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Sample

INTRODUCTION

Assignment 1 of Unit 11 should have introduced you to the concept of a research project and assisted you with creating a research proposal on the theme of 'Talent Management' which was presented to your line manager.

Your project was approved and now you must carry out your research and document your findings in the form of a report. Your completed project then must be delivered in the form of a PowerPoint presentation to your senior managers.

This information pack will take a look in more detail at the various research methods and how to conduct them for both primary and secondary research and ways in which you can analyse that research and apply it to your hypothesis/research question. This information pack will also focus on how to present the findings of your research in the form of a report. Finally, the information pack will touch on how to produce a presentation for the final part of your unit, to be presented to an audience.

GUIDANCE

This document is prepared to break the unit material down into bite size chunks. You will see the learning outcomes above treated in their own sections. Therein you will encounter the following structures;

Purpose

Explains *why* you need to study the current section of material. Quite often learners are put off by material which does not initially seem to be relevant to a topic or profession. Once you understand the importance of new learning or theory you will embrace the concepts more readily.

Theory

Conveys new material to you in a straightforward fashion. To support the treatments in this section you are strongly advised to follow the given hyperlinks, which may be useful documents or applications on the web.

Example

The examples/worked examples are presented in a knowledge-building order. Make sure you follow them all through. If you are feeling confident then you might like to treat an example as a question, in which case cover it up and have a go yourself. Many of the examples given resemble assignment questions which will come your way, so follow them through diligently.

Question

Questions should not be avoided if you are determined to learn. Please do take the time to tackle each of the given questions, in the order in which they are presented. The order is important, as further knowledge and confidence is built upon previous knowledge and confidence. As an Online Learner it is important that the answers to questions are immediately available to you. Contact your Unit Tutor if you need help.

Challenge

You can really cement your new knowledge by undertaking the challenges. A challenge could be to download software and perform an exercise. An alternative challenge might involve a practical activity or other form of research.

Video

Videos on the web can be very useful supplements to your distance learning efforts. Wherever an online video(s) will help you then it will be hyperlinked at the appropriate point.

Secondary Research

Secondary research is a method that involves gathering already existing data. The data is usually summarized and collated to increase its overall effectiveness. It will often consist of published articles, journals, studies by government agencies and so on. Secondary research is cost effective and is often available right on the web.

Secondary research can be an invaluable tool for a research project as it will assist you in gaining a wider knowledge or a background knowledge of the topic you are researching, the theme in this case being 'Talent Management'. It is through this research that you may find patterns and themes of discussion amongst theorists and authors to help you form you find perhaps gaps in existing research or even new ideas to explore. The role of the researcher is always to specify how the secondary data informs his or her current research. Secondary research in some cases can help in finding out what areas of the topic are relatively unresearched and give you some ideas for your own question/hypothesis.

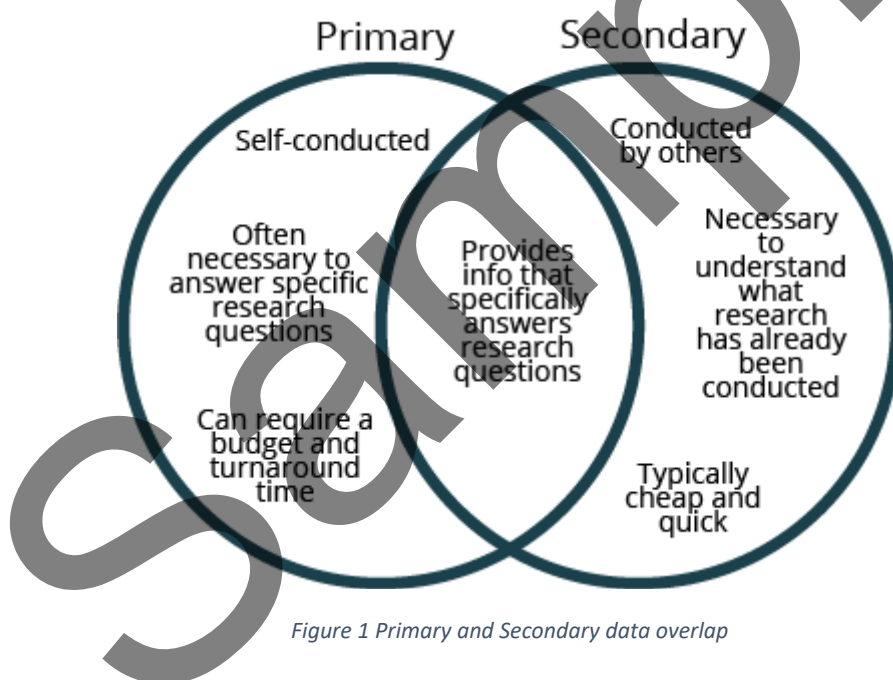


Figure 1 Primary and Secondary data overlap



Figure 2 What is Secondary Research

Disadvantages of using Secondary Data

Secondary research albeit it useful, does have its disadvantages, some examples would include;

- The data may not always be appropriate for your own research as you have not gathered the information yourself. It may be the case that only snippets of data will be relevant to your own research and not the research as a whole.
- Secondary research may have a different foundation to your research e.g. Your research may want to target only minors (under 18) but research you have found may contain a categorical age variable where participants fall under groups i.e. 16-18, 19-21 and so on.
- Secondary data may have been collected for the purpose of answering a different research question and will therefore not be applicable to yours.

Some other variables to consider when researching secondary data are;

- Does the research carry out fall under the same demographic or geographic location? Information gathered on the popularity of sushi may differ vastly depending on the geographical location and the age of the participants e.g. Japan and the UK.
- Ensure that your information is not out of date, e.g. a study of the use of mobile phones conducted in 1980, will differ vastly from a study carried out in 2019. Historical comparisons can be difficult.
- Is the information reliable? is it from a credible source or is it a snippet from Wikipedia.