

Question 2 (6 marks)

- (a) Define *quantitative research*.

Quantitative research involves data which allows results to be compared easily with other surveys, can be presented in graphical form yet allow for less detail and opinion eg, a questionnaire (close ended)

- (b) Define *qualitative research*.

Qualitative research involves data which is collected giving detailed responses and allows for opinion. An example of such would be an interview. Often this research is hard to compare to others.

- (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.

..... Focus Group

Justify your choice of methodology for this research.

A focus group is a small group (3-8 members) brought together by the researcher for an indepth discussion on a certain issue. This methodology would be effective in researching the impact of technology on family relationships as the group could include both children and parents of families. members could include family members of different locations to see if certain areas eg, city families are more impacted by technology etc as well as having family members of different sizes. A focus group would be effective as opinions bought up would help give the researcher future ideas for secondary research.