

Research Methods

Secondary research is the use of information that has already been collected

This might be in books, on the internet, in archived material, or may use recordings or TV footage of an event

Secondary = looking something up

Research Methods

Secondary research:

There are 4 secondary research methods you need to know:

- using **books** or **journals**
 - journals are research publications which contain shorter articles than whole books
- using **magazines** or **newspapers**
- looking at **websites**, blogs etc...
 - this can include reading **posts on social media**
 - and using **online reviews**
- using **television** programmes and online videos



Secondary sources can include websites, blogs, social media posts, books, magazines or newspaper articles

Just writing “look on the internet” is too vague for answers. You need to make sure your answers mention what’s in the exam paper

Research Methods

Method	Advantages	Disadvantages
Books or journals	• written by experts based on primary research • so often reliable and fact checked by other experts	• may be out of date • authors can be biased • cost to buy • books take time to read
Newspapers or magazines	• published regularly, so up to date • may be written by experts and usually fact checked • may summarise well	• authors might be biased or miss out important points • may not be written by experts • cost to access
Websites, blogs	• easy to access • up to date • quick and often low cost	• anyone can publish online so bias is a big problem and sources may not be high quality • some websites cost to access
Social media posts	• quick, easy, up to date • lots of different opinions	• anyone can publish online so bias is a big problem
TV and videos	• good for news events • can be up to date or use archive material	• online video may be biased • takes time to access and find information