

6 Steps for Research

Bite-Size *Learning*

STEP 1

CHOOSE A TOPIC



Select a broad area of interest that you are motivated to work on. (e.g. K-pop culture in Asia)



Topic selection may sometimes be restricted by lecturer's requirements that you need to follow.



Do a preliminary search in Google, ChatGPT, or other tools to generate ideas for exploration.

STEP 2

GATHER BACKGROUND INFORMATION



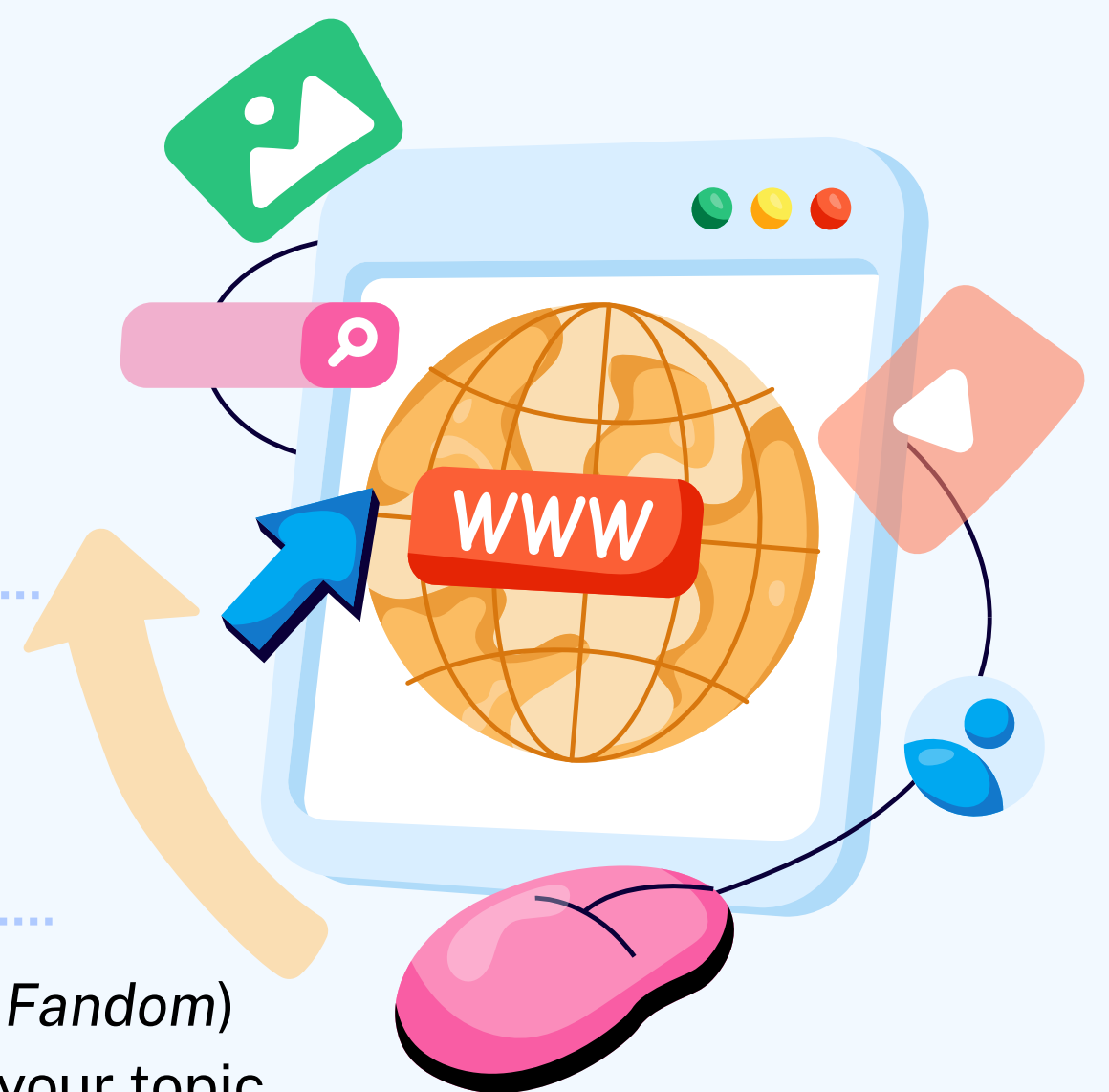
Find background information online through encyclopaedias, dictionaries, textbooks, handbooks, government & organisational reports



Use these sources to help you gain some understanding of the topic before starting your assignment.



Look out for ideas and keywords (e.g. *Hallyu*, *Fandom*) that are frequently mentioned by experts on your topic. This will help you search the library databases later.



STEP 3

CONSIDER THE SCOPE OF YOUR TOPIC

Start your research with a broad topic and gradually narrow it down.



If a topic is **too broad**, you may be overloaded with information, making it difficult to focus and manage.



If the topic is **too narrow**, you may have difficulties in finding information for your assignment.



To narrow or broaden a topic, think about the *issue, target population, geography, time frame, and other legal, social or psychological aspects.*



EXAMPLE: NARROWING DOWN YOUR TOPIC

INITIAL TOPIC:

- K-pop culture in Asia



REFINED TOPIC:

- K-pop culture among **Gen Z** in **South Korea**



STEP 4

DEVELOP RESEARCH QUESTION

A GOOD RESEARCH QUESTION SHOULD BE

- **Open-ended**
E.g. How?, Why?, What? Or Which?
- **Focused & Specific**
To avoid ambiguity.
- **Researchable**
To ensure that there is sufficient information and data for analysis (e.g. surveys, reports, market trends & etc.)



Brainstorm as many questions as you can think of that relate to your research topic.



This will help you identify problems and gaps which can later turn into a research question.

RESEARCH QUESTION

Open-ended

How does K-pop influence
fashion purchasing behaviour
among **Gen Z** in **South Korea**?

Focused/
Researchable

STEP 5

FIND & EVALUATE SOURCES



FIND SOURCES

You can find journal articles, books, news, reports, and statistics using **OneSearch**, **Library Databases**, **Google Scholar**, and reputable **Websites**.

OneSearch

A library search platform that helps you find both online and physical resources, including e-books and journal articles.

OneSearch

Books, journal articles, ebooks a...

Library Database

An organised online collection of electronic books, articles, news and reports. Library subscribes to these databases for you to access for free.



Google Scholar

A useful search tool for finding scholarly literature (free or paid) across many disciplines. You can set up a library link to access full-text articles if your library subscribes to the relevant resources.



Websites

Search for reputable websites from organisations (.int), government agencies (.gov), and educational institutions (.edu) to access accurate information.

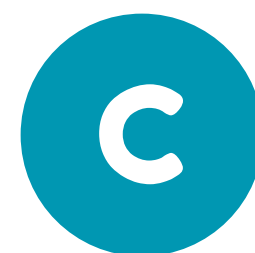


EVALUATE

Evaluating information sources is important to ensure the quality of your research and support your arguments with strong evidence.

You may use these evaluation criteria:

Currency



- When was the source published?
- Is the information timely or outdated for your topic?

Relevance



- Does the information relate to your topic?
- Who is the target audience?

Authority



- Who created the information?
- Can the author's credentials and organisational affiliation be verified?

Accuracy



- Where does the information come from?
- Is the information factual?
- Can it be verified using another source?

Purpose



- What is the purpose and its intended audience?
- Is the information fact or is it based on opinion?
- Is the information biased?

STEP
6**CITE SOURCES TO
AVOID PLAGIARISM**

Citing sources gives credit to the original authors of the sources used in your assignment. It allows readers to know where your information comes from, which helps to demonstrate the credibility of your work and prevent plagiarism.



There are various citation styles used by different universities, such as **APA** or **Harvard** style.



Please check with your lecturer to find out which style is required for your assignment.