

MORRIS: I would say, make a case, but then whatever the argument's going to be, theoretical or a research question, whatever's thrown out there to open the door in terms of writing something, what's the supporting evidence? Show me why you think this. Show me why you have this opinion. Always about providing supporting evidence. Instead of rephrasing a research question over and over and over again. So that's the biggest tool I would say that's necessary in your arsenal, is to have the ability to provide supporting evidence.

BAUMGARTNER: There definitely needs to be, going back to that theory, a decent theory underpinning underneath it. Needs to be solid data. You can't just do survey research by going to a mall and asking people what they think about a subject, right, that's not a good data set. The methods that you used to examine that data need to be solid.