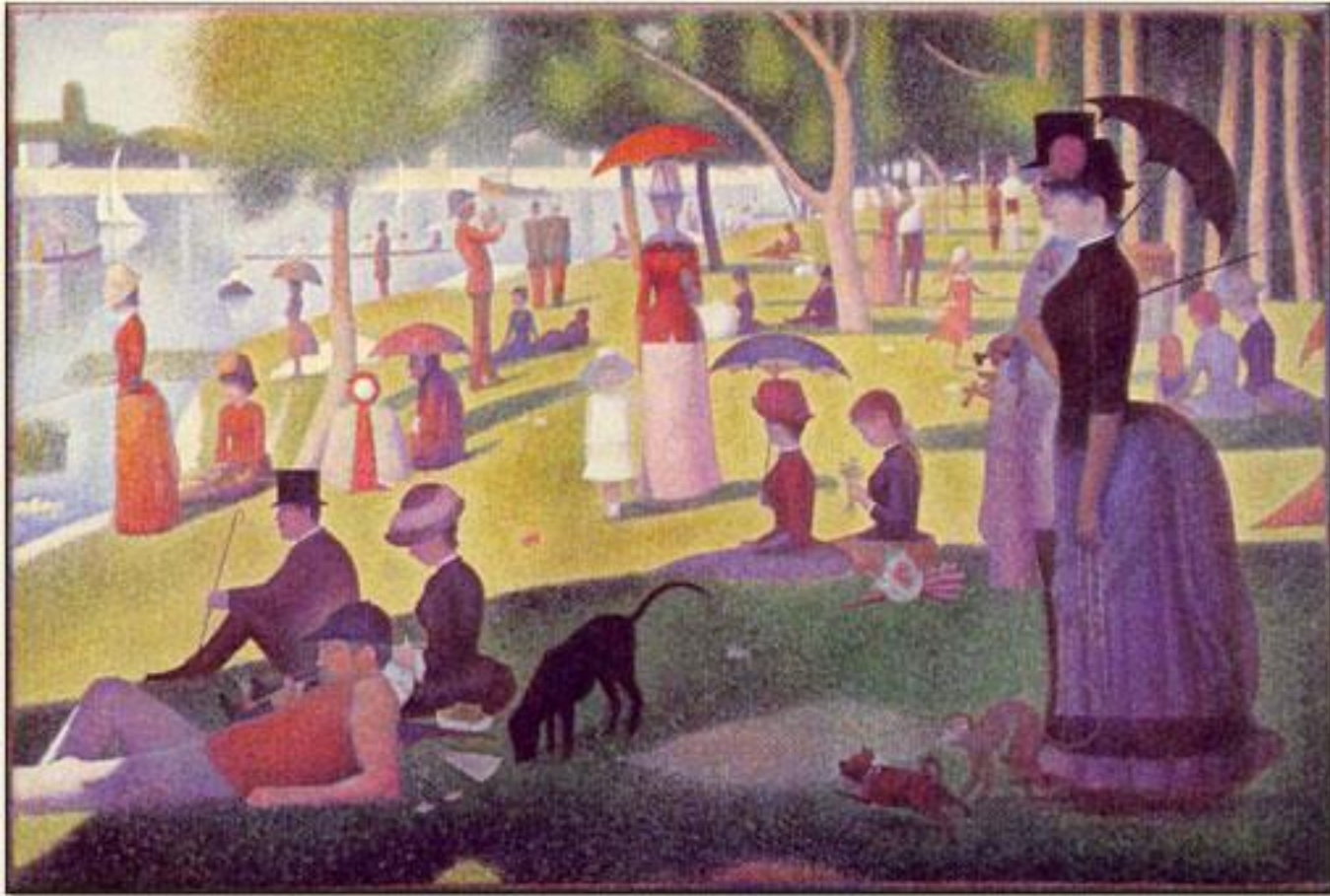


Research as Pointillism

Maverick Points or Stray Dots

Ann L. McGill
Consortium 2014

Research as an Effort to See the Big Picture



Created through Small Points



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Each dot a specific paper:



Which Build Slowly



Which Build Slowly

- Multiple papers forming a subfield:



Research as an Effort to See the Big Picture



Pains of Research

- Satisfying Explanations?
- Meaningful work?
- Midlife crises?

In This View of Research...

-everyone wants to be a maverick!

What Does It Mean to Be a Maverick?

- Erase/Destroy?
- Branch into the distance?
- Start a whole new picture?

What Does It Mean to Be a Maverick?

- **Erase/Destroy?**

Well, yes, that is very much part of the research process. All theories are wrong and we aim to improve them. The artist revises his/her own work.

Is that being a maverick? Self-correction and refinement?

Possibly. It is less common than one might wish.

What Does It Mean to Be a Maverick?

- **Branch into the distance?**

Sounds bold but this might be the unfortunate norm. As we strive for novelty do we end up cordoning off partially painted areas so that this is that state of consumer research:





Maverick
Research?



What Does It Mean to Be a Maverick?

- **Start a whole new picture?**

Perhaps we (as a field) have been painting but one picture when there are really many possible pictures of consumers and consumption. If so, a maverick would show us something different:

Other Images of the Consumer?



But then the work would begin
anew to see – or perhaps more
accurately to fill in – the big
picture...

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Which Build Slowly



What Does It Mean to Be a Maverick?

- A Loner?
 - Fits our image but may not add much.
- A Collaborator?
 - Seems sort of lame all by itself.
- A Collaborator with an Eye to the Big Picture
 - Maybe this is the rare leader....