Primary Research: Not Secondary for Entrepreneurs

Entrepreneurship & Libraries Conference
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About Us

Sara Heimann
Entrepreneurship Librarian
University of California - Irvine

Summer Krstevska
Business Librarian
Wake Forest University
Agenda

1. Entrepreneurs & primary research
2. Librarians & primary research
3. Strategies for supporting entrepreneurial primary research
Entrepreneurs & Primary Research
Have you learned about primary research in a previous course? (14 Responses)

- Yes: 28.6%
- No: 71.4%
What is our role?

Are we solely secondary research specialists?

Are we equipped to support primary research too?
Strategy 1

Multi-Part Learning Exercise

Survey ➔ Create ➔ Review ➔ Reply
Part 1: Survey Results

Have you conducted your own primary research? (14 Responses)

Yes: 35.7%
No: 64.3%
If yes, please briefly describe your research (e.g., the purpose of your research, how it was conducted, etc.).

5 responses

<table>
<thead>
<tr>
<th>Response</th>
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<tbody>
<tr>
<td>I have informally conducted primary research by creating a poll for club</td>
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<td>golf as the president of the organization. It was to determine who wanted</td>
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<td>shirts vs who did not.</td>
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<tr>
<td>At the time, I didn't know it was primary research, but I surveyed my school</td>
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<td>when selling shirts for our entrepreneurial class in high school.</td>
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<td>I interviewed a WW2 survivor from Vichy France</td>
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<td>Some of the research that I did was looking at social circles in the San</td>
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<tr>
<td>Francisco Bay area. Used basic methods to send people survey test a tracked</td>
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<tr>
<td>results.</td>
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<tr>
<td>I just did research on who would be interested in using a volunteer service</td>
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<td>that relates to the algorithm of craig's list and what kind of companies</td>
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<td>would benefit.</td>
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Part 2: Instruct students to create questions

This could be hard to find, but how many teenagers are affected by cancel culture?
How does cancel culture affect your usage of social media?
Do you believe that cancel culture is a problem?

This will be a survey for customers who might be interested in purchasing the improved face masks for their own use. I assume they have a certain level of knowledge about basic face masks such as cloth masks.

1. How often do you wear a face mask?
2. If you would change one thing about the face mask, what would it be?
3. List any kind of face masks you have seen or tried, have they accomplished your goals?
Part 3: Review
Best Practices

Personal Information
Sensitive Questions
Closed & Open
Leading & Loaded
Part 4: Reply to classmate

This could be hard to find, but how many teenagers are affected by cancel culture?

How does cancel culture affect your usage of social media?

Do you believe that cancel culture is a problem?

The first question is a very loaded question. Maybe think of an alternative such as, "Do you believe that cancel culture is intensified by social media outlets and ultimately effects your use of those platforms?"
This will be a survey for customers who might be interested in purchasing the improved face masks for their own use. I assume they have a certain level of knowledge about basic face masks such as cloth masks.

1. How often do you wear a face mask?

2. If you would change one thing about the face mask, what would it be?

3. List any kind of face masks you have seen or tried, have they accomplished your goals?

For the first question I think it is really good one just a few things to keep in mind. First, the question could potentially fall under the category of a loaded question because people do not want to look irresponsible for not wearing a mask. Also, ask a shorter close ended question like "do you wear a face mask?" This can help simplify responses making data analytics easier on the back end. I really like the other questions because they are all looking for solutions.
“In the primary research discussion, I really liked how we were to respond to each other’s questions. X- replied to my post with a rather helpful and insightful comment. In my first question, I used the word religiously, not in a religious sense but I still used it, and X-instructed me that this could possibly throw off my responders and result in inaccurate data. This was very helpful. I responded to Z- post in efforts to help him get more accurate data as X- did for me. I pointed out an assumption he made in his response in hopes that he would take my advice and possibly edit his question to get more accurate data.”
Strategy 2: LibGuide

guides.lib.uci.edu/entrepreneurship/market_validation
LibGuide Assessment

Views
300 views since Feb. 2020

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Getting Started
Ethical Guidelines
Survey Tips

Reference
Guide is used in consultations & instruction
Discussion & Q/A

Have further questions? Contact us:

Sara Heimann
sheimann@uci.edu

Summer Krstevska
krstevs@wfu.edu
Thanks!

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