

## Search vs Research

This is Google. Chances are you have used Google to search on the internet for information, from news about your favourite sports team, to cupcake recipes to well, cat videos.

You might have even used Google to research a school paper, even when you have been told NOT to.

There is nothing wrong with STARTING your research in Google, especially when you're just getting to know a topic. Google and other search engines are a powerful tool that makes finding information easier and faster, but when you're doing RESEARCH, you're not simply SEARCHING for information or facts; you're actually putting different pieces of information together to find patterns, correlations and connections.

For example, if you want to find out what the capital of Taiwan is, the fastest way to do so is to Google. But if you want to connect the importance of Taipei to Taiwanese culture and history or if you want to compare Taipei to another city such as Beijing, you need to move beyond search to research.

Research involves using multiple resources, trying different search keywords and thinking critically about the information you've found.

Research is iterative; it is not a straight line but a cycle of inquiry and discovery. If search is a car ride that takes you from point A to point B, research is a stroll through the woods. There might not be a clear direction or destination, and you might get lost or need to double back multiple times, but it will also take you to unexpected and interesting places.

Research can be frustrating because there are so many directions to go, but it is also exciting and rewarding when you have forged your own path and arrived at your own destination.

Remember: search is seeking the answer; research is seeking the question, so take your time strolling through the woods and enjoy the journey!