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Message from the Provost

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Undergraduate Research Journal Fall, 2000 Message from the Provost

The research process involves keen observation, hypothesis development, measurements, analysis of data, and the determination of conclusions. This process will be increasingly needed by future professionals from business managers who apply statistical and other econometric tools to marketing plans, to teachers who tackle the demands for outcome-based education, to computer and software engineers who must assess the potential value of new materials and algorithms on the rates of digital processing.

At the University of Arkansas (UofA), we believe that the process and results of research (the discovery of facts and concepts) and scholarship (the creative organization, criticism, interpretation, and reinterpretation of facts and concepts) are critical to modern undergraduate education and the talents our graduates will bring to the workplace. The results of research and scholarly efforts—represented in this journal—vividly demonstrate how the UofA is contributing to undergraduate education at its best.



**Bob Smith
Provost and
Vice Chancellor for Academic Affairs**