Should You Conduct Primary Research, Secondary Research, or Both?

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|  | Primary | Secondary | Other Thoughts |
| PURPOSE: What types of resources will help you achieve your purpose and motivate your audience to action? What do you want readers to think or do after they read your paper? |  |  |  |
| AUDIENCE: What types of resources/data does your audience value-numbers and statistics? anecdotes and stories? case studies and ethnographies? expert testimonies? What type do you think will be most convincing? |  |  |  |
| TOPIC/QUESTION: What type of information can help you answer your question thoroughly? |  |  |  |
| AUTHOR (YOU): What types of resources do you have access to? Who can help you locate and gather information? What and who do you have access to for gathering information? (Be sure to consider the project’s time frame as you ask these questions.) |  |  |  |
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