

Research Methods

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

There are two sorts of research method:

1. **primary research** – information gathered by a researcher, usually by asking questions to the target audience
2. **secondary research** – using sources that already exist such as books, websites, and TV recordings

Research Methods

Type	Advantages	Disadvantages
Primary research	● focus directly on the target audience and the product ● up to date ● some methods can gather lots of quantitative information quickly ● other methods allow more detailed qualitative information to be gathered (e.g. focus groups)	● easy to miss important parts of the target audience (e.g. online surveys) ● take time ● cost money ● people don't always tell the truth
Secondary research	● easy to access, particularly websites ● often cheap to access ● don't have to find people to answer questions ● lots of different sources	● sources might be biased ● so findings may not be accurate ● takes time to find good sources and work through them ● can be out of date ● doesn't necessarily tell you what your audience thinks ● usually cheaper to do

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