

## 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

secondary

scientist

journalist

social scientist

patent lawyer

historian

R & D