

Research Processes

My topic: Organic Food and Agriculture

Research Processes	Validity	Reliability	Manageability	Ethical considerations
Scientific and academic articles	<p>Organic chemistry is a current and innovative science, and thus is deeply researched in modern and valid scientific journals and articles. This reinforces its extreme relevance to my area of research.</p> <p><i>I have since refined my research area to organic food, and am now focusing on the organic industry. Thus, information about organic chemistry is no longer relevant to my research.</i></p>	<p>Established scientific and academic articles 'back up' their research/argument by providing factual and statistical evidence, minimising misleading and unreliable bias. This reinforces its reliability in presenting accurate information about organic chemistry.</p>	<p>Academic articles are easy to access and navigate through the internet search engine and Google Scholar. However, some Google Scholar articles only permit previews to be viewed by 'unsubscribed' users.</p> <p><i>As my research Folio progressed, there were complications in converting PDF files to Word files. This was a strong limitation.</i></p>	<p>I must cite all articles used in my research e.g. in-text referencing, reference list.</p> <p>If I wish to use an article as a source, I must also subscribe as a user or pay money, as required.</p>
News articles	<p>The growing 'trend' of organic products is extremely current, thus the news articles' analysis of current issues surrounding the organic industry will be significantly helpful and relevant to my research.</p>	<p>Although news articles are generally reliable and non-biased, its information may be referenced from an unreliable source. Thus, I will need to ensure that its information is referenced from an established source.</p>	<p>News articles are readily attainable through both the internet and in newspapers, revealing its easy manageability and simple navigation.</p>	<p>I must cite all articles used in my research e.g. in-text referencing, reference list.</p> <p><i>As my research progressed, I found that some news articles are biased and thus misleading. Therefore, I must validate the information from news articles with other sources.</i></p>
Statistics	<p>Statistics are factual evidence. This evidence will strengthen my argument and make my research more accurate and reliable. Thus, they are very relevant to my research.</p>	<p>Statistics are factual and non-biased evidence. Thus, they are highly reliable. However, if the statistics are not recent or fully referenced, this may bring into question its reliability.</p>	<p>Statistics are easy to access through Google search engine. They also prominently feature in news and academic articles.</p>	<p>I must ensure that the statistic is not out of date and is referenced from a legitimate source, prior to using it.</p>
Blogs and forums	<p>As marketing for organic products is a controversial issue, online blog and news articles provide a diverse range of opinions on the topic. Their accurate representation of public view and opinion generate provoking arguments that are relevant to my research.</p> <p><i>As I have since refined my question, I</i></p>	<p>Blogs represent the views and thoughts from organic consumers. Thus, this is very useful for my area of research. However, their information will be mostly founded on biased opinion, rather than factual and statistical evidence. This reveals that they are mostly unreliable.</p>	<p>Blogs and forums are readily accessible on the internet and search engines, reinforcing its strong manageability and easily attaining of information relevant to my research.</p>	<p>I must obtain the blogger's full permission to use their name and information. I must also be aware that some forum comments may be insensitive. I also must reference all blogs and forums used.</p>

	<p>found that on-line forums are no longer relevant to my area of research.</p>	<p>The survey's accurate presentation of diverse public opinion is reliable in my area of research. However, some answers may be unreliable, possibly generated from extreme indifference when completing the survey.</p>	<p>Surveys are easy to create online and are simple for a person to complete. However, it is practically difficult to survey a wide range of people. Some people may also take a long time to complete the survey.</p>	<p>I must obtain permission from the survey participants to use their name and answers. I also must compose questions that are not offensive or insensitive to the participant. I also must survey a wide range of people (age, gender) to ensure that my results are accurate and reliable.</p>
<p>Surveys</p>	<p>As my research directly focuses on the public perception of organic products, the wide range of public opinion generated from surveys will be extremely beneficial to my research. As my research project progressed, I found that I did not need to conduct a survey. I found that many academic articles already contained surveys, relevant to my research</p>	<p>Heather's wide experience in selling and promoting organic food should prompt some authentic thoughts and opinions. This means that she should also provide accurate information about organic food promotion. However, her enthusiastic involvement may generate some biased and opinionated answers. Thus, it is unlikely that her contentions will be supported by factual evidence and information.</p>	<p>Heather's stall is located at the Farmers' Market in Angaston. This is a short commute to the location of the interview. Thus, travel and navigation is fast and simple. This should also make it easily managed and convenient for the interviewee, if the interview is conducted at Heather's stall.</p>	<p>I must obtain Heather's permission to use her name and answers (permission slips), and also record her interview response. I must also compose questions that are not offensive or insensitive to the interviewee.</p>
<p>Heather: Manager of The Vegie Basket</p>	<p>This interview should provide a valuable insight into the public perception of organic food, and into the thoughts from the point of view of an organic food seller. Heather's experience in promoting organic food, and communicating with organic food consumers, is thus highly appropriate to my research. I have since discovered in my interview with Heather that she is also involved in organic food production. This makes her a more valid source.</p>	<p>Wayne has strong experience in organic agriculture and has managed his business since 1994. Thus, he should accurately present different aspects of organic produce. Although his enthusiasm may generate a slightly biased response, he should provide an overall reliable response.</p>	<p>Wayne's stall is located at the Farmers' Market in Angaston. This is a short commute to the location of the interview. Thus, travel and navigation is fast and simple. This should also make it easily managed and convenient for the interviewee, if the interview is conducted at Wayne's stall.</p>	<p>I must obtain Wayne's permission to use his name and answers (permission slips), and also record his interview response. I must also compose questions that are not offensive or insensitive to the interviewee.</p>
<p>Wayne Ahrens: Manager of Small fry Wines</p>	<p>Wayne's experience in both the production and promotion of organic produce will give me an insight into different aspects of organic food production. Hopefully, this will inform me about organic farming. His perception of organic produce should be highly relevant to my research.</p>	<p>Joe and Georgia wide experience should provide information that is</p>	<p>There is a short commute to the location of the interview. Thus,</p>	<p>I must obtain permission from Joe and Georgia to use their name and</p>
<p>Joe Mylius and Georgia Roberts:</p>	<p>Joe and Georgia's experience in both producing and selling organic food is</p>			

<p>Managers of <i>Thatch Organics</i> <i>This interview was not planned when initially completing this chart.</i></p>	<p>highly relevant to my area of research. This wide knowledge should generate an informative insight into food ethics, and the consumer relationship with organic food. This should directly address my area of research.</p>	<p>accurate. However, this experience may also generate some biased answers, bringing into question their reliability. <i>When conducting the interview, I discovered that their business has only been established for one year. This brings into question their reliability.</i></p>	<p>travel and navigation is fast and simple. This should also make it easily managed and convenient for the interviewees, if the interview is conducted at Joe and Georgia's stall.</p>	<p>answers (permission slips), and also record their interview response. I must also compose questions that are not offensive or insensitive to the interviewees.</p>
<p>Sarah McDonnell: Science Education Officer at PICSE, University of Adelaide</p>	<p>Sarah's science-based knowledge of food production will be highly valid for my research. Having a scientific perspective will also validate the key findings in other sources. Her professional experience means that should also be able to direct me to other potential relevant sources. However, I am not yet sure how much she knows about organic agriculture in particular.</p>	<p>Sarah's professional experience in an established science-based association reveals her credibility. Her knowledge about the science behind agriculture also means that her information will be founded on non-biased and scientific fact. <i>When I contacted Sarah McDonnell via email, I did not receive a response. Thus, I was not able to interview her for my research project.</i></p>	<p>Sarah's profession is based in the University of Adelaide. Although this is means a one-hour commute, this is a reasonable commute for a face-to-face interview. However, an email or telephone interview may be more manageable.</p>	<p>I must obtain Sarah's permission to use her name and information (through permission slips), and to also record her interview response through technology.</p>
<p><i>These interviews arose later in my research. Thus, these were not planned when I initially completed the chart.</i></p>				
<p>Denice McPhee: Operations Manager at Nuriootpa Foodland (IGA)</p>	<p>Denice should provide a strong insight into the retail aspect of the organic industry. Having a supermarket retailer's perspective will be valuable, as it will make my research more diverse. Thus, her thoughts and opinions about organic food retailing should be highly appropriate to my research area. <i>Upon further research, I have realised that I cannot assume that the retailing practices in Foodland supermarkets are the same as those in other large supermarket chains.</i></p>	<p>Denice's wide experience with food distribution in supermarkets reveals her credibility. However, as she is not directly involved in the organic industry, she might not know a lot about organic food and agriculture in particular, bringing into question her reliability. <i>When interviewing Denice, I discovered that she does not specialise in retailing organic food in particular. Thus, she demonstrated a lack of knowledge in her response, bringing into question her reliability.</i></p>	<p>Denice works at the local Foodland IGA supermarket in Nuriootpa. This is a short commute to the location of the interview. Thus, travel and navigation is fast and simple. This should also make it easily managed and convenient for the interviewee, if the interview is conducted at Heather's workplace.</p>	<p>I must obtain Denice's permission to use her name and information (through permission slips), and to also record her interview response through technology. I must also compose questions that are not offensive or insensitive to the interviewee. For example, it is highly unethical to criticise the practices in Foodland supermarket, or to accuse Foodland of compromising organic ideals.</p>
<p>Johnny DeDuonni: Fruit and Vegetable Manager at Nuriootpa</p>	<p>Johnny should also give me an insight into the retail aspect of the organic industry. This experience in food retailing means that he should also provide some valid information about</p>	<p>Johnny's wide experience in food retailing, revealed in his established role as a Fruit and Vegetable Manager, reveals his credibility. However, like Denice, his profession is not directly</p>	<p>Johnny works at the local Foodland IGA supermarket in Nuriootpa. This is a short commute to the location of the interview. Thus, travel and</p>	<p>I must obtain Johnny's permission to use his name and information (through permission slips), and to also record his interview response.</p>

<p>Foodland (IGA)</p>	<p>the specific processes involved in organic food distribution in supermarkets. Thus, this retailer's perspective should be highly appropriate to my research area. Upon further research, I have realised that I cannot assume that the retailing practices in Foodland supermarkets are the same as those in other large supermarket chains.</p>	<p>involved in the organic industry. Thus, might not be able to provide accurate information about organic food and agriculture in particular. This brings into question his reliability. When interviewing Johnny, I found that although he was knowledgeable in some aspects or organic retailing, other points were based on guess and assumption. This brings into question his reliability.</p>	<p>navigation is fast and simple. This should also make it easily managed and convenient for the interviewee, if the interview is conducted at Johnny's workplace.</p>	<p>I must also compose questions that are not offensive or insensitive to the interviewee. For example, it is highly unethical to criticise the practices in Foodland supermarket, or to accuse Foodland of compromising organic ideals.</p>
<p>Kristen Lyons: Associate Professor of Sociology at the University of Queensland</p>	<p>Kristen's wide research into the sociology behind organic food and agriculture should provide an analysis that is highly relevant to my research. Having a researcher's perspective of the organic industry will also be valid and useful for my research. Kristen's information should also be useful in validating the key findings in other sources.</p>	<p>Kristen's strong academic credentials reveal her credibility. This is evident in her wide experience in researching organic food and agriculture. This means that she should provide an analysis of the organic industry that is objective and supported with researched evidence.</p>	<p>As Kristen currently resides in Queensland, arranging a face-to-face interview is out of the question. However, an interview via email, Skype or telephone interview is manageable. I ended up arranging a telephone interview with Kristen, which was quite manageable. However, the difference in time zones was a slight inconvenience!</p>	<p>I must obtain Kristen's full permission to use her name and information (through permission slips), and to also record her interview response. I must also compose questions that are not offensive or insensitive to the interviewee.</p>