

Research Methods

In the real world production companies don't just come up with ideas for creative projects

They do **research** to work out how to meet the needs of the target audience in the best ways

In iMedia you always need to be thinking about working in a **professional environment**

You should always be thinking about working as a **creative professional** (graphic artist, video editor, web designer etc...) NOT a 16 year old pupil in a school

Research Methods

You need to know about two sorts of research method:

1. **primary research**
2. **secondary research**

The point of research is so that the end product is better and will meet the needs of the target audience

Research Methods

There are two types of information you can produce using research methods:

- **qualitative** information is written. It talks about a product using words and may include opinions
- **quantitative** information uses numbers and statistics to present information

These are tricky to remember, but often come up in the exam

Research Methods

Primary research:

This is where someone asks questions themselves

Usually they would ask members of the target audience. This could be:

- **surveys** or **questionnaires** – written or online
- face to face **interviews** with individuals
- **focus groups** – a group of people who are in the target audience are brought together to discuss ideas for a product



A focus group is a meeting where an organiser can present information and ask in depth questions and listen to discussion between members of the target audience for a project.

Just writing “do a survey” is too vague – you need to write an answer in the context of the exam paper (see slide 8)

Research Methods

Primary research:

Method	Advantages	Disadvantages
Surveys and questionnaires	<ul style="list-style-type: none">• can be given to lots of people at once• gather lots of quantitative data quickly• quick and cheap to do	<ul style="list-style-type: none">• rely on people filling them in• some groups may not do online surveys (older, younger)• not great for qualitative data
Interviews	<ul style="list-style-type: none">• get a more detailed view• good for understanding opinions• good for qualitative data	<ul style="list-style-type: none">• take time and cost more to do• less quantitative data
Focus groups	<ul style="list-style-type: none">• get a more detailed view after discussion, allowing other ideas to be explored• good for understanding opinions	<ul style="list-style-type: none">• take time and cost more to do• people usually paid to do them

Research Methods

Secondary research:

This is where someone looks at material that's already been produced:

- reading **books** or **journals** (research publications)
- looking at **websites**, blogs etc...
- reading **posts on social media**
- **magazines** or **newspapers**
- **television** programmes and online videos

The key is that secondary research looks at material other people have already produced, often bringing together material from different sources



Secondary sources can include websites, blogs, social media posts, books, magazines or newspaper articles

Just writing “the internet” is too vague for answers. You need to make sure your answers mention what’s in the exam paper (see slide 8)

Research Methods

Secondary research:

Method	Advantages	Disadvantages
Books or journals	<ul style="list-style-type: none">• written by experts based on primary research• often more reliable	<ul style="list-style-type: none">• may be out of date• authors might be biased• cost to access
Newspapers or magazines	<ul style="list-style-type: none">• published regularly, so up to date• may be written by experts• may summarise well	<ul style="list-style-type: none">• authors might be biased or miss out important points• may not be written by experts• cost to access
Websites, blogs	<ul style="list-style-type: none">• easy to access; up to date• quick and low cost	<ul style="list-style-type: none">• anyone can publish online so bias is a big problem
Social media posts	<ul style="list-style-type: none">• quick, easy, up to date• lots of different opinions	<ul style="list-style-type: none">• anyone can publish online so bias is a big problem
TV and videos	<ul style="list-style-type: none">• TV usually trustworthy• can be up to date – news	<ul style="list-style-type: none">• online video may be biased

Research Methods

You need to write your answers in the context of the wider question.

Identify **one** electronic source of information where you could research about bikes.

..... [1]

Explain what primary research you would carry out to help you to research about bikes and their upgrades.

.....

.....

.....

..... [2]

Don't just write "the internet" – say "look at bike websites" or "read posts about bikes on social media"

Don't just write "do a survey" – say "set up a focus group to find out what people who ride bikes think"

Research Methods

Summary:

- **primary research** is asking questions to the target audience directly
- **secondary research** is using information put together by someone else
- **qualitative** information is written. It talks about a product using words and may include opinions
- **quantitative** information uses numbers and statistics to present information