2.01 Information Literacy Skills- Conducting Research Guide

Utilizing information literacy skills is crucial in conducting research. It involves recognizing when information is needed and being able to efficiently locate, accurately evaluate, effectively use, and clearly communicate information in various formats. The process can take as much time and skills as actually writing the report. The focus of this guide is to help you identify and use information for decision making purposes, whether for work, study or personal purposes; explore key resources in the area of information literacy and develop skills which will enable you to plan searches for information.

The Research Process
The step-by-step model for conducting research was adapted from the textbook, “Intro to Business” (7th ed.), “Sharpen Your Life Skills-Research Skills”.

Choose a topic

State it in question format

Obtain needed information

Separate facts from opinions

Evaluate source information

Propose a hypothesis

Plan your data collection and collect data using one or more of:

- **Primary data**
- **Secondary data**
- **Observation**
- **Surveys - Questionnaires**
- **Interviews - Samples**

Analyze your data using one or both of:

- **Quantitative methods**
- **Qualitative methods**

Report the results

Put the research results into practice