Brilliant Academic Research

Step 1 What are you researching and why?
- What questions are you trying to answer?
- What do you already know and where are your knowledge gaps?
- How long does your piece of work need to be?
  Have you planned to do enough (or too much) research?

Step 2 Don’t just stick to textbooks!
- Remember to look at secondary sources. These include academic journals, books, newspapers, magazines, electronic articles, websites and government statistics, but be sure to...

Step 3 Evaluate your secondary sources!
- Date published: is the source still current and relevant?
- Author: how reputable is the author? What point is s/he trying to prove and why?
- Relevance: does the source help you to argue your case?

Step 4 Carry out primary research!
- Gather and analyse your own data by carrying out experiments, surveys and questionnaires

You must know about:
- avoiding plagiarism
- Intellectual Property Rights
  CHECK THIS OUT!

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