research?
    - Draft Abstract, 100-150 words

# References

- Burns, A. (2010). *Doing Action Research in English Language Teaching*. Milton Park, Abingdon, Oxon: Routledge.
- Mackenzie-Bowie, E. (2010). *Superpuffin*. New edition. Lerwick: Shetland Publishing Company.
- Mackenzie-Bowie, E. (2011a). *The Wolf in Children's Literature*. Saarbrücken: LAP Lambert Academic Publishing.
- Mackenzie-Bowie, E. (2011b). *Superpuffin and the Dinosaurs*. Lerwick: Shetland Publishing Company.
- Mackenzie-Bowie, E. (2013). "Bilbo Baggins – a very private hero." *ICL Journal: Vol 1, 2013*.
- Mackenzie-Bowie, E. (2016a). "Rupert – an innovative literary genre." *ICL Journal: Vol 3 issue 1, 2016*.