

2023

Reflection

CHANGEMAKERS: CREATIVITY AND VALUE CREATION
THIVYAA GUNASEKARAN 2132021

UNIVERSITY OF WALES TRINITY SAINT DAVID

Content Page

Introduction	Pg.1
Main Body	Pg.3
Conclusion	Pg.6
References	
Action Plan	

Introduction

Self-reflection is a cornerstone technique in the field of personal and professional development that promotes ongoing development. Reflective models offer well-organized frameworks to help people critically examine their thoughts, feelings, and deeds. The Gibbs Reflective Cycle, created by Graham Gibbs in the late 1980s, is one such significant model (Galli & New, 2022). This model according to Wain (2017), has emerged as a useful resource for people working in a variety of industries, such as healthcare, education, and business, as it supports the exploration and analysis of experiences to improve learning and decision-making. The Gibbs Reflective Cycle, a structured method of reflective practice with six stages and influences from Kolb and Schön, was created by Graham Gibbs. The methodology strives to enhance the quality of personal and professional experience-based reflection and learning (Wain, 2017).

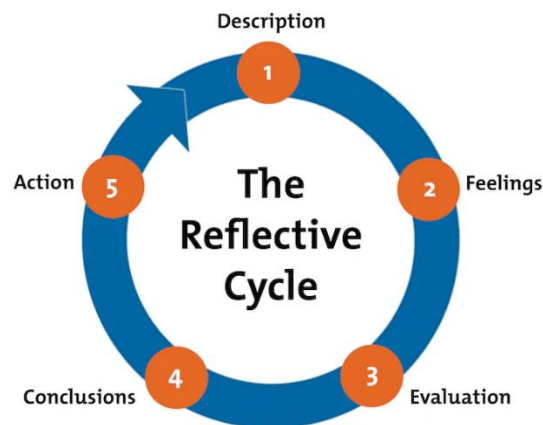


Figure 1: The stages in Gibbs Reflective Cycle

Source: (MindTools, 2023)

Figure 1 explains the six steps of the Gibbs Reflective Cycle including description, feelings, evaluation, analysis, conclusion, and action plan. Each phase of the reflective process has a certain purpose. While emotions encourage people to reflect on their emotional reactions, description necessitates offering details about the occurrence or experience being discussed. Evaluation includes making judgments about the situation and identifying what went well and what could have gone better (Adeani et al., 2020). The analysis delves further into the incident, evaluates its importance, and takes into account alternative perspectives. While the conclusion summarises the most significant findings, the Action Plan identifies ways for future advancement (Oviawe, 2020).

The opportunity to review and analyze the experiences and difficulties faced during the assignment is provided by this reflective investigation, which comes at an important turning point in my research journey (Cumbria, 2020). In the ongoing quest for knowledge, researchers constantly change and adapt their methods to fit the needs of a changing academic environment. In this process, reflective practice is a potent tool that enables us to learn a great deal from our own experiences (Karagiannidou, 2019).

I've decided to use Gibbs' Reflective Cycle for this reflection because it's a tried-and-true framework known for making it easier to conduct a methodical analysis of one's own experiences. The description, feelings, evaluation, analysis, conclusion, and action plan are the six distinct steps that make up this approach. I want to explore the complexities of my research journey by methodically moving through my choices and decisions.

I hope to identify the advantages that helped my study advance and the drawbacks that hindered it through this process of reflection. Additionally, I want to pinpoint my areas of improvement and strategically apply these revelations to hone my research techniques and procedures. In the end, this exercise in reflection will be a useful compass that will direct me toward better proficiency and efficacy. I set out on my reflective journey in the spirit of continual growth, eager to embrace the transformational power of self-awareness and learning from reflection.

Creation of Idea

Recognizing the revolutionary impact millennials are having on the investment scene, particularly in Malaysia, gave rise to the idea for my study project. I became curious about the elements influencing this group's investment selections after observing their distinctive financial tastes and activities. The inspiration came from a desire to learn more about how millennials handle the volatile stock market.

Research question formation mainly evolved around the broadness of the topic according to Jansen (2022). Due to the broadness of the subject, I initially found it difficult to focus and formulate a specific study question. To properly focus the investigation, the scope had to be reduced because it covered a wide range of potential elements. I arrived at a particular study topic following a combination of literature reviews, conversations with advisors, and iterative refinement: "What are the primary determinants impacting investment decisions among Malaysian millennials in the stock market?" This formulation aided in outlining the parameters of my study and provided direction for the following steps.

There is a tonne of literature on this subject, which gave my research a strong foundation. Many studies have examined various facets of millennial investment behaviour, both globally and in the Malaysian context. I was able to expand on known theories and find gaps in the literature where my research may make a significant contribution which is mainly sourced from the plethora of current information. I did, however, run into issues with the richness of literature that is unique to the Malaysian environment. Although there was informative research on millennials' investment habits generally, there was a dearth of literature that went in-depth on the Malaysian stock market based on findings by Kumari (2022). Due to the lack of reliable local sources and data, a more comprehensive strategy that blended global perspectives with a focus on Malaysia was required.

However, this challenge also provided a chance to explore a topic that is comparatively understudied and add to the literature. To ensure a thorough grasp of the issues impacting investment decisions among Malaysian millennials, prompted me to vary my sources, including government publications, industry assessments, and surveys done by local financial institutions (Zaidi & Tahir, 2019).

Analyzing and implementing Gibbs' Reflective Cycle, the formation of my research question is emphasized in the second stage where it is purely evolved around feelings. It is critical to acknowledge both happy and negative emotions since they have a substantial impact on our interpretation of my topic (Harithuddin, 2021). However, entering the next stage of evaluation, I was able to examine the positive and negative aspects of my topic on the basis of what was successful, what was not and what were the good and negative ramifications.

What I have learned

Several insightful lessons have helped me better grasp the research process as I've developed my research on "Factors Influencing Investment Decision-Making in the Stock Market Among Millennials in Malaysia." First, I now fully understand the importance of choosing the right research strategy. To direct my strategy, the ideas of inductive, deductive, and abductive reasoning became essential. For instance, in the deductive approach, I started with well-established beliefs about millennial investment behaviour and proceeded to evaluate them through the collecting of actual data. In contrast, I used deductive reasoning in my quantitative approach while dealing with changing and complex data. This method as demonstrated by Handoyo et al (2023) enabled me to investigate new trends and themes in millennial investors' choices that may not have been anticipated at first.

The questionnaire design process was illuminating. It was crucial to create precise, objective questions that matched my study goals. I had to make changes in this area based on input from pilot testing, highlighting the significance of pre-testing research instruments to guarantee data authenticity. The purpose of the questionnaire was to fill in the gaps between the literature review and my study objectives based on the findings by Ranganathan & Caduff (2023). Although it was successful in gathering important information about the determinants affecting investment choices, it soon became clear that improving its alignment with the literature review may improve the overall coherence of the research.

A critical step that gave my study a solid theoretical foundation was secondary research. It required sorting through a vast amount of literature, including academic articles and business reports (Osunsan, 2021). Although there were many trustworthy sources, the lack of time made it difficult to thoroughly review anything that was important. This experience helped me focus on the most pertinent and reliable references by teaching me the importance of effective literature search techniques and source evaluation.

It was an incredible learning opportunity to create an elevator pitch that clearly communicated my study. I was a little nervous at first, but I soon realized how crucial practice and preparation are as demonstrated by Ong et al (2023). I mastered the art of condensing intricate research ideas into a succinct, captivating tale, adjusting my style according to the knowledge of the subject. I went into the pitch with more assurance because of my concise notes.

The poster presentation, finally, offered a chance for visual communication. This component was enjoyable to me since it gave me a chance to creatively showcase my research findings. It did, however, highlight certain areas that needed work, such as making sure that images are clear and keeping content and style in check according to Qin (2023). This replication leads to a plan of action that includes improving questionnaire alignment with the literature review, enhancing secondary research search tactics, enhancing elevator pitch skills, and improving poster design.

This reflection emphasizes the iterative nature of research, where each stage offers potential for improvement. Gibbs' Reflective Cycle can be used to view this reflection. These insights are helpful steppingstones for future research that will be more thorough and powerful as I continue on my research path.

Reflecting on learning

I have gained a variety of skills and information during my research journey that goes much beyond the scope of my current research topic. Particularly noteworthy are the critical research abilities I've honed in the areas of literature evaluation, data gathering, and analysis. I developed my capacity to recognize reliable and pertinent sources by navigating a huge terrain of academic papers, business reports, and empirical data. This ability according to Malec (2022) is crucial for both academic pursuits and the job, where using evidence to make decisions is essential.

Additionally, the process of creating a questionnaire enhanced my capacity to create research tools that support study goals. I've learned according to Nowell et al (2017) the value of constructing questions with clarity and objectivity, as well as the requirement of pre-testing to assure the efficiency of data-gathering instruments. These abilities can be applied in a variety of contexts where data collection is essential, such as market research or customer surveys at work. My communication abilities were considerably improved by the elevator pitch practice. I've mastered the art of condensing intricate study ideas into a succinct and captivating narrative, a talent essential for effectively presenting concepts or proposals to associates, customers, or superiors.

Furthermore, the poster presentation's visual communication component gave me a chance to exercise my creative abilities. Although I liked this aspect, it also made me realize that my graphic design and visual narrative could use some work. These abilities can be used in the workplace to produce engaging reports and presentations, improving my capacity to communicate ideas clearly according to Indeed (2023). I find most portions of this research adventurous, including learning new things and implementing my talents, but I also analyze certain areas where I was lacking. Improved visual design abilities are specifically needed for poster presentations. I intend to spend time studying graphic design software and techniques to remedy this.

The knowledge and abilities gained via this research will be extremely useful at work. Skills that are highly transferable include the capacity to critically evaluate sources, devise efficient research tools, and succinctly express complicated concepts. Additionally, knowledge of millennial investment behaviour is useful in developing policies, market analysis, and financial advice, all of which need knowledge of this group's tastes and thought processes (Kunaifi & Akbar, 2019). I can guarantee that what I've learned for the future is not just in academics but also in professional situations. These talents and understandings help me to make decisions based on the best available information and increase my performance in a variety of professional settings, enabling me to have a significant influence and continuously advance my research and communication skills.

Conclusion

In conclusion, this reflective journey has improved my research knowledge and skills while highlighting the value of clear communication, efficient information navigation, and source evaluation. Designing questionnaires, giving a compelling elevator pitch, and creating posters all helped me develop useful abilities. Professional contexts, where data-driven decision-making and good communication are crucial, are very adaptable to these talents. I am aware that my graphic design abilities could be better, and I intend to do so. In essence, this perspective emphasizes the ongoing nature of learning and development in research and its applicability in both academic and professional contexts.

References

1. Adeani, Febriani, & Syafryadin. (2020). *Using Gibbs' reflective cycle in making reflections of Literary Analysis*. Research Gate.
https://www.researchgate.net/publication/343599316_Using_GIBBS'_reflective_cycle_in_making_reflections_of_literary_analysis
2. Cumbria. (2020). *Gibbs' reflective cycle*. skills@cumbria.
<https://my.cumbria.ac.uk/media/MyCumbria/Documents/ReflectiveCycleGibbs.pdf>
3. Galli, F., & New, C. (2022). *Gibbs' cycle review. Emotions as a part of the cycle*. Research Gate.
https://www.researchgate.net/publication/366459771_Gibbs'_cycle_review_Emotions_as_a_part_of_the_cycle
4. Handoyo, Hariyanto, Widiyowati, & Mustain. (2023). *Incorporating Deductive Approach into Grammar Consciousness Raising with Translation Practice: An Educational Design Research for Non-English Major EFL*. Research Gate.
https://www.researchgate.net/publication/371232478_Incorporating_Deductive_Approach_into_Grammar_Consciousness_Raising_with_Translation_Practice_An_Educational_Design_Research_for_Non-English_Major_EFL
5. Harithuddin. (2021). *A First Experience of Using Failure Report as a Reflective Tool in Engineering Education*. Research Gate.
https://www.researchgate.net/publication/354704371_A_First_Experience_of_Using_Failure_Report_as_a_Reflective_Tool_in_Engineering_Education
6. Indeed . (2023). *10 communication skills for your life and career success* .
<https://www.indeed.com/career-advice/resumes-cover-letters/communication-skills>
7. Jansen, D. (2022, June 15). *Research questions, Objectives & AIMS* . Grad Coach.
<https://gradcoach.com/research-aims-objectives-questions/>
8. Karagiannidou . (2019). *Reflection on an aspect of practice/ the role of the student practitioner* . ECSDN. <https://ecsdn.org/wp-content/uploads/2019/11/Reflection-AK.pdf>
9. Kumari, G. (2022, April 20). *What is the difference between research problem and research question*. Compare the Difference Between Similar Terms.
<https://www.differencebetween.com/what-is-the-difference-between-research-problem-and-research-question/#:~:text=vs%20Research%20Question-,The%20key%20difference%20between%20research%20problem%20and%20research%20question%20is,and%20explore%20more%20about%20the>
10. Kunaifi, & Akbar . (2019). *Financial knowledge and millennials investing behaviors in Indonesia*. Research Gate.
https://www.researchgate.net/publication/337713351_Financial_Knowledge_and_Millennials_Investing_Behaviors_in_Indonesia
11. Malec, M. (2022, February 24). *Why is learning important? A deep dive into the benefits of being a lifelong learner*. RSS. <https://www.learnerbly.com/articles/why-is-learning-important>

12. MindTools. (2023). *Gibbs' Reflective Cycle*. <https://www.mindtools.com/ano9qiu/gibbs-reflective-cycle>
13. Nowell, Norris, & Moules . (2017). *Thematic analysis: Striving to meet the trustworthiness criteria*. Sage Journals . <https://journals.sagepub.com/doi/10.1177/1609406917733847>
14. Ong, Zhao, Bacon, & Leung . (2023). *The Relationship Between Autism and Pitch Perception is Modulated by Cognitive Abilities*. Research Gate.
https://www.researchgate.net/publication/373489195_The_Relationship_Between_Autism_and_Pitch_Perception_is_Modulated_by_Cognitive_Abilities
15. Osunsan. (2021). *Secondary Research- Definition, Methods and Examples*. ResearchGate.
<https://www.researchgate.net/>
16. Oviawe. (2020). *Application of Graham Gibbs Model of Reflection to Improve Teaching Understanding among Technical Education Students in Ambrose Alli University Ekpoma Edo State*. Research Gate.
https://www.researchgate.net/publication/342106724_Application_of_Graham_Gibbs_Model_of_Reflection_to_Improve_Teaching_Understanding_among_Technical_Education_Students_in_Ambrose_Alli_University_Ekpoma_Edo_State
17. Qin. (2023). *Research on the application of folk paper-cut art in poster design*. Research Gate.
https://www.researchgate.net/publication/367109158_Research_on_the_application_of_folk_paper-cut_art_in_poster_design
18. Ranganathan, & Caduff. (2023). *Designing and validating a research questionnaire - part 1*. Research Gate.
https://www.researchgate.net/publication/372642219_Designing_and_validating_a_research_questionnaire_-_Part_1
19. Wain. (2017). *Learning through reflection*. Research Gate.
https://www.researchgate.net/publication/320342913_Learning_through_reflection
20. Zaidi, & Tahir. (2019). *Factors That Influence Investment Decision Making Among Potential Individual Investors in Malaysia*. *Advances in Business Research International Journal*.
<https://ir.uitm.edu.my/id/eprint/29504/1/29504.pdf>

Action Plan

Skills to improve	Aim and planning	Action and Reality Check
Enhance Questionnaire Design Skills	I will set aside time to improve my abilities in questionnaire creation because I understand how important it is to formulate clear, objective questions. This will entail researching the best practises for creating questionnaires, testing and fine-tuning the questions, and requesting input from peers or mentors.	I'll start by researching industry best practises to hone my questionnaire design abilities. For instance, I might seek advice from authorities on this subject. After that, I'll use these guidelines to develop a questionnaire for a fresh research project that is in line with those goals. Then, after conducting a small-group pilot test of the questionnaire to assess its clarity and applicability, I will make the required corrections.
Improve Graphic Design Proficiency	I intend to become proficient in graphic design software and principles because I recognise the need for improvement in graphic design for poster presentations. I'll be able to make presentations that are both visually appealing and useful for both academic and professional objectives thanks to this.	I'll spend time mastering programmes like Adobe Illustrator or Canva, which are frequently used to make eye-catching posters and presentations, in order to improve my graphic design competence. I'll rework a prior research poster for practise, paying particular attention to the structure, colour palette, and visual hierarchy. To learn the fundamentals of graphic design, I can also look for advice from design professionals or online tutorials.
Refine Elevator Pitch Skills	I'll keep developing this skill based on my previous experiences creating and presenting elevator pitches. This entails honing the ability to communicate complicated ideas succinctly, modifying pitch material to appeal to a variety of groups, and developing greater comfort in speaking without a lot of notes.	I will actively look for opportunities to practise so I can improve my elevator pitch. For instance, I'll try to share project updates clearly during group assignments. To develop my confidence in presenting without a lot of notes, I will also take part in public speaking classes or meetings.
Apply Research Skills at the University	Effective information navigation, source evaluation, and evidence-based decision-making are just a few of the research techniques and skills that will be actively used in professional settings. In order to use these abilities for data-	By actively looking for tasks that call for data analysis and reasoned decision-making, I will put my research skills to use. I might volunteer to undertake market research and convey the results using simple graphics and straightforward communication if,

	driven decision-making and effective communication of research findings, I will look for possibilities within my university.	for example, my accounting club is preparing a new campaign. This will show how useful research techniques are in making sound decisions.
Continuous Learning and Development	The experience itself serves as a reminder of the value of ongoing education and growth. In order to continue growing personally and professionally, I pledge to be open to new experiences and challenges.	I will set aside time specifically for reading scholarly journals, participating in webinars, or taking quick courses relevant to my field and research interests in order to promote continual learning and development. In order to keep up with new trends and research approaches, I will also look for mentorship opportunities or join professional networks.