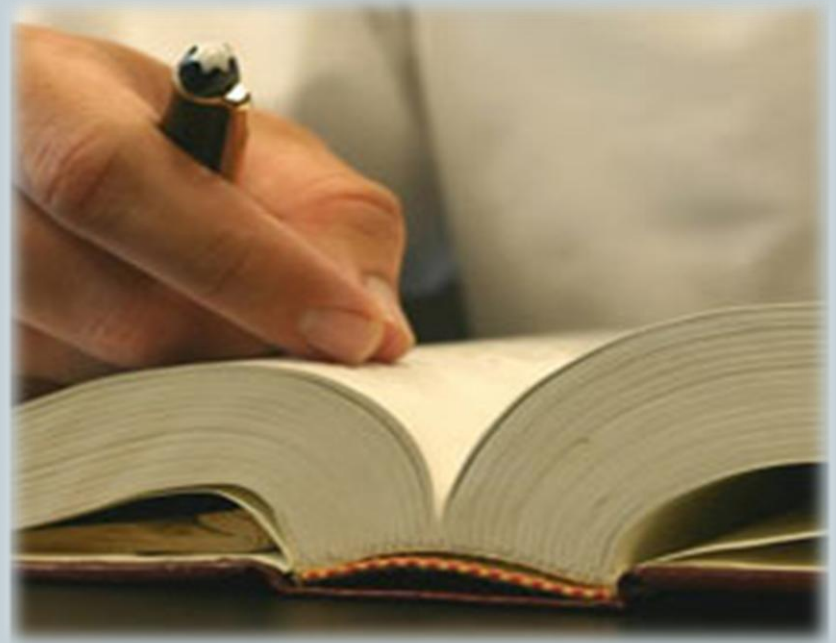


# Researching Your Speech





- **Gathering Evidence**



- Information **MUST** come from credible sources (Goodbye Wikipedia!)
- Use this information to support your claims.

- **Gaining Credibility**

- When you come across as qualified to talk about your topic, you gain credibility.
- Remember Competency 3: Gathering support materials that are appropriate for the audience and occasion.

# Have a Research Plan



- First, decide on your research objectives.
  - Limited Knowledge  General Research
  - Lots of Knowledge  Research Specific Aspects
- Second, find the best sources of information.
  - Kraemer Family Library
  - Other Libraries
  - Experts
  - Look for books, journal articles, news sites, or interviews

# Source Credibility



- Four Characteristics (Your Source Filter):
  - Expertise
  - Objectivity
  - Observational Capacity
  - Recency

# Sources



- Books
- Periodicals
- Newspapers
- The World Wide Web (Caution!)
- Interviews