



Research Techniques for the Web

Course Overview

Internet growth has increased the challenge of finding accurate information, from reliable sources, promptly. With growing volume of available data, it now takes more time and greater skill to find precisely what you are looking for.

This seminar teaches participants to conduct internet research with greater efficiency. The technique includes building a plan, searching surface data and deep web, and maintaining organization. Participants will use critical thinking to find the optimal sources for their web research.

Recommended for: Marketers working on market research area or people using the internet for various researches.

Format: Instructor-led

Duration: One day

Learning Objectives

- Explain the importance of excellent internet research skills
- Develop a plan for research
- Learn the most appropriate search resources
- Search the visible, indexed web and the deep web using multiple tools
- Determine the validity and credibility of websites
- Organize research data
- Cite sources and avoid plagiarism



Course Outline

Unit 1: Planning Your Web Research

Key Parts of a Research Plan
Get Focused

Unit 2: Researching the Surface Web

How Search Engines Work
Build a Keyword List
Web Searching Step-By-Step
Doing Advanced Searches
Quick Searches
Internet Scavenger Hunt

Unit 3: Researching the Deep Web

Unit 4: Researching Multimedia Content
Expanded Search Techniques

Unit 5: Validating Your Research

Analyze Your Sources
Check Your Facts

Unit 6: Using Research Tools to Stay Organized

Unit 7: Citing Your Sources Properly

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