

Research

Primary Research

Research you have done yourself:

i.e. Surveys, interviews, photos.

Secondary Research

Research that someone else has done:

i.e. reports

ADVANTAGES:

more accurate
more thorough
up to date
more control for the researcher

ADVANTAGES:

easier
quicker
cheaper

DISADVANTAGES

EXPENSIVE
TAKES A LONG TIME

Disadvantages

May be out of date
Is it accurate and fair?

Quantitative Research

asks the "Who?" "When?"

"What?" questions.

Qualitative Research

asks the "Why?" and "How?" questions.