**Developing a Claim for the Research Essay[[1]](#footnote-1)**

Claims of **fact** **or existence:** *Does a thing or situation exist?*

* Our consumer culture and capitalist values have started to clash with the environment.

*What kind of evidence will you need?* You’ll need examples or data showing that a situation is, in fact, as you characterize it.

Claims of **definition** **and classification**: *If so, how should we characterize it?*

* Although the Macy’s Thanksgiving Day Parade presents itself as the essence of American tradition and culture, its true design and motive is to create the illusion of festivity in order to gain consumer trust and trigger impulsive purchasing.
* Guests at the Tampa Bay Hotel and modern day travel bloggers both have attained a notable amount of cultural capital through their travels, and I argue that they show off their cultural capital to feel secure in their socioeconomic status or personal identity.

*What kind of evidence will you need?* You’ll need reasoning about similarities or differences that assigns an entity to some broader class or distinguishes it from other entities.

Claims of **cause and consequence**: *How did it get this way?*

* I propose that the hotels used in horror films such as *Psycho, 1408,* and *The Shining* deliberately convey a feeling of a home away from home, which juxtaposes the known and the unknown, overlapping the familiarity of a home with the strangeness of being in a new place. This, I argue, is what makes hotels a breeding ground for horror.
* The use of international media to display tourist destinations creates a fantasy for potential travelers, influencing their tourism decisions and therefor constructing international travel trends that have the ability to affect both nations and people.

*What kind of evidence will you need?* You’ll need to connect sets of facts to show that some situation does (or doesn’t) follow from or lead to another.

Claims of **evaluation and appraisal**: *Is it good or bad?*

* Although many people remain skeptical about the longevity of cryptocurrencies such as Bitcoin, the freedoms that come with this decentralized currency are the best way for society to trade in the future.

*What kind of evidence will you need?* You’ll need to establish criteria of judgment to justify why something is good or bad (or better or worse than something else).

1. See *The Craft of Research*, Chapter 8 [↑](#footnote-ref-1)