

# EXPLORATORY RESEARCH

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# WHAT IS EXPLORATORY RESEARCH?

EXPLORATORY RESEARCH IS USED TO:-

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- INVESTIGATE PROBLEMS THAT ARE NOT YET CLEARLY DEFINED
- GAIN A BETTER UNDERSTANDING OF THE PROBLEM
- USED AT A MORE PRELIMINARY LEVEL
- BUT: IT IS NOT USED TO PRODUCE CONCLUSIVE RESULTS

# FOUNDATION OF EXPLORATORY RESEARCH

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It starts in children asking awkward questions like...

*Where do babies come from?*

*Why is the sky blue?*







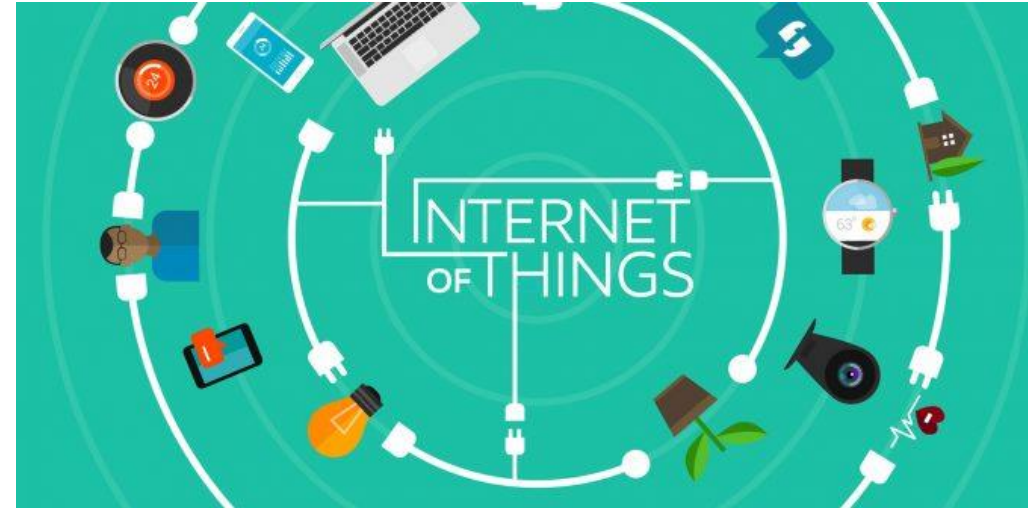
# HOW COULD IT BE USED IN IT RESEARCH?

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How Internet of Things (IoT) has and will change the world, and how that change will affect human life.

Establish what is happening and how people feel about the rise of IoT, what benefits and disadvantages there are, how might markets adapt and change to identify areas of potential opportunities?

*IaaS, SaaS.*



## WHAT ARE THE STRENGTHS OF THE APPROACH?

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Normally carried out the when a problem is at the preliminary stage:

- Assumption can be challenged and there should be a willingness to be flexible as new data is discovered.
- Has the potential to lead to new possibilities or new areas of investigation that had not been previously considered.





# BENEFITS OF EXPLORATORY RESEARCH

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- Increased Understanding - Improve the knowledge the researchers has of a topic
- Concept Testing - Used as a base to check concepts before they go to market
- Assistance - Build up a list of possible causes to a problem
- Source Flexibility - Published literature from multiple secondary sources
- Achieve Goals - Support the strategic goals of decision makers
- Administering - Answer questions to the administering of projects
- Conclusions - Better topical knowledge helps guide future research
- Strategic Planning - In the right circumstances can lead to reducing costs and saving time

Exploratory research is incredible versatile and can help you uncover faults in your study or marketing strategy, and there are many methods to achieving this:

- ✓ Focus Groups - Provides useful information about the problem
- ✓ Surveys - Excellent for collecting data to uncover trends and opinions
- ✓ Interview - Allow for interaction with target market and research participants
- ✓ Secondary Research - Review of earlier work allows researchers to prove the data is correct

## WHAT ARE THE WEAKNESSES OF THE APPROACH?

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- It can lean into qualitative research which can be interpreted with biases.
- Outcome can be unclear if the data inconclusive. Rarely does this type of research produce definitive answers.
- May not be typical of the larger population interested in the topic meaning it is not representative.
- Leads to research that can be costly and can be unsuccessful.