

How

Methodologies

Online Research

Post-Modern: Fits with my uncertainty

Dialectical

Interdisciplinary

Cross-Cultural (because of my global network)

Methods

1- Content Analysis and Text Mining/Analysis esp. for audience intelligence:

A- Search listening: Gaining insights about people through their search keywords. For my explanation, check [here](#). See a website on [search listening](#) [here](#).

B- Social listening: Gaining insights about people through their social media + Identifying Targets.

2- Curation and detection : Finding relevant items (especially case studies) through advanced keyword search (Including information trapping). One example would be curating a list of social media posts that started with aggression but ended up being civil (Providing a list of positive instances can give us more clues into how to address the problem or can lead to creation of a tool that promotes civil conversations). For an expert curator, check [Robin Good](#). For using the internet for research, see google scientist [Dr. Dan Russel](#)

3- Learning NLP might be worthwhile.

4- Case studies research

Tools

- LinkedIn prospect nurturing tools ([Fruitful's](#) and [GrowGlad](#))

- Audience research (Louis Garnier+ Magda, YouScan)

-[Brancher](#), Answer the Public, Spark Toro, Exploding Topics, Hot Jar, Linguistic Inquiry and Word Count (LWIC), Buzzsumo (what content has worked in the past)?

-Keyword tools like SEO, cluster ai

-There are tools I'm looking for but not satisfied with what I found. This could mean an opportunity for development (partnering with tekkies):

1- How to find a case in point? Keywords to find examples

Finding case studies/anecdotes/examples with specific criteria:

For example, I want to curate a list of instances where a conversation started in an aggressive manner but ended up cordially. My search keywords would be:

"unlikely friendship" + "conversation" + "Wrong footing"

Or if I want to find actual conversations on social media like that, I would be able to specify that in the first message, the word "stupid or Idiot" was present and then later on "I apologize" Or "You have a point".

I need this skill a lot in my work as a researcher and writer. For instance, I'm writing an article and I want to prove a point by citing a case study or grab the reader's attention by starting with a mind-blowing story. Also, for exploring a phenomenon by gathering multiple cases on it.

This will be useful for: 1* Content marketing (articles). Finding case studies is a very in-demand skill for writing articles

2* case study research

3* learning tool

2- How to find prospects based on keywords

For example, I want to find people who expressed

Online that they're looking for something but can't find. When I do, I'd

be able to help out by finding that item for them (whether as a way to

build relationships or get clients).

The keywords I brainstormed are:

[Google + LinkedIn]

- "have yet to find"

- "scoured google" "scoured the internet"

- “pay someone to * find me”
- “can’t find it anywhere”
- “Looking for * but can’t find”
- “where can I find”
- “can’t/couldn’t find * online”

3- Synonyms (RG) [Search for a phrase and its variations automatically without entering all the possible variations of the phrase](#)

4-Analyzing Personality based on browsing behaviour

https://www.researchgate.net/post/Is_there_a_tool_that_analyzes_ones_personality_and_behavior_based_on_their_browsing

5- Remote job aggregation service for applicants who want to live in a country different from the company they want to work for

WHAT

My questions classified by field:

Psychology

A- Motivation & Interest:

-How can work be engaging?

Do we have a cognitive bias which leads us to believe or act in this way “more pain=more gain”.

-How can learning be engaging?

-We often think of activities as either work or non-work. However, anything can be construed as work. For example, you can take a break from your daily sales work by playing basketball. However, for NBA players playing basketball is itself work. What’s the significance of that on our lives if we can consider everything we do as not a chore?

What is the relationship between interest, talent and performance?

Why do people start by hating, or at least claiming that they hate, the career that they eventually say they love? That was my experience with research

B- Talent and skills:

-What are some rare and valuable skills?

-Is personality consistent or context-specific? (I already have Prof. Daniel Cervone, who would be willing to supervise me, even as an external consultant)

-Who are the outliers in terms of talent and what do they tell us about learning and development?
(Example: Curiosity Stream's human limits show)

- Why is our talent invisible to us?

-What are the different kinds of thinking intelligence (Individual differences)?

-What do brain scans say about us?

-How do we learn how to learn (meta-learning)?

-What are things that can't be taught?

C- Misc:

- Why and how do people change their minds?

- How to overcome cognitive dissonance?

- Schools and universities.... What's the point again?

How does a traditional education REALLY improve a person? If there was absolutely no societal pressure pushing people to go to school or university, what would happen? What kind of real-life practical things that "traditionally-educated" people perform better or worse in vis-à-vis non-traditionally-educated people (The topic assumes that both groups are literate). More of my thoughts on this at <https://goo.gl/isWjhs>

Attention hacking and design: Why is checking email so seductive?

-How to take advantage of daydreaming and fantasizing?

-Neurodiversity: what does the neurodivergent community need the most, especially if there are very few or no people working on that need?

- How can we reduce pain through things other than drugs?

-How do we read body language (Paul Ekman)?

Philosophy and Rationality

How can doubt and business co-exist? (A postmodernist approach to business)

History

-Case studies?

-Collect examples of people who changed their minds on very important matters and how they changed it?

Language

What does our choice of words indicate about us?

How can we learn by playing with words?

Marketing

- Who are the people who would benefit from connecting the Arab world to the non-Arab world? (especially companies that depend on text-mining would benefit Arabic language capabilities)
- Blue ocean strategy
- Content curation and content strategy

Research Technology and Methods

- How to identify research gaps
- Search Engines and NLP

Hidden Gems:

Hidden Gems: My mission is to discover hidden gems.

Gems are highly valuable/interesting items ranging from a person to a website. Hidden means that they can be under-rated, untapped, obscure or rare. They elicit this reaction “Wow! This is great! I’m surprised that more people or experts don’t know about this!” “Where have you been all my life!”!

[Why are gems hidden?](#) Document I wrote to begin answering this question

Companies I either want to work for/with, Partners or potential partners outside academia

[The Octopus Movement](#) Global coalition of non-linear thinkers and multipotentialites

[Talentology Training](#) Training company with engaging workshops (online and offline)

[Intellect Coaching](#): Coaching school and community in Egypt

[Case in Point Consulting](#): Strategy, Consulting

[Foundation Marketing](#) (Interviewing with them for a content strategist role)

[Mindset Research](#) (Hoping to but not partners yet)

- Might help them with thought leadership

Upgradable (Hoping to but not partners yet)

Performance Leader (I writer articles for them and can take a bigger marketing role as the one who was responsible for marketing resigned):

- How do you balance between high performance and good friendly culture?
- How to give feedback to others while appearing to be superior to them?