Macro Approaches to Digital Searching and Secondary Research

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Abstract

The use of digital information can be approached from more than one angle. The main emphasis over the past decade has been on making a few basic tools (for instance, browsers and search mechanisms) powerful, versatile and easy to use. Coleman and Oxnam (2002) suggest both improving the usability of current tools and developing new ones. This article suggests focusing on the use of tools for searching digital information. The power of a search mechanism depends not only on how it is constructed but also on how it is used. Coleman and Oxnam ask: “How can interactional digital libraries enhance and augment human capabilities?” I ask a related question: “How can we use current tools such as search mechanisms more effectively?” Coleman and Oxnam wrote their article in the form of a challenge to JoDI readers, authors and researchers in the realm of interactional digital libraries. In a similar spirit, this article can be considered an initial investigation of this question.

Full Text:
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Secondary market research is when you use previously completed studies and apply the results to your own situation. These studies are easy enough to find via an internet search or by researching marketing journals and, on the upside, are usually free or low cost. The drawback for businesses is that the results are not specific to your business, and you may not be aware of all of the variables involved. The results may also be broader than your company’s niche, making it difficult to help inform your business decisions. What Kind of Research Should I Use? For many business owners, the best The approach to sociology can be divided into two groups: micro and macro. Micro-sociology focuses on study of behaviour in various situations in a daily life. Macro-sociology, on the other hand, has a broader scope and employed to explain the various aspects of broad social systems. Changing nature of work can be explained from both perspectives – micro-sociology and macro-sociology. From micro-sociology perspective, changes in the nature of work as described above have certain implications for employees in individual and personal levels such as possibility to achieve greater levels of work-l