

## **Arak Journal, Research Surprises**

### **What was the most interesting or unexpected thing you learned while you were doing research?**

Something that I thought was super neat was two of the sources that I used my paper actually used each other for their own argument! So there is this one it was a study conducted in like the 80s. He was really the pioneer of the field of kind of the marketing analytics bit where they tracked the purchases by putting a little sensory device on the cart. And then there was another study that it was done maybe five years ago and they used that as the base mark and then kind of evolved it and took the modern-day perspective on it. It's also very possible that I may have just like tracked a footnote further but... I remember I discovered it at the end of the process when I was rereading it and then it came to my attention - I cited the scientist like two pages earlier so I thought that was super neat.

The most interesting thing from a personal standpoint I learned that I really like researching with books. And I also realized that the topic itself is like constantly evolving. And I mean that's with anything in research, but I was realizing as I was researching, I mean as I was writing this paper this was something people were talking about. Like this was something where you know and it's difficult to write about something like social media in politics. Especially at the time I was writing it, because everything's changing constantly. I mean the first draft of my paper mentioned people who in like three years we're probably not really gonna remember or talk about anymore. And that was something that I kind of had to work around and it's something that was definitely interesting and challenging.

The research process in general was finding just how many sources I needed to argue my point. Where I'd say something and then I'd turn in my draft and my professor or my TA (Teaching Assistant) would say, like "What do you have to support this?" And I say, "Well! Myself?" So it was finding how many different things I needed and then finding a way to to put them all in in a way that worked.

Well certainly in the research process I found that academic literature was much more approachable than I then what I first thought it would be. And also its approachable in the sense that you can narrow down what you want. At first I thought it was gonna be I need to find topics that just have food insecurity on them. But then afterwards I was able after I found that there were these certain nuclei to the argument dealing with geopolitics, socio-economics, nutrition, I can narrow down my search even further and the resources accommodated for that.

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