



**GIG**  
ENTERING THE  
GIG ECONOMY

# HOW TO CONDUCT ONLINE RESEARCH?

1

Choose what you want to research about

2

Start searching. Wikipedia is often a good starting point to get the first idea of a topic or concept, especially when you use it to click through to the sources used by the Wikipedia article's author

3

See what other research had been done/ said anything about the topic

6

Update, analyse & draw your conclusion

5

Make notes of your findings. Extra research if needed

4

Check the credibility of the sources & your information

# HOW TO KNOW IF A SOURCE IS CREDIBLE?

1

## Author(s)

Information on a site with the listed author(s) is one indication for a credible source.

2

## Sources

Published scholarly articles and digital books are often credible sources.

3

## Date

The date of the research information is important because you can estimate whether the information is still accurate (depending on the topic). For example, for tech/trend information you need to search for the up-to-date sources. For historical information, old sources might still be used.

4

## Domains

Usually, sites ending with “.edu” (college & university websites) and “.gov” (government websites) are reliable sources. Be careful with sites that end in “.com, .org and .net” as they can be purchased and used by any individual.

5

## TIP!

Pay more attention to the sites end with “.org”. These sites are sometimes used by the non-profits that may have persuasive purpose (even with false information) rather than educational. That is why Wikipedia is only good as a starting point.

# RESEARCH TIPS



## Brainstorming

Write down what you want to research in keywords, synonyms and short questions.



## Searching

try to be as specific as possible by using simple search phrases and skipping words like "what", and "where" as they might give you unclear results. For example, instead of "where is a craft museum in Friesland", try "Craft museum Friesland".

Try to find information in different languages. For example, there is often more information available in English. So, try searching in English as well as your own language.



## Quotation marks

Using quotation marks when you enclose your search words in quotation marks, the internet will give you results that include all of those words in the exact order. This will give you clearer and fewer results.



## Evaluate

do not believe everything you read at first. Check 2-3 sources if available.



## Paraphrase

write what you read in your own words to avoid plagiarism. State which sources you used if possible.

# DIFFERENT WAYS OF DOING RESEARCH

1

Find as much information as you can from different sources (Internet, teachers, friends, relatives, etc)

2

Ask, or have a talk (e.g. interviews, calls, meetings) with people who have knowledge, or work in a specific field

3

Collect and analyse texts, videos, audio that can help you to understand a concept, opinion, or experience

4

Look for numbers and statistics that can help you to understand the size of a problem, audience or market

5

Ask the product's users what they think about the product

6

Look for different ways to improve a product

*Want to know more? Google for more!*

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