Why is it that many people in this country do not understand the importance of research? Not only is it important for people to do research, they must also publish their research so that it can be shared with others. Research is a function of community reading habits. That is why it is difficult to develop a research and publication culture in this country — because people do not like to read. They have no enthusiasm for learning.

In ancient times, people made discoveries even in the most prosaic of circumstances because they were anxious to discover new things. Archimedes came up with his principle relating buoyancy to displacement while taking a bath in the tub. Isaac Newton came up with his theory of gravity when he observed an apple falling from a tree.

If society is to progress, the community must have a strong desire to increase and improve their knowledge. This passion for knowledge must be translated through reading, writing, and research. Think about it, the word research comes from the root words 're' which is to look again and 'search'.

Research will be a driving force in our aim to have a sustainable economy and become the high income nation we aspire to be. We need to study how others have achieved this and also ask the questions that others have not answered; this involves research.

There are many ways to gather information: you may talk to people on the ground, conduct focus groups, brain storm sessions, hand out questionnaires, analyse available data, and/or do a review of past studies or research.

And this is why it is crucial for those who have done research to report their findings in publications — whether it is the common press, magazines, or peer-reviewed journals — so that other people can have access to their discoveries.

Here again, we can see why the reading habit is so important. Without it, how would we find solutions to our problems? Reading gives us new knowledge and opens our minds. If we don’t read, we’ll have no idea how to solve problems.

Through reading, we can also discover not only creative but also innovative ideas that can help us to enhance our problem solving skills. Otherwise, we would have to hire 'consultants' who have been described by some as 'those who will con' and then, 'insult us', to solve our problems!

Many people get their first exposure to major research when they pursue a doctorate degree. A doctorate is a formal programme that trains people to do research in a systematic and scientific way. It is a formal attestation by an educational institution that one is qualified to do research in a systematic and scientific way that is considered acceptable among academics or learned scholars.

The completion of a doctorate programme is supposed to mark the start of the journey for qualified individuals to do research; however, we may find that for many doctorate holders in social sciences in this country, in particular, knowledge seeking ends once they’ve received their doctorate degree.

This is a pity because the research we produce as academics have the potential to contribute to the body of knowledge in our field of study.
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