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KaleidoSc January 2010

Mahidol University International College Newsletter



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CONTENTS

AcademicNews



StudentActivities

The MUIC newsletter is written and produced by the faculty and staff of Mahidol University International College (MUIC).

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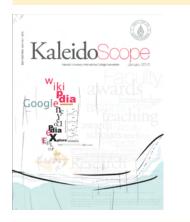
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Editor's

n an era of great scholarly competition, in which academic achievements can pay huge dividends for universities, MUIC is an institution that prides itself on innovation and creation through research. MUIC offers its faculty and students many forms of support in their research efforts, and in this issue we take a look at ongoing and recently completed research by MUIC's faculty and students.

Additionally, the Kaleidoscope staff wishes to extend a friendly farewell to editor and contributing writer Tracy Honhart, who has returned to the United States to pursue other career aspirations. John Murn, whose background is in editing and publishing, has filled the position vacated by Tracy. John would like to invite anyone with MUIC news to contact him directly at icjohn_m@staff2.mahidol.ac.th.

Cover Art



The cover design is by **Ms.Ormthong Sermsirimanont** 2nd year student from the Fine and Applied Arts Division, Entertainment Media Program majored in Animation Production. The design is based on the theme of "Research Projects."

QS APPLE Conference

A contingent of MUIC executives, faculty and senior staff members joined the Mahidol University delegation in Kuala Lumpur on November 23-26 for the 2009 QS Asia Pacific Professional Leaders in Education (APPLE) Conference, an annual event which attracts educators from around the Asia-Pacific region in order to network and exchange ideas about higher education.

The MUIC participants included Dr. Rassmidara Hoonsawat, Dean of MUIC, Dr. Maleeya Kruatrachue, Associate Dean for Academic Affairs, Dr. Yaowalark Sukthana, Associate Dean for Planning, Research and Development, Ms. Somluck Lunsucheep, Assistant Dean for Administration, Mr. Brian Phillips, Assistant Dean for International Affairs, Mr. Songpole Sangthong, Chief of Educational Affairs, Mr. Nutthaboon Pornrattanacharoen, Chief of Public Communications, and three faculty members.

Mr. Brian Phillips and Ajarn Takayoshi Fujiwara delivered a paper on Institutional Internationalization and the college's Short-Term Study Abroad Program, citing in particular the ASEAN in Today's World Conference and the Bioethical Cross-cultural Education Program.

Ajarns Douglas Rhein and Ian Mc-Donald gave a presentation on Adjustment Issues for International Students in University Programs in Asia, an issue related to their research on the experience of foreign national students at MUIC.

Mahidol University also maintained an exhibition booth to not only disseminate information but also to meet with other conference participants, including a group from the Limkokwing University

AcademicNews

of Creative Technology in CyberJaya, Malaysia. Dean Rassmidara Hoonsawat led the group of MUIC administrators on a visit to the university campus, where they were warmly received.

Mahidol University is scheduled to host the QS APPLE Conference 2010 in Bangkok.

MUIC Performance Agreement



Professor Piyasakol Sakolsatayadorn, President of Mahidol University, met with MUIC executives, faculty and senior staff members on



_eave of Absence



December 28, 2009, in the Seminar Room to evaluate the outcome of the college's Performance Agreement with the university.

Associate Professor Rassmidara Hoonsawat, Dean of MUIC, facilitated the session in reviewing six major areas of the agreement: research, education, academic services, finance, cultural heritage preservation and management. Fourteen of the 18 key performance indices within this framework were either reached or exceeded expectations, particularly in terms of allocating research grants, program evaluation, e-learning, employee satisfaction, the rate at which graduates find employment and both national and international awards received by MUIC students.

Professor Piyasakol expressed his pleasure with the positive results of the agreement and congratulated the participants for their collective achievements.

A ssistant Professor Sarayut Nathaphan, Director of the MBA Program in Business Modeling and Analysis, recently announced that he will take a one-year leave of absence beginning in March, 2010. Dr. Sarayut was asked by the Stock Exchange of Thailand to serve as Research Consultant. However, he will continue to teach part-time for the MBA Program.

In the interim, Assistant Professor Yingyot Chiaravutthi, Chairman of the Business Administration Division, has been designated Acting Director of the MBA Program.

A New Academic Opportunity

Mahidol University recently introduced the Combined Bacherlor/Master Degree Program which will enable MUIC students to accelerate their graduate studies at any of the university's international master degree programs in the arts, sciences and management.

Eligible students will be allowed to take designated graduate-level courses during their senior year and so complete their graduate studies over a shorter time span.

MUIC's two graduate programs, the MBA in Business Modeling and Analysis and the MM in Tourism and Hospitality Management, will also participate in this new endeavor.

Students interested in this program must have a GPA of 3.2 or higher, be motivated to pursue graduate studies, pass an interview examination with a committee appointed by the Faculty of Graduate Studies and the designated faculty and demonstrate the ability to manage their study time to fit the master program of their choice.

For more detailed information, students can contact their divisional chairmen or log on to the MUIC website.

AcademicNews



Study Abroad Fair

The Office of International Affairs sponsored a Study Abroad Fair on October 29 in the Seminar Room. Twenty seven universities from the United States, the United Kingdom, France, Australia and New Zealand participated. In addition, a number of exchange students represented their home institutions.

This Study Abroad Fair was meant to promote the college's outbound exchange program by offering MUIC students the opportunity to explore a diversity of graduate study programs and consult directly with university representatives. Thank the Press 2009

The Office of Public Relations

session on November 13-14, 2009,

in an effort to increase cooperation

and strengthen the relationship be-

Metropolitan Bangkok.

tween MUIC and the mass media of

laya Pavilion Hotel and Training Cen-

ter, where Associate Professor Rassmi-

dara, Dean of MUIC, welcomed the

guests who included members of the

tion sector and MUIC student award

press, professionals from the educa-

recipients. Dr. Rassmidara empha-

sized the importance of a hands-on,

practical approach to learning, citing

the participation of MUIC students in national, regional and international

conferences, seminars and competitions

The proceedings began at the Sa-

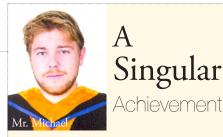
hosted a "Thank the Press 2009"



for which they received 30 awards during the 2008-09 academic year.

Members of the press were able to interview a number of students who had received awards, after which the Cheer and Dance Club took to the stage to deliver an energetic performance. The participants then enjoyed a lavish buffet which was prepared by Travel Industry Management students.

In the afternoon members of the press were escorted to the Baan Amphawa Resort and Spa. They took a long-tailed boat ride to the Floating Market and boarded another boat to see the fireflies of Amphawa. The following morning was devoted to a series of photo sessions.



Mr. Michael Krause recently departed for Canada where he is currently engaged in his master's and doctoral studies in Chemistry at McGill University. He received a full scholarship in addition to a teaching assistantship.

Michael is the fourth chemistry major over the past two years to have been awarded such a distinction. According to Dr. Pakorn Bovonsombat, Chairman of the Science Divisions, these fellowships represent a singular achievement, given the fierce international competition.

Staff Development

Two MUIC staff members recently received their graduate degrees. Ms. Phanida Aphirammeta, Chief of the Human Resources Section, received her Master of Public Adminstration (MPA) in Human Resources from Southeast Asia University. Ms. Ketvaree Phat-



anakaew of the Public Communications Unit earned her Master of Arts (MA) in Language and Communication from the National Institute of Development Administration (NIDA).

BBA Student Championship



In September the MUIC team of BBA students won first prize in the OTOP 1-2-Call Brandage Competition, a national contest in which 500 teams from 100 universities throughout Thailand presented business and marketing plans for new products.

Natida Wirushsilps (Marketing), Apinya Tanadamrongsak (International Business), Anuwat Jarukornsakul (International Business) and Sujin Thocahmreon presented a business plan for breaking into the international snack food market with a product called Tom Yum Crisp, a winning proposition that outperformed all other competitors.

Congratulations to the team members and their advisor, Ajarn Atthapong Sakunsriprasert!

Supporting ASEAN

Over this past year, while Thailand assumed the leadership of ASEAN, MUIC has been actively supportive by engaging in a number of its regional activities, which included hosting the "ASEAN in Today's World 2009" three-week workshop for undergraduate and graduate students in the region. The scope of the college's commitment was once again in evidence during the past trimester.

ASEAN University Youth Summit

Ms. Pakkamol Siriwat, a Social Science major, and Ms. Suttipha Wattanateskul of Thammasat University represented Thailand at the ASEAN University Youth Summit 2009 on October 19-24 in Hua Hin, Phetchaburi Province, an occasion that promoted dialogue between ASEAN leaders and youth representatives.



This counterpart to the ASEAN Summit provided a forum in which student representatives expressed their own regional concerns through a distinctive academic prism. In a series of panel and round tables discussions, the students explored such issues as more collaborative student programs, the development of cross-cultural sensibilities, promoting ASEAN goals through education and maximizing the use of information technology.

Ms. Pakkamon was designated the representative for student participants and served as a moderator, along with Associate Professor Prapat Thepchatree of Thammasat University. At the conclusion of the Summit they formally presented a summary of student concerns to the ASEAN leaders in a joint statement, "Empowerment through Education." This statement was later submitted to the ASEAN leaders for their further consideration.



Academic

Japan-ASEAN Student_{Conference}

The following month, on October 13-19, Ms. Pakkamol joined three other MUIC students, Supanuth Chuerattanakul, Roypim Techo and Klongpawn Piumsombun, as delegates to the Japan-ASEAN Student Conference 2009 in Tokyo and Sendai, Japan.

The 150 student participants from the ten ASEAN nations and Japan addressed a wide range of issues: environmental concerns, governance and political development, creating a regional identity, future ASEAN-Japan ties, development and poverty, human security, market integration and financial cooperation.

Ms. Pakkamol (Social Science) spoke to the issue of Policies for Regional Identity in East Asia, while Ms. Supanuth (Biological Sciences) focused on the Conservation of Our Natural Environment. Ms. Roypim (Social Science) and Ms. Klongpawn (Finance) delivered presentations on Historical Perspectives in East Asia and Future ASEAN-Japan Collaboration and Financial Cooperation, respectively.

Ms. Pakkamol and a student representative from Japan were selected to present the joint statement at the Japanese Ministry of Foreign Affairs to an audience which included the Japanese Ambassador to ASEAN. The declaration was submitted to the ASEAN leadership at their December meeting in Vietnam.

Kaleidoscope 5

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RESEARCH at of the recent of t

The professors have dual roles as both teachers and scholars. As experts in their fields, they have the ability, if not always the time, to advance knowledge and technology through research.

Mahidol University recognizes the importance of faculty research and has been proactive in supporting it. MUIC faculty members enjoy several different kinds of research support from the University and MUIC, including financial incentives for publishing any of the 22 kinds of "academic products" defined by Mahidol University.

Many MUIC faculty members receive funding for their research projects from the MUIC Seed Grant program, which supports a budget for each approved project. There is also an initiative to hire recent MUIC graduates as Research Assistants and Teaching Assistants for research projects.

When the results of a research project are published as an academic product, the researcher's teaching load is reduced in the following trimester. If the research is published in an academic journal, a further Publication Award is given in an amount determined by the reputation of the journal.

Beginning in the 2010-2011 academic year, all full-time faculty at MUIC will be required, as part of their contracts, to publish at least one academic product every 3 years. Because of these incentives and policy changes, almost all of our faculty members are now involved in research. noun

Research Publication Awards

MIC gives a 100,000 Baht Research Publication Award to any faculty member who gets at least 50% authorship credit on an article published in an ISI Database journal which lists the 14,000 most highly respected academic journals in all subjects and is generally considered to be a good indicator of a journal's importance. Three MUIC faculty published articles in ISI Database journals in the 2009 budget year, and two of them received Publication Awards.

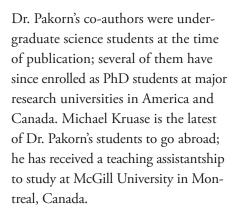


Ajarn Parndej Chintrakarn

received the award for an article called "Staggered Boards, Managerial Entrenchment, and Dividend Policy," which was published in the Journal of Financial Services Research in August of 2009. Aj. Parndej had one co-author on the article.

Dr. Pakorn Bovonsombat

won the ISI Publication Award twice this year for organic chemistry research that was published in the journal Tetrahedron Letters, vols. 49 and 50. Dr. Pakorn received lead authorship credit for the articles, which are based on research he conducted in his MUIC laboratory.



Ajarn Saovanee Dharmsthiti,

also of the Science Division, contributed to an article appearing in the Journal of Food Biochemistry titled "Changes in the stability and kinetic parameters upon glycation of thermostable alpha-amylase from *Bacillus subtilis.*" Aj. Saovanee did not receive the ISI Publication Award, however, because she received less than 50% authorship credit on the article.

RESEARCH Thailand

Raculty at MUIC have a unique opportunity to conduct research about Thailand, a country that is considered remote and mysterious by many of the world's academic researchers. To MUIC faculty, Thailand is home turf, and this is reflected in the topics they choose to study. Here are some that caught our eye:

- "People's Participation in Wastewater Management in a Tsunami-Hit Area: A Case Study of Phi Phi Island, Thailand" – Dr. Kannapa Pongponrat (TIM)
- Study of Customer Satisfaction and Loyalty Intention of Motorcycle Brands in Thailand

– Aj. Atthapong Sakunsriprasert (BA) and Dr. Chanin Yoopetch (TIM)

Family Business Succession and Post-Succession Performance: Evidence from Thai Small and Medium Enterprises

– Ms. Vanvisa Chaimahavong and Mr. Atthapong Sakunsriprasert (BA)

Understanding Value Priorities among Japanese and Thai Business People in Thailand: A predictive approach to Japanese-Thai negotiations

– Dr. Malinvisa Sakdiyakorn and Mr. Sean Gallagher (BA)

- Effectiveness of New-Public-Management-Type Organizations from an HR
 Perspective: The Case of Thailand's
 Autonomous Public Organizations
 Dr. Malinvisa Sakdiyakorn (BA)
- Effects of Home Literacy Environments and Library Provision on Reading Habits and Attitudes towards Reading among Thai Students

– Aj. Nick Ferriman (Humanities and Language)

Prevalence and Motivating Factors of Academic Dishonesty among High School and University Students in Thailand – Aj. John McNulty (Humanities and

Language)

 Gender Representation in Thai Media
 – Aj. Douglas Rhein (Humanities and Language)

Consequences of Disappearing Consonant Clusters in Thai for English Pronunciation among Thai Speakers: A Phonological Study

 Aj. Charles Windish and Aj. Arpaporn Iemubol (Humanities and Language)

Establishment of a Reliable Coral Growing Facility

– Dr. Michael A. Hurt, Dr. Wayne Phillips, Aj. Laird Allan (Science)

- Russo-Siamese Relations during the reign of King Chulalongkorn
 - Natanaree Posrithong (Social Science)
- Imagining Burma: a historical overview

– Dr. Marja-Leena Heikkila Horn (Social Science)

- Protecting People Outside their State: Integrative approach to migration and human rights
 - Dr. Mike Hayes (Social Science)



Dr. Sarayut Nathaphan, Director of the MBA in Business Modeling and Analysis Program, and Dr. Pornchai Chunchachinda of Chulalongkorn University received the Outstanding Research Presentation award for "Estimation Risk Modeling in Optimal Portfolio Selection: An Emprical Study from Emerging Markets," at the 9th Meet the Chair Professor Conference on October 15, 2009.

Over 1,000 researchers attended the conference, which was organized by the Thailand Research Fund and Commission on Higher Education and held at the Holiday Inn Resort in Cha-am, Petchaburi Province.



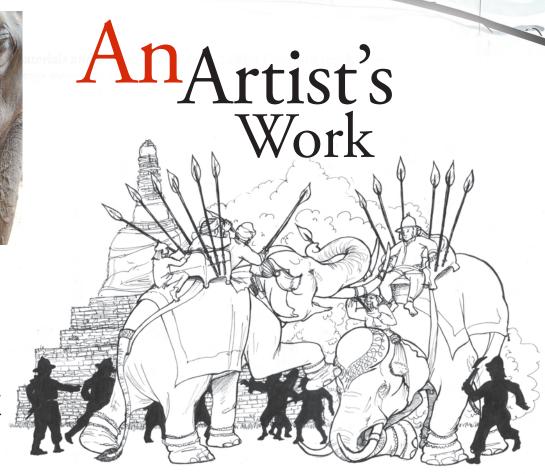
Fine Arts teachers at universities typically produce creative works of art rather than publishing research projects in academic journals. At MUIC, creative work is counted as an Academic Product with as much weight as a book or journal article.

One of MUIC's Animation lecturers, for example, has been steadily gaining renown as a video artist in Thailand. Ms. Millicent Young, also known as Ajarn Millie, was responsible for the video backdrops seen in *Silent Scream: Journey into the Dream of a Murderer,* a performance at Bangkok's Democrazy Theatre Studio that was based on Albert Camus's play *Le Malentendu* (The Misunderstanding).

More than participating in the Bangkok art scene, however, Ajarn Millie is invested in a 10-year quest to understand and express the relationship between humans and elephants in Thailand.

Ajarn Millie traces this interest to her first visit to Thailand. Having won an arts grant in Britain for an animated film about fox hunting, she planned to gather material in Thailand for a new animation about elephants.

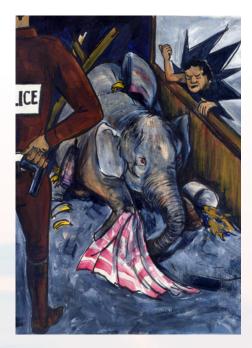
On this first visit, Ajarn Millie visited elephant camps and met people who were working with elephants in captivity. She came to believe that preserving captive elephants was as important as wild elephant conservation. She felt that the relationship between captive elephants and mahouts (elephant handlers) was a profound and powerful bond, and not oppressive or cruel. Standing next to an elephant in a forest for the first time, Ajarn Millie observed,



"Without the mahout, I was in danger, with the mahout the whole fascinating world was opened up."

The mahouts seemed to be taking good care of the elephants, but their own living situation was rather bad. As mainly illiterate people who come from remote ethnic minority villages and pass down their knowledge and skills orally, they are not well understood by the rest of the world. Since they are poor, their ability to preserve their way of life is uncertain.

Ajarn Millie has made the mahouts and the elephants the focus of her life and work. She has lived with mahouts in Ayuthaya and produces paintings, documentaries, children's books, blogs, and photographs that aim to make them more visible. She hopes that her artwork will serve to record the mahouts' lives and oral history, and that it will encourage modern conservationists to understand and support the mahouts' role as caretakers of Thai elephants.



Links to Ajarn Millie's artworks about elephants and mahouts appear on her website, **http://www.millimations.com**.

StudentActivities

MUIC Represented at AYF

Mr. Piva Saengrattanachai, a 3rd year International Studies major, became the first delegate ever to represent MUIC at the Asian Youth Forum (AYF), a networking event consisting of academic seminars, intercultural workshops, social events and interpersonal exchanges. Previously, Chulalongkorn University had been the only Thai university represented at an AYF event.

Piva accompanied five other Thai delegates – all from Chulalongkorn University – at the 7th annual AYF meeting in the Philippines from December 1st – 6th, 2009. Previous conferences have been held in Japan, Taiwan, Russia, South Korea and Thailand. Some of the core issues addressed at the 2009 Forum included climate change and local communities, improving technology while sustaining natural environments, and NGO work opportunities.



Volunteer Camp

The Volunteer Club's annual service camp was held during MUIC's winter break at Huay Hin Dum School at Darn Chang District, Suphanburi. In the course of the 10-day trip, volunteer students tended to many of the school's needs. Male students helped to refurbish and upgrade the school's kitchen and cafeteria, while female students worked in the classrooms, teaching English and hygiene.



Mak Rock Construction

From December 18th – 23rd, a SIFE group led by Ajarn Laird Allan and Ajarn Sean Gallagher returned to Koh Mak to continue work on coral reefs around the island. SIFE is engaged in an on-going reef relief project that centers around MUIC-developed biologically compatible concrete – called Mak rocks – that fosters new coral growth. Going forward, SIFE hopes to educate local communities and tourism outlets as to how to better preserve the reefs around Koh Mak and other islands.

Multicultural Day

On Novermber 19, MUIC celebrated its annual Multicultural Day with food, games, costumes, and a series of



presentations and performances. The Multicultural Club hosted the event, though many other clubs were represented with booths, presentations and performances. The aim of Multicultural Day is to allow foreign and exchange students to represent their home country's heritage, culture and traditions. In addition to the usual array of culinary offerings, this year's event was highlighted by a number of dance performances.

Saengabha Srisopaporn, World Traveler

Many of the clubs and departments around MUIC are highly active and hard to keep track of, but in the fall trimester, none could hold a candle to one busy young woman. Between October 7 and December 13, Ms. Saengabha Srisopaporn, an aspiring social scientist with a penchant for environmental management, represented MUIC at events in Germany, Japan (twice!) and the Philippines, in addition to keeping up with her 1st Trimester studies.



From October 7th-20th, Saengabha was one of 25 students selected to participate in the Denso Youth for Earth Action Program (DYEA) in Japan, which promotes youth action for environmental change. The schedule at DYEA was rigorous: during a two week stay, participants visited Mount Fuji, Lake Biwa and a Denso automotive factory. After visiting various sites and receiving training, participants were challenged to create environmental plans to implement in their home country. Saengabha's effort to raise awareness of monitor lizards on the MUIC campus was chosen as one of three finalists and was presented in Nagoya, Japan from December 11 – 13.



Between trips to Japan, Saengabha attended the Bayer Young Environmental Envoy (BYE) in Leverkusen, Germany (8-13 Nov) and the East Asian Seas Congress 2nd Youth Forum (EASC) in Manila, Philippines (22-27 Nov).

Saengabha was selected by Bayer, the United Nations Environment Program and the Thailand Environmental Institute as one of five students to represent Thailand at BYE. The objectives of this annual program were to identify youth leaders in environmental protection, educate them about existing technologies in Germany and encourage environmental protection in the delegates' home countries.

At EASC in Manila, young people associated with the Partnerships in Environmental Management for the Seas of East Asia were bought together to discuss oceanic and coastal concerns, focusing on the South China Sea. Saengabha was invited based on a recent internship with Integrated Coastal Management, PEMSEA's office in Chonburi.

With time remaining as an undergraduate, Saengabha remains keenly focused on her goal of becoming an environmentalist, and is looking forward to future opportunities to combine travel and learning.

Debate Club

As usual, the Debate Club was very active in the fall and early winter of 2009. Before moving to competitions abroad, club members participated in the Inaugural Asian British Parliamentary Debate Championship at Chulalongkorn University. Two MUIC teams participated, each consisting of one experienced debater and one freshman debater. The team, consisting of Piva Saengrattanachai and Panyarak Roque, missed breaking into the Octo-Finals by just one point.



In December, five MUIC debaters and adjudicators made an historic showing at the World Universities Invitational Debate Tournament (WUPID) in Kuala Lumpur, Malaysia. MUIC's Mabrook Azeez and Phra Chainarong became the first Thai team ever to break into the quarterfinals at WUPID. The pair finished the tournament ranked 14th out of more than 60 teams. In addition, Mabrook was named the 8th best speaker, the first Thai debater to be ranked among the top ten speakers in the tournament.

The members of Debate Club faced their toughest challenges at the internationally renowned Oxford Intervarsity and the Cambridge Intervarsity Tournaments in the UK. At Oxford, Phra Chainarong and Wen-Yu faced some of the eventual finalists in the tournament and narrowly missed advancing into the later rounds. At Cambridge, Phra Chainarong and Wen-Yu again faced tough opponents but managed to rank 43rd out of almost 150 teams. At Cambridge, Phra Chainarong was ranked the second-best speaker from Asia. Tanawat Phaovibul enjoyed prestigious judging opportunities at both tournaments.

re-search |'resorten; ri'sər cu

be spenatic investigation into and study of materials and sources in order to establish facts and reach new conclusions : we are fighting meningitis by raising money for medical research.
 (researches) acts or periods of such investigation : his pathological researches were included in official reports.
 [as adj.] engaged in or intended for use in such investigation and discovery : a research student | a research

verb |rə'sərtʃ| |ri'sərtʃ| ['ri'sərtʃ| [trans.

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investigate systematically : the biographer spent 25 years researching Stalin's life | [intrans.] the bam has been researching into flora and fauna.

• discover facts by investigation for use in (a book, program, etc.) : I was in New York researching my novel | [as adi,, with submodifier] (researched) this is a well supersched and violable account

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New Academic Opportunity & MUIC Performance Agreement

> Research Projects

Volunteer Camp Debate Club & Multicultural Day

Upcoming ISSUE Student Profiles

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research

1 medical research INVESTIGATION, experimentation, testing, analysis, fact-finding, fieldwork; exa

minued his research EXPERIMENT(s), experimentation, test(s), testing, inquiry/inquir

nomenon has been widely researched INVESTIGATE, study, inquire into, look into, probe, explore, an

2 I researched all the available material STUDY, read, read up on, sift through, look into; informal check out