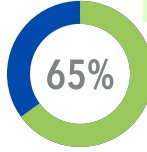


According to our research

HOW DO NEW AUTHORS THINK ABOUT RESEARCH METHODS?



AGREE THAT EFFICIENT DATA COLLECTION IS KEY TO QUALITY RESEARCH



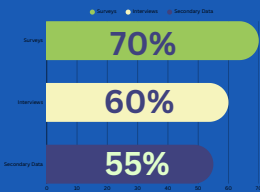
STRUGGLE TO BALANCE DATA COLLECTION WITH ANALYSIS AND WRITING

DATA COLLECTION CHALLENGES

80% agree that efficient data collection is key to quality research



only 50% say their methods yield consistent results.



70% of researchers rely on surveys
60% on interviews
55% on secondary data

Researchers revisit data sources an average of once every three weeks, slowing progress.



RESEARCH HABITS

40% of their day on repetitive tasks like data cleaning and formatting



Only 45% of research queries are systematically documented for future reference.



Technology & Research Trends

42% of researchers struggle with data analysis tools.

88% of research institutions have adopted new technology in the last three years



2/5 of researchers lack training to use these tools effectively.



TECHNOLOGY & RESEARCH TRENDS

The Solutions

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DATA SOURCE: The insights and statistics used to develop this solution are derived from the post-training survey conducted as part of our research methods training in 2023 and 2024.