

Martin Gertler

Fundamentals of Academic Research and Writing

How to Successfully Launch
Your First Research Project



With **15** Customized!
Application Exercises!

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Project

Imprint

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Introduction

Welcome to this course!

I call this book a "course" because that is exactly how it is structured. In **15 practical units**, I will teach you the basics of scientific thinking and working. You will learn the most important methods and understand how you can use them in your work. And by completing the **exercises for each unit**, you will also be able to **achieve the qualification goals of the course!** You are facing your **first scientific challenge** and asking yourself: How do I even begin? What makes my work truly "scientific"? How do I get everything structured? Don't worry! **Academic writing is not rocket science.** All you need is a clear plan, the right tools, and someone to show you the way! And that someone is right here, offering you this self-study course.

My promise:

In this course, you will learn step by step how to think and work scientifically, which methods suit you and your topic, and how to achieve your goal in a structured and confident manner.

Who is this course for?

This course is just right for you if you are facing your first scientific challenge, or if you studied many years ago and your scientific skills are not yet trained for further research, if you want to not only understand methods and techniques but also apply them, and if you are looking for a clear, practical path to your goal!

What makes this course special?

It is practical and directly applicable. I have divided it into digestible chunks and provided many examples and guided exercises. It does not use complicated jargon, is tailored directly to your needs, and offers you personal practice opportunities.

Other special features of this course

You can expect **15 compact units**: they are easy to understand, directly applicable, flexible to use, and challenge you with practical exercises in each unit.

The course has a **special format and teaching method**: each unit has the same basic structure. At the beginning, we define what you should be able to do after the unit.

You will receive basic information, tactical tips, and suggestions for implementation. There are always examples and tips for your own upcoming project. There are no lengthy and complicated explanations. The final exercises are tailored to your own project and ensure that you achieve the learning objectives and content of the unit.

By the way: most of the sources used are in German - my native language.

Are you ready? Great - me too!

Chapter 1: Change of perspective

This chapter has only one unit. In it, I want to show you how you will rediscover the world - viewed through scientific eyes.

Welcome to this adventure!

Unit 1: From Everyday Knowledge to Scientific Thinking

How can you transform your everyday thinking into scientific thinking?

This unit uses fascinating examples - such as the story of the fisherman and his net - to show you the crucial difference between "I believe" and "I know because...".

What you will learn in this unit:

the fundamental **difference** between everyday knowledge and scientific thinking, how research methods determine your results, a systematic and methodically controlled **approach**, and **critical questioning** of seemingly certain knowledge.

With practical examples and an exciting contribution from physicist Hans-Peter Dürr - plus a concrete exercise in changing perspectives!

After this unit, you will be able to:

Distinguish everyday knowledge from scientific knowledge, **recognize** the limits of your research methods, and **think** systematically and critically.

You will then be able to ask better questions and make informed decisions.

To kick off our first unit, here's a question: Let's be honest.

What if you could guide your next term paper to success not only with your everyday knowledge, but also with scientific thinking?

You would immediately gain the respect and trust of your supervisor – and you could approach your next research project with greater competence and confidence!

You will be able to take these results with you:

After this unit, you will have undergone a **fundamental change in perspective**. Specifically, this means that you will not only know the difference between everyday knowledge and scientific thinking, but also understand it. It is like the difference between "I believe" and "I know because...".