Secondary Research

When, Why and How

Secondary research involves re-analysing, interpreting, or reviewing existing data.
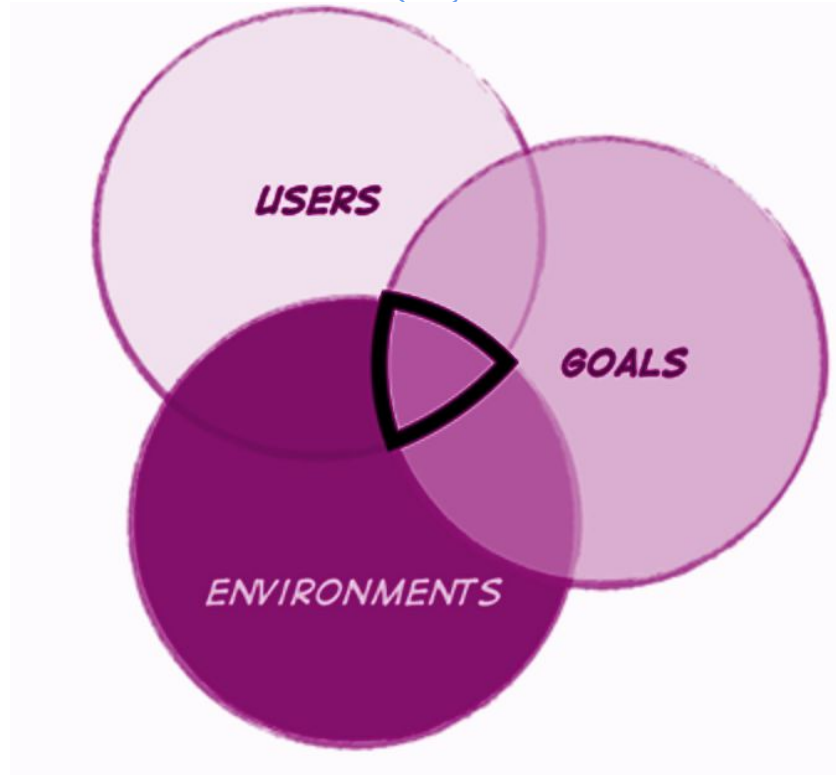
Advantages vs Disadvantages

- Inexpensive
- Saves time
- Accessible
- Large scope of data
- Professionally collected data

- Inappropriateness
- Wrong format
- May not answer your research question
- Lack of control over the quantity of data
- Lack of sufficient information

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Things to watch out for...

What to look out for

- What research has been done with your users, even if it's not directly relevant to their goals when using your system?

- What research has been done on the kind of goals your users have, even if the research has been done with a different user group?

- What research exists on the kinds of environment where you expect your users operate in (environment means hardware, software and the physical and social environments in which your users operate in).

How to conduct desk research

Set your objective : Design Research Question

Identify your sources of research :eg Newspapers, government and non-government agencies

Collect existing data : that which is relevant and that which is closely related

Aggregate and analyse your data : check for duplication and ensure data comes from authentic sources

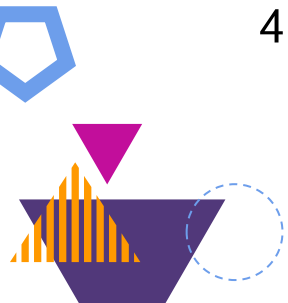# Characteristics of Good Research Questions

One issue only

Requires analysis (not answered by a simple Yes or No)

Specific and focused

No Vague words

How to analyse data from desk research

1. What was the aim of the original study done?

2. Who collected the data?

3. When was the data collected?

4. What methodology was used to collect the data?

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Have your original design research questions been answered?

What knowledge gaps still exist?

Secondary Research

Report Writing

Report Writing 101

- Title
- List of Abbreviations
- Executive Summary
- Background
- Methodology
- Limitations
- Findings from the review - (Bulk of the doc)
- Conclusion
- Recommendation
- References