

Research in Action Podcast Instructor Guide

Use the following episode description, learning objectives, guiding questions and activity suggestions to more easily include “Research in Action” podcast episodes as a supplemental resource for your course.

Podcast and Episode Information

“Research in Action” is a weekly podcast about topics and issues related to research in higher education featuring experts across a range of disciplines.

On this episode of the podcast, the guest is Dr. Sara Goldrick-Rab, the author of *Paying the Price*, and the coauthor of *Reinventing Financial Aid: Charting a New Course to College Affordability*. She has written on education issues for the *New York Times*, the *Chronicle of Higher Education*, and other publications. Goldrick-Rab is currently a Professor of Higher Education Policy and Sociology at Temple University in Philadelphia, and is a former professor of higher education policy and sociology at the University of Wisconsin- Madison.

She is the founding director of the Wisconsin HOPE Lab, the nation’s first laboratory aimed at improving equitable outcomes in postsecondary education. The *Chronicle of Higher Education* recently named her Twitter account (@saragoldrickrab) the most indispensable one to follow.

Segment One [00:00-10:47] - In this segment, Sara describes the research discussed in her book *Paying the Price*.

Segment Two [10:48-20:52] - In this segment, Sara discusses some of the media attention she received in response to *Paying the Price*.

Segment Three [20:53-36:09] - In this segment, Sarah shares some of the benefits and challenges of working with a range of media outlets.

Bonus Clip [00:00-04:17]: Creating Your Own Luck with Research

Show notes and a transcript for this episode can be found at:

<http://ecampus.oregonstate.edu/research/podcast/e51/>

Learning Outcomes

By listening to this episode, students will be able to:

- Discuss the purpose of Dr. Goldrick-Rab’s book, *Paying the Price*
- Explain the purpose of a communication strategy in preparation for the release of a book
- Provide an example of a publicist’s role in the release of a book
- Review suggestions for preparing for media attention

Guiding Questions for Listening

- What does Dr. Goldrick-Rab explain was the purpose of writing *Paying the Price*?
- What was Dr. Goldrick-Rab’s approach to obtaining funding support for her study?
- At what point in the development of a project does Dr. Goldrick-Rab think about a dissemination and communication strategy?
- What does Dr. Goldrick-Rab explain about the different ways in which books can be communicated?
- How did Dr. Goldrick-Rab prepare for the anticipated media attention for her book?
- What was Dr. Goldrick-Rab’s approach to being able to reach readers that may not read academic news articles or journals?
- According to Dr. Goldrick-Rab, why did it matter that she had an existing portfolio while seeking a publicist?
- What role did Dr. Goldrick-Rab’s publisher play with regard to media attention during the release of *Paying the Price*?
- How does Dr. Goldrick-Rab describe her experience with the “reality” of media attention?
- While conducting her research study, what does Dr. Goldrick-Rab mention she learned with regard to planning? (See also, Bonus Clip)

Possible Activities

- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e51/>) and look at an additional resource that is linked in connection with this episode. Students can write a short review of that resource to share with their peers.
- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e51/>) and post an additional resource connected to the content of the episode in the comments section.
- Have students share questions that are raised for them based on the content of this episode. What would they ask Dr. Sara Goldrick-Rab if they could?

Suggested Citation (APA, 6th edition)

Linder, K. (Producer/host). (2017, March 20). *Dr. Sara Goldrick-Rab on Planning and Preparing for Media Attention* [Audio podcast]. Retrieved from <http://ecampus.oregonstate.edu/research/podcast/e51/>

Notes

About the Research in Action Podcast

“Research in Action” (RIA) is a podcast about topics and issues related to research in higher education featuring experts across a range of disciplines. Episodes are posted weekly and include guest interviews and occasional solo episodes. Guests are from a range of higher education institutions and share their expertise on qualitative, quantitative and mixed methods as well as their personal experiences as researchers, research and writing practices, organizational and productivity strategies, and much more. Some weeks, bonus content will also be posted.

“Research in Action” is hosted by [Dr. Katie Linder](#), research director for Oregon State University Ecampus.

Visit the podcast website to view [show notes and transcripts for each episode](#), explore our [episode guide](#), learn more about how to [contact us](#), or [suggest a future guest or topic](#).

You may subscribe to the [“Research in Action” RSS feed](#) or access the podcast via [iTunes](#), [Soundcloud](#) or [Stitcher](#).

“Research in Action” is also listed on [MERLOT](#).

The “Research in Action” podcast is a resource funded by Oregon State University Ecampus – ranked top ten in the nation for online education two years running by U.S. News & World Report. OSU Ecampus has more than 45 degree programs and more than 1,000 classes online.

Contact

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