**Publish with your Parish:**
**Four Effective Approaches to Doing Publishable Research with Undergraduate Students**

- Poster Session at American Economic Association meetings, January 2009
- Meanwhile, a preliminary working paper version is available online at [http://www.coloradocollege.edu/dept/EC/papers.asp](http://www.coloradocollege.edu/dept/EC/papers.asp) as paper 2008-03.

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**Abstract**
Creating new knowledge or publishable research is not the standard that most institutions set for their undergraduate students. We have found approaches that allow us to meet this standard, approaches which we refer to as the **Yogi Berra** Approach, the **E Unum Pluribus** Approach, the **River Runs Through It** Approach, and the **Bentham** Approach. Each works for different faculty-student collaborations. We list some challenges of conducting research with undergraduates, and offer some solutions.

**The Yogi Berra Approach: One Question – Different Datasets**
**Competitive Balance in Sports**
The goal of this approach is have students work on projects that are “the same, only different”. Students analyze different sports, each adding a nuance from their own knowledge of the activity, but using common definitions and questions to begin analysis.

**E Unum Pluribus Approach: One Dataset – Different Questions**
**Patents and Innovation**
This approach starts with a common base of data and tools, then encourages students to find their own related hypotheses. Students generally analyze the impact of technology on the real economy, or vice versa. The resulting analyses are creatively diverse.

**A River Runs Through It Approach: One Quantitative Problem – Different Questions**
**River-based Recreation**
In this approach, students each tackle parts of a larger project. Each performed contingent valuation analysis for a distinct group of stakeholders in a community centering on rafting, boating and fishing.

**Bentham Approach: One Qualitative Problem – Different Questions**
**The Role of Corporate Boards**
Students each derive their own questions from a common issue, that of corporate board process. They collaborate on data collection, forming their own surveys and hypotheses. Results are generated by the joint exercise, but as a sum of individual exercises.
PUBLISH WITH YOUR PARISH

FOUR EFFECTIVE APPROACHES TO DOING PUBLISHABLE RESEARCH WITH UNDERGRADUATE STUDENTS

AJU J. FENN, DANIEL K.N. JOHNSON, MARK GRIFFIN SMITH AND J. L. STIMPERT

Abstract
Creating new knowledge or publishable research is not the standard that most institutions set for their undergraduate students. We have found approaches that allow us to meet this standard, approaches which we refer to as the Yogi Berra Approach, the E Unum Pluribus Approach, the River Runs Through It Approach, and the Bentham Approach. Each works for different faculty-student collaborations. We list some challenges of conducting research with undergraduates, and offer some successful solutions.

Introduction
Our experience suggests that if students are properly trained, prepared, and supervised, the student-faculty collaboration can be a memorable and successful experience for all.

This poster outlines 4 approaches to undergraduate research that have resulted in professional conference presentations, peer-reviewed journal articles and other publications.

Student collaborators were evenly split in gender, and were 2/3 Caucasian, 1/3 Asian or Hispanic. All completed intermediate theory courses and some coursework in quantitative methodology, while half had taken advanced courses in the discipline.

A version of this paper is forthcoming in the Journal of Economic Education. Meanwhile, a working paper version is available online at http://www.coloradocollege.edu/adst/ECC/papers.asp as paper 2008-03.

Challenge 1: Finding students with skills
Reflect on your current curriculum's offerings of Research Methods courses to teach literature reviews and hypothesis formation. These are in addition to Econometrics / Mathematical Economics. Find out how students obtain software training in statistical packages if your department does not offer that skill set within required coursework.

Challenge 2: Remuneration for students
Is the "honor" enough, or do you need an hourly wage? A summer research job, a trip to a conference, a named award? We have found that all options work, but for different types of students.

Challenge 3: Faculty motivation
Recognize the costs of training a student co-author. This activity is not for everyone. Evaluate the economics of scale / scope for a project, keeping in mind the comparative advantage of specializing in techniques versus data manipulation.

Success:
- Requires early recognition of the challenges, and careful education of undergraduates about the process and commitment to see a paper through to acceptance.
- Relies on undergraduates' primary assets of motivation and creativity. Since they are less influenced by the technical or structural constraints of the discipline, they are perhaps more able to pose creative problems or to help devise innovative solutions.

Benefits for students:
- Develop additional skills, beyond courses
- Synthesize previous coursework, suggest future direction
- Send signal to employers / graduate schools
- Create strong ties as alumni, even as repeat co-authors
- Explore a potential professional direction
- Improve self-confidence and satisfaction

Benefits for faculty / institution:
- Publish
- Receive recognition for undergraduate teaching
- Attract better students
- Create strong ties with talented alumni
- Support professional and graduate school placement
- Enjoy tremendous satisfaction

Selected Examples:


The Yogi Berra Approach: One Question - Different Datasets
Competitive Balance in Sports
The goal of this approach is to have students work on projects that are "the same, only different." Students analyze different sports, each adding a nuance from their own knowledge of the activity, but using the same set of definitions and questions to begin analysis.

The E Unum Pluribus Approach: One Dataset - Different Questions
Students analyze different datasets and come up with different questions and approaches to answer them. This may be driven by data availability, or subject matter interest.

The River Runs Through It Approach: One Quantitative Problem - Different Questions
The idea is to find a quantitative research problem which nicely fits with a dataset and have students analyze that dataset for different angles.

The Bentham Approach: One Qualitative Problem - Different Questions
Students each derive their own questions from a common issue, that of corporate board process. They collaborate on data collection, but form their own surveys and hypotheses. Results are generated by the joint exercise, but as a sum of individual exercises.

Conclusions / Lessons:
Do not underestimate the time commitment by faculty.
Be prepared to discuss / coach often and at length.
Identify students with potential and develop them as early as possible.
Encourage students to finish before they graduate.
A strong curriculum and the development of research skills are essential ingredients.
Data collection is inherently tedious, so try to mix it up.
Get institutional support to spread the costs.
Incorporate undergraduate experience into research, either directly as team members or as data builders.
Make students full partners in research projects. Ownership is a great incentive.

Find an approach that works for you.