What is Internet Research?

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Internet Research, as explained by DJS Research Ltd.

Internet research is the practice of using the internet (especially the World Wide Web) to acquire facts on a particular subject. Within the sphere of market research, internet research is a common form of desk (secondary) research due to the easy accessibility of articles on myriad of topics. There are many sites (the MRP is one) who have libraries of research findings and publish them for anyone to see, some commercial sites also have studies published freely, although many will charge.

The internet allows market researchers to garner information on a topic, sector, business or demographic before they actually set out to perform a study or even before they pitch for the contract. By â€œdoing their homeworkâ€• on the topics to be discussed researchers can then make more informed decisions on what route to take with a particular studyÂ - what questions need to be asked and the best way in which to answer them. To see further information please visit DJS Research by clicking here: Market Research UK

Other DJS Sites:Â Customer Satisfaction SurveyÂ :: Business To Business Market ResearchÂ :: International Market Research ::Â Industrial Market ResearchÂ :: Branding ResearchÂ :: Qualitative ResearchÂ :: Online Market ResearchÂ :: Market Research ManchesterÂ :: Market Research Agencies

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