****

**Key (basic level) concepts in Research Management**

* Validity - this is a key concept in research management, ie collecting, analysing and presenting information which is valid. **Validity in research means that the information collected is useable**. At its most basic level, it has six components:

1. Accurate – the information is statistically sound/secure. A key error in research management is assuming because research collected is accurate that it is therefore valid. This is not necessarily the case. Accuracy and bias often contradict each other in relation to validity.
2. Relevant – the information relates directly to the problem definition identified. This tends to be the component that is commonly mishandled.
3. Reliable – the source of the information collected is credible and verifiable. This particularly relates to secondary research.
4. Current – the information is collected within a certain timeframe. The actual timeframe depends on the industry segment.
5. Compatible – the units of measurement used to collect information are equivalent.
6. Non-bias - the level of bias involved in the process is negligible.

**Primary research is:**

Research undertaken by yourself or on behalf of yourself; for your own specific purpose and is not previously available.

**Secondary research is:**

Research undertaken by another unrelated party; for another purpose and which is already available.

Be careful in terms of how you present your findings, ie will you present as secondary research or as primary research?

Your formal Research Proposal will require you to have a clear understanding of the above concepts.