Student Tips to Finding Data Handout

Example product: We’ve decided to market a shoe that can generate electricity (to charge phones, iPods, etc.) as you walk.

Questions to investigate
- Does a similar product already exist? (such as blinking children’s shoes)
- What age group / income level / education level is the target group?

Factors that may be relevant to product sales:
- Average cost of shoes
- Expendable income
- Average number of steps taken per day
- Average battery life of phone / iPod
- Profit from shoe sales

Compare each of the above by demographics:
- By age group (age 15-20, 21-30, 31-40, 41-up)
- By gender
- By annual income level ($18 to 30K/year, $31-60K/year, $61-120K/year, >$120K/year)
- By region (East Coast, Midwest, Northwest, West Coast, etc.)

Finding relevant data tips:
- Start with general searches, then make them more specific
- Look at the available data and see if it fits your research

Databases and alternate search engines:
- Data.gov: [https://www.data.gov](https://www.data.gov) — datasets organized by a variety of topics
- Konect [http://konect.uni-koblenz.de/](http://konect.uni-koblenz.de/) — graphs of datasets on a variety of topics
- Reddit [https://www.reddit.com](https://www.reddit.com) — user-generated links to data on the web
- Internet public library: [www.ipl.org](http://www.ipl.org) — a search engine / reference desk
- Lifewire [https://www.lifewire.com/](https://www.lifewire.com/) — tips and advice
- Datahub.io [https://datahub.io/dataset](https://datahub.io/dataset) — searchable data sets on a variety of topics
- Wolfram Alpha [https://www.wolframalpha.com/](https://www.wolframalpha.com/) — computational knowledge engine (requires paid subscription to download)
- Knoema Add-in for Excel [https://knoema.com/datafinder](https://knoema.com/datafinder) — access to many databases and visualization tools
Guiding Questions for Your Research

- What are your personal interest(s)? List 3 to 5 below.
  *Examples: volleyball, alternative music, chatting with friends.*
  1. 
  2. 
  3. 
  4. 
  5. 

- Name some products you would be interested in marketing for this project. They may relate to your interests.
  Be creative—you want a product that is unique and interesting.
  Be specific—describe the type, style, functions, appearance, use, etc., of your product.
  1. 
  2. 
  3. 
  4. 
  5. 

- What are some factors that may be relevant to your product(s)?
  1. 
  2. 
  3. 
  4. 
  5. 
  6. 
  7. 

- Where might you go to search for your data, besides just typing in a search engine?
  As you search for data and factors related to your data, list the sources you use (such as Knoema).