

Research Methods

Primary research is where someone asks questions themselves

Usually this involves asking the **target audience** – perhaps to research what type of product will work well or how a product needs to be promoted

Primary = someone asks people directly

Research Methods

Primary research:

There are 4 primary research methods you need to know:

- **online surveys**
- **questionnaires** – usually these would be written
- **interviews** face to face with individuals
- **focus groups** – a group of people who are in the target audience are brought together to discuss ideas for a product. This can involve sharing samples of the product with the group



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

Research Methods

Method	Advantages	Disadvantages
Surveys and questionnaires	• can be given to lots of people at once • gather lots of quantitative data quickly • quick and cheap to do	• rely on people filling them in • some groups may not do online surveys (older, younger) • questionnaires need printing and data needs to be entered – time and cost • not great for qualitative data
Interviews	• get a more detailed view • good for understanding opinions • good for qualitative data	• take time and cost more to do • less easy to get quantitative data
Focus groups	• get a more detailed view after discussion, allowing other ideas to be explored • good for understanding opinions (qualitative) • can explore samples of products to get feedback	• take time and cost more to do • people usually paid to do them – an extra cost • can be dominated by individuals • discussions need to be moderated carefully to keep on track