**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)   
  If so, what are the costs of production and product sales for this item?
* 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> — datasets organized by a variety of topics
* Konect <http://konect.uni-koblenz.de/> — graphs of datasets on a variety of topics
* Reddit <https://www.reddit.com> — user-generated links to data on the web
* Refdesk <http://www.refdesk.com/> — a collection of facts and resources
* Internet public library: [www.ipl.org](http://www.ipl.org) — a search engine / reference desk
* iTools <http://itools.com/> — search and reference tools
* Encyclopedia.com <http://www.encyclopedia.com/> — topic, category, directory search
* Reference.com <https://www.reference.com/> — information and search
* Lifewire <https://www.lifewire.com/> — tips and advice
* Datahub.io <https://datahub.io/dataset> — searchable data sets on a variety of topics
* Wolfram Alpha <https://www.wolframalpha.com/> — computational knowledge engine  
  (requires paid subscription to download)
* Knoema Add-in for Excel <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).