Research Skills & Tools

for Young Professionals

lewem lllcling for translionall fonts

Presented By:
Favour James & Temitope Benedict

RESEARCH SKILLS

INTRODUCTION

As a student, you probably had to conduct research for your academic classes – but how research is conducted professionally can be more versatile and exciting.
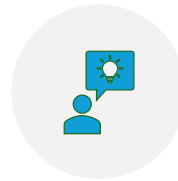
As a young professional, you will need research skills to gather information about a problem, understand needs, and design workable solutions for your clients or users.

Let's dive into how your research skills may serve you as a young leader.

IMPORTANCE OF RESEARCH SKILLS

Research is crucial for problem-solving, decision-making, and gaining insights.

Research helps professionals make informed decisions from diverse perspectives.

Vital for young professionals to design viable solutions and develop informed opinions.

It's crucial to design solutions that are based on real evidence and data.

PROFESSIONAL RESEARCH PROCESS

In a professional setting, research is often more goal-oriented and problem-focused.

While research in academia is rigorous, professional research is often more dynamic and fast-paced.

Time constraints mean professionals need to be agile in gathering and analyzing information.

It's not about writing long papers but applying the research directly to solve real-world issues.

STEPS IN RESEARCH METHODOLOGY

Define Objectives, Questions, Hypotheses
Establish what you want to achieve.

Identify Outcomes
What data or evidence do you need to accomplish your goal?

Scope Sources
Identify where the best information is, like academic journals, credible websites, or expert organizations.

PRACTICAL

Generation of Relevant Ideas Using Idea Generation AI

INFORMATION GATHERING

Effective Search Techniques:	✓ Use relevant keywords, phrases, and Boolean operators for more targeted search results. ✓ Check multiple sources to gather diverse information.
Determining the Number of Sources:	✓ Know when you have enough data. Be selective to avoid information overload. ✓ Read a few reports or articles before deciding on your research direction.
Leverage Internal Knowledge:	✓ Check if your company has policies, past reports, or data that can directly address your questions, you can also check government publications. ✓ Consult with experts within your organization—often, they have insights that can save you time.
Simplified Source Citing:	✓ Save important documents in an accessible location for easy reference. ✓ Keep a record of links and reports you use during research.

SOURCE EVALUATION

Secondary sources, such as articles or reports, can provide valuable insights, but it is important to evaluate them critically to determine their credibility and relevance to your research.

Once you have gathered a wealth of information, you may be wondering how to determine what is valid and what is not. CRAP is a powerful mnemonic / easy-to-remember tool to help you evaluate your sources.

CRAP Test:

➢ **Currency**: Is the source up-to-date and relevant to current trends?

➢ **Reliability**: Does the source provide reliable, referenced information?

➢ **Authority**: Is the author or organization a credible expert in the field?

➢ **Purpose**: Why was the content created? Is there bias, or is the information objective?

ADVANCED SOURCE EVALUATION

In addition to the CRAP considerations, you can also ask yourself the following additional questions to help you determine if a source is reliable:

- **Author Credibility**:
  - Check the author's qualifications and expertise on the subject.
  - Search if other credible professionals or experts refer to their work.

- **Publisher & Bias**:
  - Identify the publisher. Is it a recognized, reputable source?
  - Analyze if there is bias based on the publisher's affiliations.

- **Citations & Accuracy**:
  - Ensure data can be verified, and the source cites references.
  - Use tools like Google Scholar to cross-check the information.

SYNTHESIZING AND SHARING FINDINGS

Synthesis

- Distill large amounts of data into key insights.
- Identify trends, common themes, and critical points that will impact your research question.

Communicate Clearly

- Present findings concisely in a way that stakeholders can understand.
- Consider using visual aids like charts or graphs to increase clarity and impact.

EFFECTIVE NOTE-TAKING

Skimming Techniques:

Use CTRL+F to search for key terms in lengthy documents or articles.

Look for headings, bullet points, and summaries to get to the core of the information quickly.

Efficient Notes:

Use tools like Zotero to organize notes.

Create a system to track important points and sources as you go.

PRACTICAL

Research Optimization Using Zotero

CONCLUSION

- Research skills are crucial for solving problems and making informed decisions.

- Web research and AI tools enhance efficiency and improve the quality of research.

- Embrace these research techniques to become a more effective professional.

THANK YOU