

Question 2 (6 marks)

- (a) Define *quantitative research*.

Quantitative research is removed from the original source and results in graphs, tables and statistics. It relies on the researcher's ability to organise material beforehand.

- (b) Define *qualitative research*.

Qualitative research is closely linked to the source and relies on the researcher's ability to interpret quotations, feelings and requires a response verbally or written.

- (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.

This methodology would provide the researcher with first-hand information on how technology has impacted on a number of families. It would allow discussion between different types of families as well as agreements or disagreements about types of technology, impact on family structures and in everyday life. This methodology is very useful as it stimulates more response than a simple questionnaire.