

Primary Research	Secondary Research
<p><b>Primary research</b> (field research) involves gathering new data that has not been collected before.</p> <p>It is based on raw data.</p>	<p><b>Secondary research</b> (desk research) involves gathering existing data that has already been produced.</p> <p>It is based on analysed and interpreted information.</p>
<p>Example</p> <ul style="list-style-type: none"> <li>● Interviews (telephone or face-to-face)</li> <li>● Surveys (online or mail)</li> <li>● Questionnaires (online or mail)</li> <li>● Focus groups</li> <li>● Visits to competitors' locations</li> <li>● Artifacts</li> </ul>	<p>Example</p> <ul style="list-style-type: none"> <li>● Researching the internet, newspapers and company reports</li> <li>● Reading articles in magazines, trade journals and industry publications</li> <li>● by visiting a reference library, and by contacting industry associations or trade organizations</li> <li>● Encyclopedias</li> <li>● Dictionaries</li> </ul>