Question 2 (6 marks)

(a) Define *quantitative research.*

Quantitative research is a large amount of research used to find commonalities with a standard. Eg Closed-ended survey is quantitative.

(b) Define *qualitative research.*

Qualitative is a more in-depth theory of research which allows greater variations and understanding. Eg Focus group.

(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.

In using a focus group, I would be able to get a better understanding of how the families interact and are impacted upon by technology. I would have several different families and determine if there are commonalities between them. It would be more objective rather than using a survey because I wouldn't influence the response.