

Research Tools: Research Evidence



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Secondary Research:

Overview

Secondary research saves time and resources by utilising already available data, allowing you to build on existing knowledge, identify trends, and generate new insights without the need for primary data collection.

Capturing Evidence linked to your Need Statement

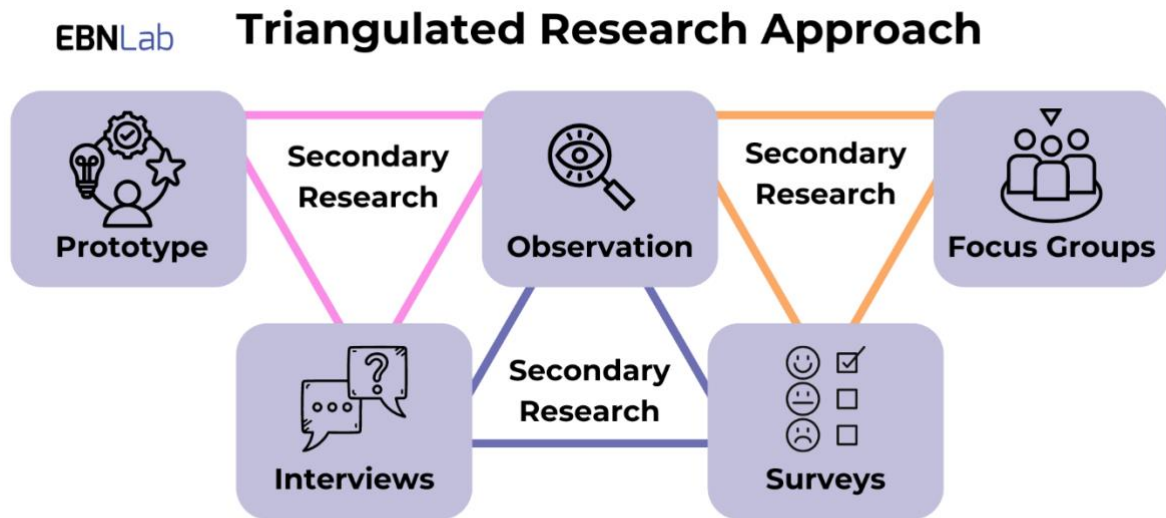
Two of the eight principles of the Innovation Management Guide Standard (ISO 56002) which relate to the capturing of evidence are 'Managing Uncertainty' and 'Exploiting Insights'. EBNLab's Evidence-Based Needs approach helps reduce the high risks involved in innovation and manage uncertainty by creating a systematic approach to managing evidence linked to your Need Statements. Evidence may be in the form of primary or secondary research.

What is Secondary Research?

Secondary research involves gathering existing data that has already been collected, analysed, and published by others. Whereas primary research involves the collection of new, original data directly from sources, for example through observation, interviews, focus groups and surveys.

Examples of secondary research include:

- Academic Journals: Articles and papers that present research findings and analyses.
- Books: Published works that provide comprehensive information on specific topics.
- Government Reports: Documents produced by government agencies that contain statistical data, research findings, and policy analysis.
- Industry Reports: Analyses and insights from industry-specific research firms.
- Online Databases: Digital repositories that provide access to a wide range of research materials.
- Media Sources: Newspapers, magazines, and news websites that provide current and historical information.
- Company Reports: Financial statements, annual reports, and other documents published by companies.



Title: Triangulated Research Approaches: Primary and Secondary Research