

## One more question

Good researchers know the old adage “don’t assume, you make an ass-u-me” is true.

Assumptions can quickly lead you to the wrong path, the wrong information and the wrong answer.

Like journalists who use the ‘who, when, what, where, why and how’ approach to get to their story, researchers ask questions to set off on the right path, avoid duplication of effort and find the answers to research queries.

The following questions are helpful before you start your research:

- Who needs to know the answer?
- What precisely are you looking for?
- When do you need the answer?
- What information do you think is available?
- What are the best sources of information for finding the answer?
- What information will be available from public or private sources?
- What confidentiality issues need to be considered?
- How current must the information be? Does recent mean yesterday, last week or in the last two years?
- How will the information be used?
- How do the results need to be presented?
- How much time and money can be spent on the research?

Getting to the heart of knowing the answer you are looking for, helps to lead you to the appropriate sources for finding the right information.

## AIIP Connections

Heather is the Editor of AIIP Connections. The latest issue includes feature articles on search engine optimisation, handling evergreen business challenges and tips on self-publishing.

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