Not all information is readily available. So what can you do?

Research Process:

1. **Explore topic:** Gather information from multiple reliable sources to provide a more complete picture. Careful exploration and analysis helps set your project in the right direction.

2. **Track Relevancy:** Keep track of information that could prove useful for your project.

3. **Extrapolate/Interpret:** Make realistic inferences and projections from meaningful data you find. What could this information mean? What connections can you make?

4. **Influence:** Support your ideas with credible sources to be more convincing and persuasive.

5. **Verify:** Your reader wants to know where information comes from so they can access and assess the information.
   - Using unique ideas (i.e., not common knowledge)? Give credit by citing them. Not sure? Cite them.
   - Using statistics, demographics, financial information? Compiling or using charts, graphs, tables? Always cite the source.

6. **Survey:** You may need to conduct your own survey or study to obtain information you need if it’s not readily available. Find more direction for **Conducting Studies**: [http://tinyurl.com/l5o4opf](http://tinyurl.com/l5o4opf)

**Citing Sources Using APA Format:** [http://guides.lib.uw.edu/bothell/busciteeval](http://guides.lib.uw.edu/bothell/busciteeval)
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