



Desk Research

Presentation for Coaching
Sessions

What is Desktop Research?

- Desktop research, also known as secondary research, is the process of gathering information from existing sources like articles, reports, websites, and books to understand a topic.
- It is a cost-effective and time-efficient first step that helps establish background information, identify knowledge gaps, and inform further research before conducting primary research.



Key Characteristics

- Uses existing data: This method relies on information that has already been collected and published by others, such as academic papers, government reports, and case studies
- It is a starting point: It is often the first stage of a project, used to gain a broad understanding of a topic before investing time and resources in primary research like surveys or interviews
- Cost Effective: By using readily available information, it is a more economical approach than collecting new data from scratch.



Why Research Methods Matter

- Academic Journals and Articles
- Government and Non- Government Agency Reports
- Books, Newspapers and Magazines
- Online Resources including Websites, Company Websites and Social Media
- Published case studies and Market research Studies



Benefits

- Provides background information and context for a topic
- Helps identify what is already known and where research gaps exist
- Can help focus the direction of future Research
- Helps understand industry trends, competitors and user behavior



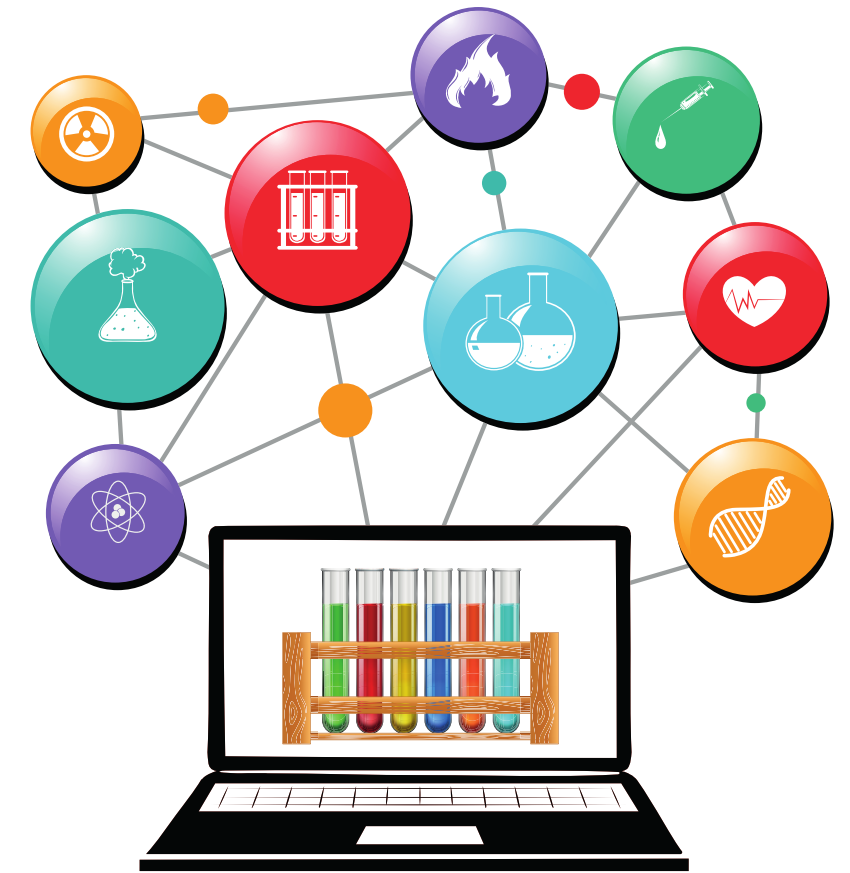
Potential limitations

- The data maybe outdated/biased. Some sources may include biased findings and/or outdated information, which can lead to inaccurate conclusions. Mitigate the risk of bias by relying only on credible sources or corroborating evidence with multiple sources
- There is no control over methods or participants used in the original Research
- It may be difficult to find data that is specific enough for a particular Research Topic. Users are at the mercy of the data that's available and cannot tailor it to their needs. There's no opportunity to ask follow-up questions or address specific research needs.



Methodology and Methods

- **Desk research** typically involves multiple sources and processes to gain a comprehensive understanding of an idea. There are two main desk methodologies: Qualitative Research and Quantitative Research
- **Qualitative research** refers to analyzing existing data (e.g., interviews, surveys, observations) to gain insights into people's behaviors, motivations, and opinions. This method delves deeper into the context and meaning behind the data.



Methodology and Methods

- Quantitative research refers to analyzing and interpreting numerical data to draw conclusions and make predictions. This involves quantifying patterns and trends to find relationships between variables.
- Both desk research methodologies use a variety of methods to find and analyze data and make decisions.



Helpful Tips

- **Organize and manage your research data:** It's helpful to have a system to organize your research data. This way, you can easily go back to review sources or share information with others. Spreadsheets, databases, and other platforms are great options to keep your desk research in one place.
- **Create actionable recommendations:** It's not enough to state your findings; make sure others know why the data matters. Share the data along with your conclusions and recommendations for what to do next.



Helpful Tips

- **Cross-reference your findings with other sources:** For desk research to be effective, you need to be able to trust the data you find. One way to build trust is to cross-reference your findings with other sources.
- **Draw your conclusions & document the results:** Organize and synthesize your findings in a way that makes sense for your objectives. Consider your stakeholders and why the information is important.

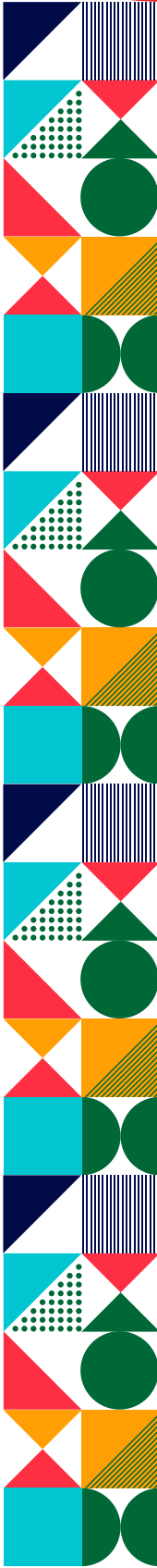
For example, the way you share your research with an internal team might have a different structure and tone compared to a client-facing document.



Application of Desk Research

- How is your CSO applying Desk Research to your projects?

CSOs Concerns



THANK YOU

