research and innovation

what is research

Alan Dix

STRUCTURE + DIVERGENCE = INNOVATION

research?

• what is it?
• should you be doing it?
• how do you do it?

definitions of research

"Systematic investigation towards increasing the sum of knowledge"
(Chambers 20th Century Dictionary)

"an endeavour to discover new or collate old facts etc. by the scientific study of a subject or by a course of critical investigation."
(The Concise Oxford Dictionary)

types of research

primary
scientist
social scientist
historian

secondary
journalist
patent lawyer
R & D