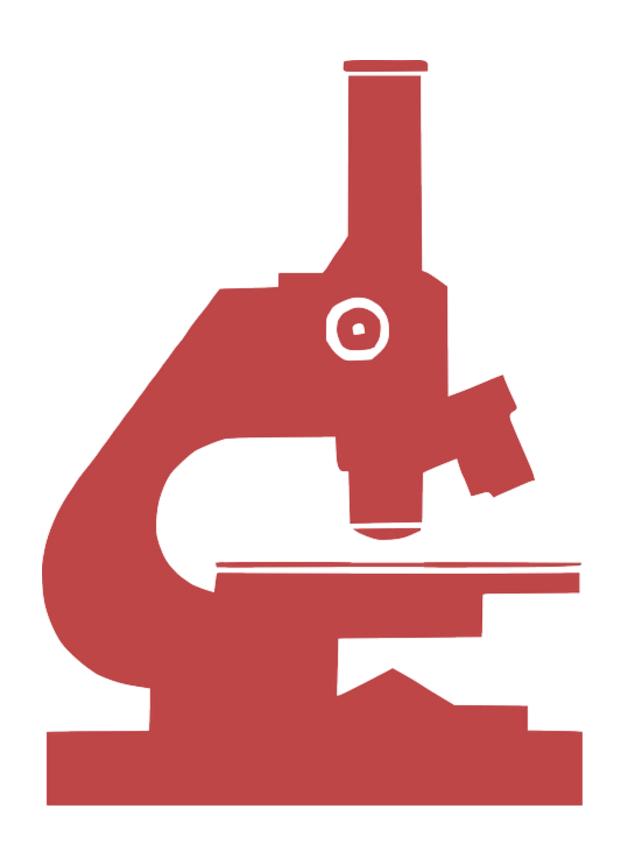


RESEARCH METHODS: SECONDARY DATA



RESEARCH METHODS



What are the principal **research methods**, and how do you choose the correct ones for your project?



DATA TYPES



DATA TYPES

PRIMARY DATA...

SECONDARY DATA...



PRIMARY DATA

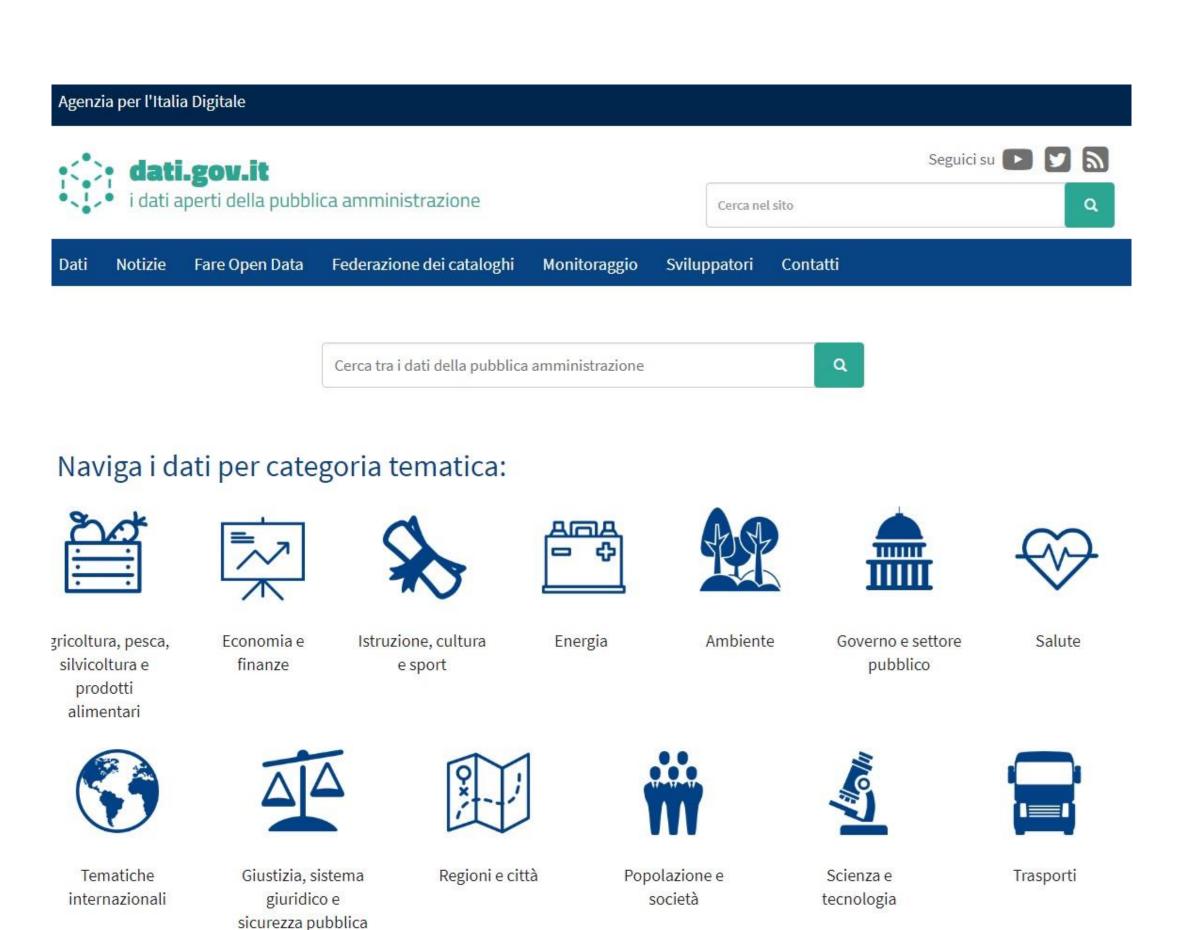


Primary data are those collected first hand using various activities such as: continual observation, recording, measurement, inspection of behaviour, objects, events.



SECONDARY DATA

Secondary data however are collected from other people, administrations or organisations, as in documents, diaries, journals, official statistics and other types of research.





SECONDARY DATA: HOW MANY TYPES?



SECONDARY DATA: RESEARCH REPORTS

Produced by foundations, business associations.

Each industry has this type of report. Search for it, it could be useful.



SECONDARY DATA: ACADEMIC RESEARCH

Conducted by universities or research centres, and published in academic journals or as results from a conference.

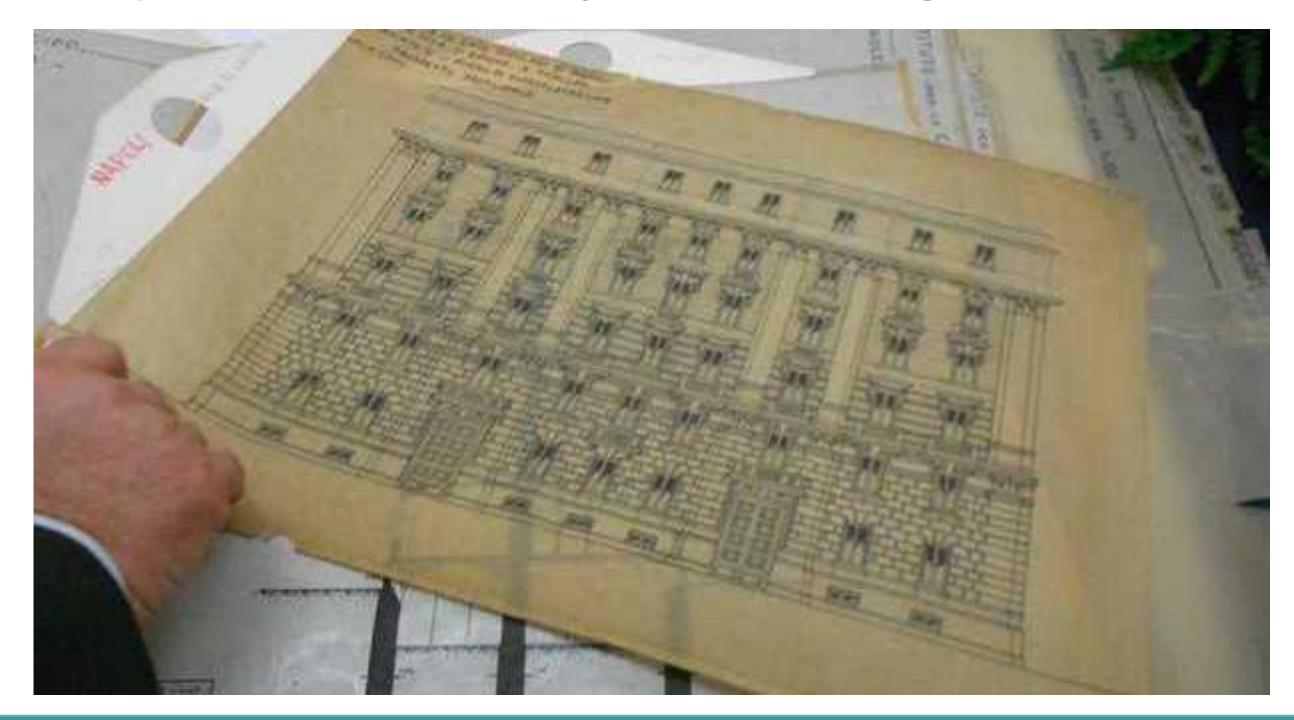




SECONDARY DATA: HISTORICAL RESEARCH

If you are doing historical research, or on a particular neighbourhood, you could find and study data in libraries, archives, museums.

A look into the past can be very interesting...





SECONDARY DATA: RESEARCH AND BLOGS

Generally blogs, forums and magazines (web and otherwise) are good for acquiring unofficial and non-mainstream information, which is useful for gathering details often not found in official documents or traditional publications.



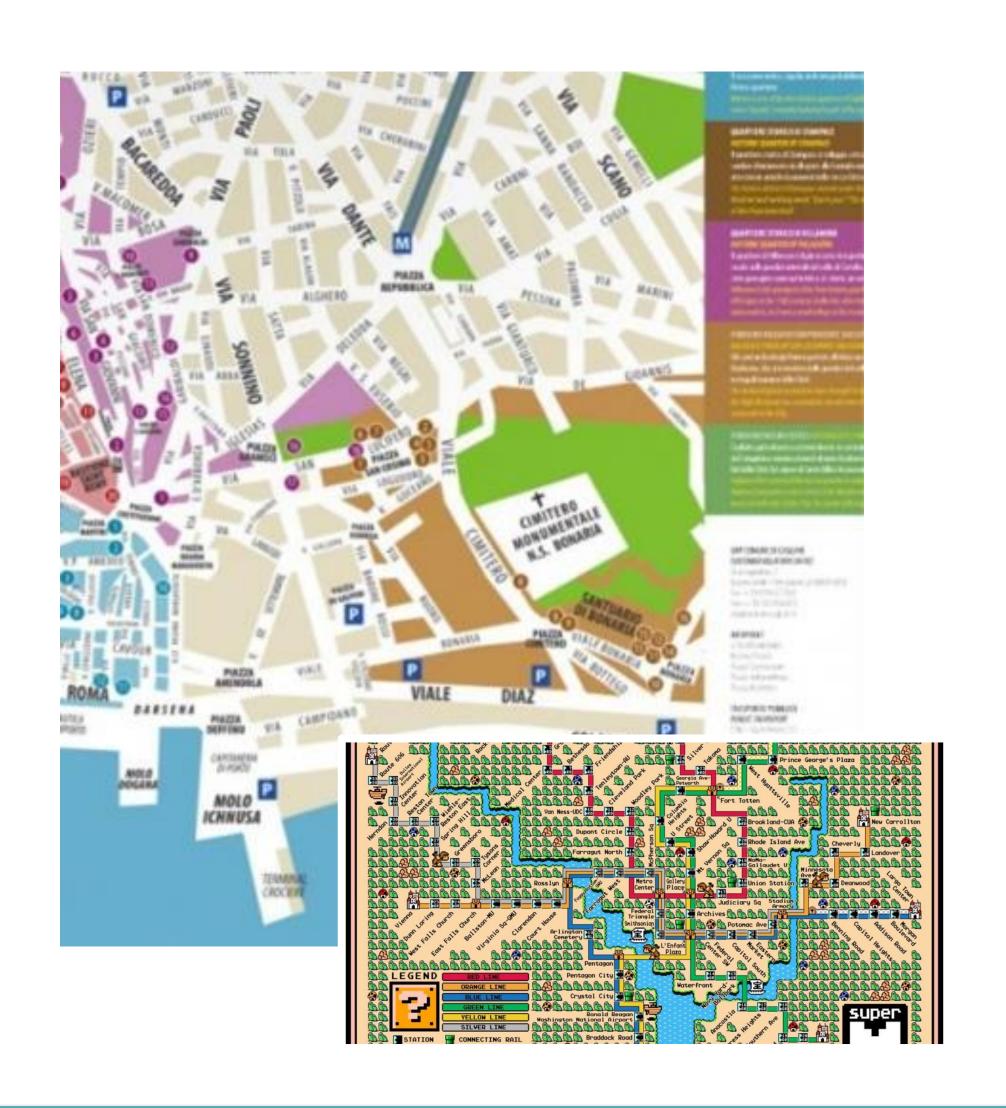
SECONDARY DATA: CULTURAL AND ARTISTIC PRODUCTIONS

While not having the same scientific value as other official sources, cultural output sources are very useful for reading about a territory and understanding the citizen's voice.





SECONDARY DATA: MAPS AND PHOTOGRAPHS



If adequately documented, maps are a valuable source for supplementing your research, or perhaps for comparisons over time.

Each map and set of photographs offers a valuable key to interpretation: try comparing it with your project.



SECONDARY DATA: MEDIA ARCHIVES

Articles from newspapers, periodicals, television documentaries and other shows can be very useful. Also, you can research over time.

You can even consult archives or libraries on online sites.



SECONDARY DATA: ORGANISATION DOCUMENTS

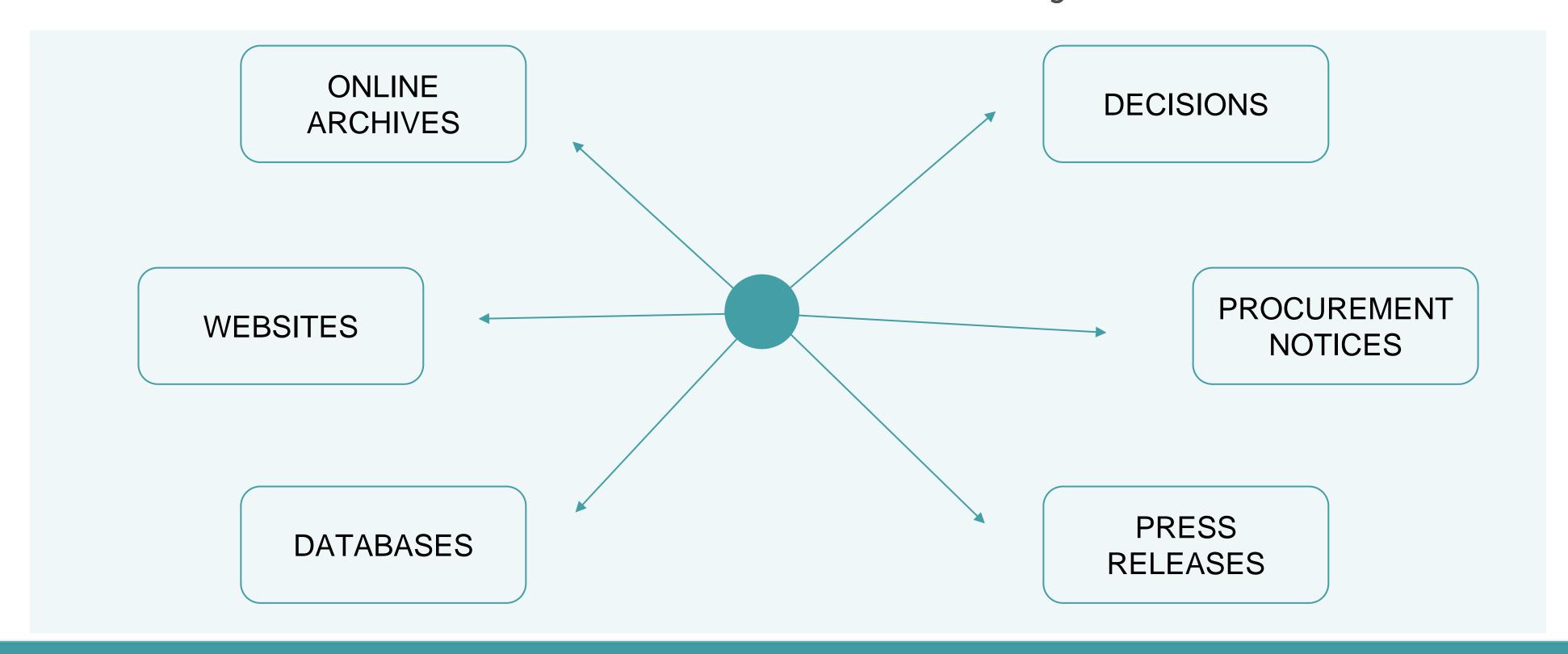
You can also find very interesting information from administrative documents or publicity from various organisations: financial statements, organisational charts, press releases, news...



... AND MUCH MORE!

Data can be found in many other places. Generally, it can be helpful to:

- → create an archive of relevant online sites
- → check official documents of the State Authority





RESEARCH METHODS: SECONDARY DATA