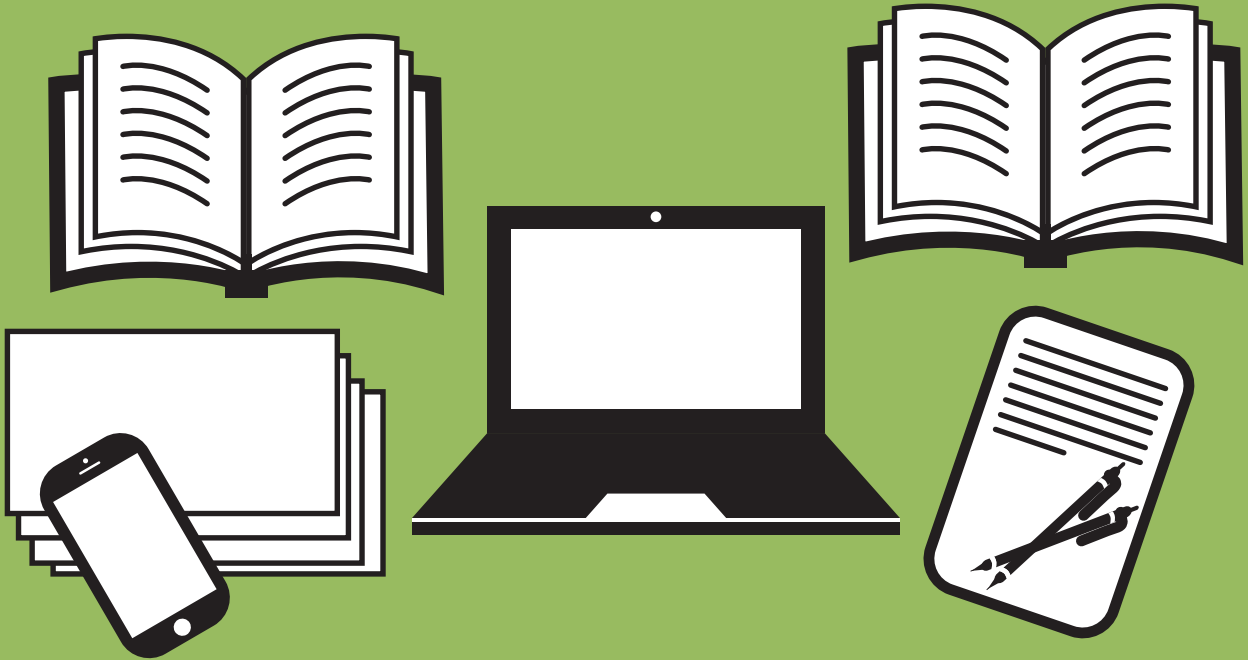


RESEARCH METHOD: 20. DESKTOP RESEARCH



20. DESKTOP RESEARCH

The world is bursting with knowledge, information and inspiration, and most of it is readily available in libraries and on the Internet. Doing desktop research is a way of accessing lots of knowledge very quickly to better understand a challenge at the start of a project.

Materials needed: A computer, a desk, maybe a qualified librarian! A shared poster wall or digital blog area that everyone in the group can access and see.

Time required: 30–45 minutes. Can also be done as homework.

How?

1) You might want to start by using The 'To Do' List (method no. 9) to realise what you need to research.

2) Brainstorm and decide what kinds of material you want to look for and where to find them. You must aim for diversity and quantity: articles in the news media, TV, research articles, reports and other earlier assignments, websites, blogs and books.

3) Find a way of sharing the material with members of the group.

What's next: Do some Clustering (method no. 25) to organise and analyse the material and acquire insights into where you need to dig deeper or where the interesting questions or challenges lie.