

Planning your primary research

1. What information do you need?

- Narrow your topic
 - Start with background research
 - Use this to find keywords
- Use your background research and keywords to create research questions to answer
- Remember the difference between qualitative and quantitative data- which do you need?

2. What methods will you use?

- Choose the best methods of primary research for the information you need
- Logistical questions-
 - If an observation, what will you observe and where will you find it?
 - If you are interviewing someone, how will you reach out to them?
 - If you are conducting surveys, who will you survey?
 - If you are conducting experiments, where will you do them, what equipment will you need and how will you get it?

3. What will be the best way to collect that information?

- Use your keywords and research questions to form questions/plan your observations/plan your experiments
- Are you approaching your primary research with any bias, and how will you avoid that when you are conducting your primary research?
- How will you organize and present your data when you have it?