**Why doing scientific research? (WIIFM)**

Students are curious about a large variety of topics, but it is mainly through engagement and learning outcome that is based on evidence and result when they realy understand the scientific research topic. Performing scientific research requires knowledge in research methodology. I explain to students at the beginning of the course about the benefits they will have in their professional development by learning the scientific research methodology. I provide them more details regarding the Lean Six Sigma methodology that they learned during the previous semester such that they would see the benefits of what they learned, transferred to other areas of knowledge.

Research methodology has several phases: the initiation of a research idea, a thorough literature search, formulation of a research question, proper study design, possible source of funding, conduction of research, analysis of data obtained, proper interpretation of results, and publication in a peer-reviewed journal. Lean Six Sigma follows the following phases: Define, Measure, Analyze, Improve, Control and it is successfully used in Continuous Improvement projects or programs. Accumulating this knowledge, will help the students to become better in problem-solving, analytical challenges, data interpretation and results. A large number of students who have doubts at the beginning of the course, would open up and became interested as the course progresses.

We know that the likelihood of someone to learn something that they do not like is very low, therefore, it is necessary to have the students engaged at all times by providing them with benefits of how they would apply the knowledge.

Some students asked about the use of knowledge acquired and when would they be asked to do scientific research while on a job? My answer has always been that it would help them to understand how to perform searches in a variety of environments, through objective and systematic analysis while learning different methodologies. Scientific research can lead to new contributions while used in combination with required job training, therefore, students became interested once they knew that what they learned it is an important knowledge asset. Only through research it is possible to make a sustainable progress in a particular field. Research is required by any civilization and determines the economic, social, and political development of a nation. The results of scientific research very often force a change in the philosophical view of problems that extend far beyond the restricted domain of science itself.

Learning is part of the human life, hence the topic of scientific research answers to the many concerns that humans have.

Towards the end of the course, I made a presentation that introduced the large opportunities that exist in scientific research when we determine and formulate accurate the hypotheses.

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