

# Evaluating data sources found through Google

When deciding how reliable a source of information is, you should consider:

- Who did the research?
  - Are they an industry leader or a government organisation?
  - Who published the report?
  - A journalist? The person who did the research? Another party?
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- Why did they decide to conduct the research / publish the report?
  - Do they have any biases, or strong opinions, or other motives, which may affect the information they've chosen to share?
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- Is it looking at the right geographic area and the right people?
  - Is it a recent source (1-2 years older) or more dated?
  - Is there a more recent version available?
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- How does it fit in with the other information you have found?
  - Are other sources saying similar or different things?
  - Do more recent reports show a change in thinking, or explain why the older research was incorrect?

Created by Katie Goudie, to accompany a talk on Market Research for young entrepreneurs at a Princes Trust Scotland networking event.

<http://www.katiegoudie.co.uk/2018/04/22/beginners-guide-market-research>