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Congratulations! You passed!

Next Item



Suppose you are doing desk research and you want to check to be sure of the credibility
of what you find; which of the following should you do? (Select all that apply.)



Verify the original source

Correc

You must look at the original source, because a person could be extrapolating from a source, or making judgments from that.



Correct

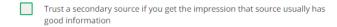
Many reputable sources agreeing lends some weight, but always check original source too.



Be on the alert for biased motivations, like a "research report" designed to sell their own product

Correct

It could be Joe's House of Mugs, if they're saying mug sales are going to be sky rocketing in 2018, because of the ceramic industry, and the cost of materials may be lower, you should rightly question their objectivity.



Un-selected is correct



 Which of the following are common sources for reliable or accepted secondary research? (Select all that apply)



Pew Research Foundation Surveys

Correct

This was one of the specific sources mentioned in the lesson as a common and currently acceptable source for secondary research. This represents a research organization with an excellent reputation.



Bureau of Labor Statistics

Correc

This was one of the specific sources mentioned in the lesson as a common and currently acceptable source for secondary research.



Blogs

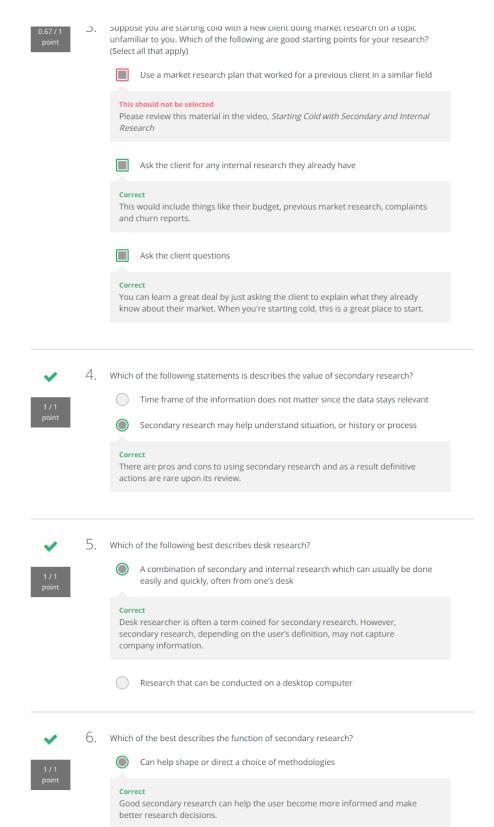
Un-selected is correct



US Census Data

Correc

This was one of the specific sources mentioned in the lesson as a common and currently acceptable source for secondary research.



Can often be compelling enough to answer the business problem

To get at a better quality or more meaningful and relevant secondary research

7. Why would a research group use paid sources for secondary research?

Correct

Not all secondary research is free.

Paid sources should only be used for primary research.

