



# RESEARCH (p3)

## Secondary Research

# Brief definition of secondary research

- ▶ Secondary research is a research based on secondary data (from secondary resource)
- ▶ Secondary resource is a document that is written about the primary resource
- ▶ What is primary resource?



# Primary sources

- ▶ A primary source is an original object or document; first-hand information.
- ▶ Primary source is material written or produced in the time period that you may be investigating.
- ▶ Primary sources enable the researcher to get as close as possible to what actually happened during an historical event or time period.

# Primary Source Types

## ► Diaries and journals

- Example: Anne Frank was a teenager during World War II. She kept a diary or journal the years before she died in a concentration camp. Her diary was later published as the “Diary of Anne Frank”. This is a primary source.
- Example: Sarah Morgan was young woman during the Civil War. She wrote in her diary or journal what happened to her and her family during the war. This is a primary document because it was first hand. She wrote it at the time it happened.
- Sarah Morgan Dawson: A Confederate Girl's Diary



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# Primary Source Types

## ► Autobiographies

► An autobiography is when you write a story or book about yourself.

► Example: Nelson Mandela wrote his autobiography about events in his life called “Long Walk to Freedom: The Autobiography of Nelson Mandela. This is a primary document because he wrote his first hand experiences.



# Primary Source

- Historical documents
  - Birth Certificates
  - Government records
  - Court documents
  - Military records
  - Tax records
  - Census records
  - Art



# Primary Source

- ▶ Sound Recordings and interviews are considered primary resources.
  - ▶ Example 1: During the Great Depression and World War II, television had not been invented yet. The people would often sit around the radio to listen to President Roosevelt's war messages. Those radio addresses are considered "primary sources."
  - ▶ Example 2: During the 2008 election Barack Obama, had many interviews that were televised. Those interviews are considered primary sources.



# Primary Source

- Photographs and videos are primary sources.
  - Example 1: Photographers during World War II took photographs of battles and/or events during the war. Those photographs are primary sources. Those were taken during actual events.
  - Example 2: The same holds true for videos or film created during an event. A film was made interviewing President Bush. That film would be considered a primary source.





# What is a Secondary Source?

- A secondary source is something written about a primary source.
- Secondary sources are written "after the fact" - that is, at a later date.
- Usually the author of a secondary source will have studied the primary sources of an historical period or event and will then interpret the "evidence" found in these sources.
- You can think of secondary sources as second-hand information.

# Secondary Source

## ► Biography

- Example: A biography is when you write about another person's life. Alice Fleming wrote a biography on the life of Martin Luther King Jr. This is a secondary document. It was written about him after he died.



# Primary or Secondary Sources?

- ▶ Newspaper and Magazine articles can be a primary or secondary sources.
  - ▶ If the article was written at the time something happened, then it is a primary source.
  - ▶ Example: The articles written on Barack Obama's inauguration in 2009 are primary sources.
  - ▶ However, if a reporter in 2009 wrote about George Washington's inauguration using information written by someone else (1789), that would be a secondary source.



# Secondary Source

- Think about it like this....
  - If I tell you something, I am the primary source. If you tell someone else what I told you, you are the secondary source.
  - Secondary source materials can be articles in newspapers, magazines, books or articles found that evaluate or criticize someone else's original research



# Secondary data

- ▶ Secondary data implies second-hand information which is already collected and recorded by any person other than the user for a purpose, not relating to the current research problem.
- ▶ It is the readily available form of data collected from various sources like censuses, government publications, internal records of the organization, reports, books, journal articles, websites and so on.

# A Classification of Secondary Data

Internal data: are those generated within the organization for which the research is being conducted.

Sources of these data are data mining, customer relationship management, and database marketing, etc.

External Data: are those generated by sources outside the organization for which the research is being conducted.

Sources of these data are published materials, syndicated services, etc.

# Primary data vs Secondary data

- ▶ The term primary data refers to the data originated by the researcher for the first time. Secondary data is the already existing data, collected by the investigator agencies and organizations earlier.
- ▶ Primary data is always specific to the researcher's needs, and he controls the quality of research. In contrast, secondary data is neither specific to the researcher's need, nor he has control over the data quality.

# Primary data vs Secondary data

- ▶ Primary data is collected for addressing the problem at hand while secondary data is collected for purposes other than the problem at hand.
- ▶ Primary data collection is a very involved process. On the other hand, secondary data collection process is rapid and easy.
- ▶ Primary data is a real-time data whereas secondary data is one which relates to the past.



# Primary data vs Secondary data

- ▶ Primary data is available in the raw form whereas secondary data is the refined form of primary data. It can also be said that secondary data is obtained when statistical methods are applied to the primary data.

# Secondary Research

- ▶ The research which involves analysis, interpretation and summarization of primary research, is called secondary research.
- ▶ In finer terms, the research in which data is obtained from readily available sources is secondary.
- ▶ As the data available is already analysed and interpreted, the researcher only needs to figure out the data of his choice, i.e. the relevant information for the project.

# Primary Research vs Secondary Research

- ▶ The primary research, the data is collected by the researcher himself or by the person hired by him. As against this, the secondary research, the data collection is performed by someone else.
- ▶ The primary research process is very involved which deeply explores the topic. Conversely, the secondary research process is fast and easy, which aims at gaining broad understanding about the subject.

# Primary Research vs Secondary Research

- ▶ In primary research, as the researcher conducts the research, the data collected is always specific to the needs of the researcher. As opposed to secondary research, wherein the data lacks particularity, i.e. it may or may not be as per the requirements of the researcher.
- ▶ Primary research is an expensive process; wherein high cost is involved in the exploration of data and facts from various sources. Unlike Secondary research, is an economical process wherein the low cost is involved in acquiring pertinent information because the data is already collected by someone else.

# Example of secondary research

- ▶ Doing secondary research for ToysRus problem
  - ▶ Gendered toys (webpage):  
<https://www.linkedin.com/pulse/gendered-toys-how-can-affect-children-perception-society-gerbeau>
  - ▶ Trend (news)  
<https://www.theguardian.com/film/2018/apr/05/lights-camera-but-no-action-figures-are-movie-toys-going-out-of-fashion>
  - ▶ Attitude (journal):  
<https://www.tandfonline.com/doi/figure/10.1080/03057240701325381?scroll=top&needAccess=true>

# Example of secondary research

- ▶ Doing secondary research for ToysRus problem
  - ▶ Market (webpage): <https://qz.com/573593/the-us-toy-industry-is-having-a-great-year-and-not-just-because-of-star-wars/>
  - ▶ Market (statistics): <https://www.statista.com/statistics/195054/total-revenue-of-us-toys-and-games-market-since-2005/>
  - ▶ Market (statistics): <https://www.statista.com/statistics/194424/amount-spent-on-toys-per-child-by-country-since-2009/>