

**Question 2** (6 marks)

(a) Define *quantitative research*.

Quantitative research gathers numerous amounts of data and the researcher relies heavily on their organisation skills.

(b) Define *qualitative research*.

Qualitative research collect few amounts of data of a particular group. For example interviews and focus groups. The researcher uses more interpretive skills.

(c) You are asked to conduct research on the impact of technology on family relationships.

Name ONE appropriate methodology you would use to research this issue.

Survey

Justify your choice of methodology for this research.

Surveys will gather quantitative amounts of data and can be easily compared. It can gather data from each family member which means I would be able to compare the past with future. Through comparison of data it would be easy to determine how technology impacts family.