

## Module: A Primer On Research: Summary

### WHAT RESEARCH IS



Research starts with a clear articulation of a question or a problem



Research follows a specific plan or procedure



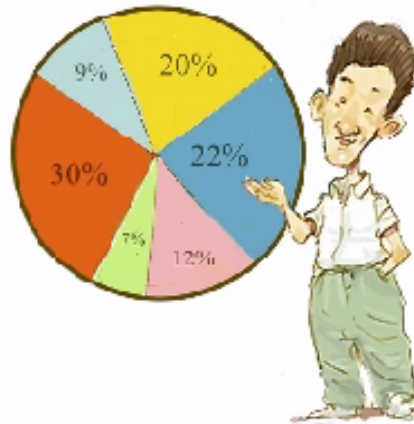
Research requires collection and evaluation of sources



Research involves the researcher giving his or her standpoint on the topic and providing clear analysis



Research is easy to understand



**QUANTITATIVE**  
**WHAT**

**QUANTITATIVE RESEARCH IS ABOUT NUMBERS**

E.g. The number of tourists who visited Singapore in the last 3 years



**WHY**  
**QUALITATIVE**

**QUALITATIVE RESEARCH IS ABOUT BEHAVIOURS AND FEELINGS**

E.g. Understanding why tourists choose Singapore

## PRIMARY

PRIMARY SOURCES  
ARE ORIGINAL AND  
UNINTERPRETED

E.g., Letters, diaries,  
court records,  
interviews, etc.

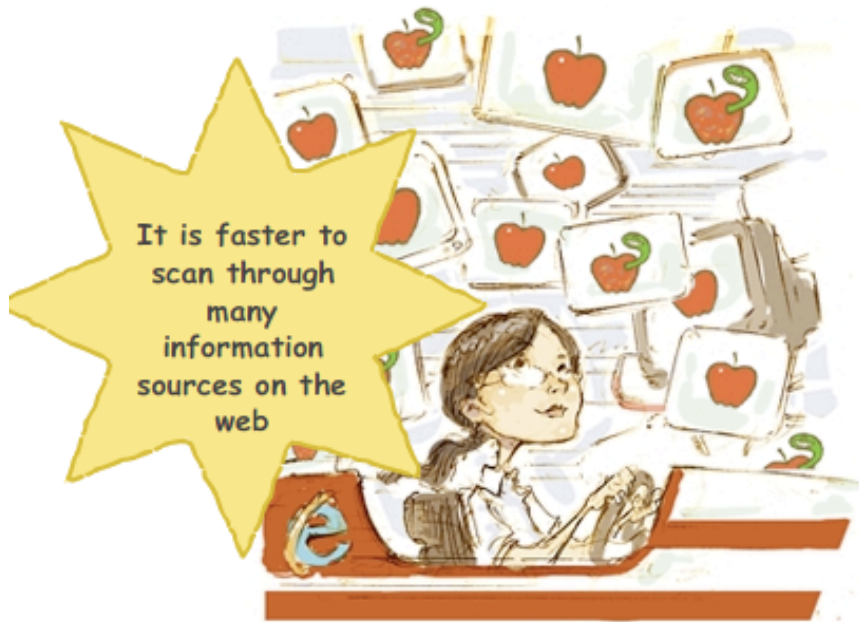


## SECONDARY

SECONDARY SOURCES  
ARE BASED ON  
PRIMARY SOURCES

E.g., Summaries,  
interpretations, analysis  
of primary sources, etc.





It is faster to scan through many information sources on the web

## ***INTERNET IS GOOD FOR***

- gaining a quick understanding of the subject
- gaining personal views and opinions



It is faster to locate credible published information in the library

## ***LIBRARY IS GOOD FOR***

- in-depth resources not available on the Internet
- more authoritative information