

Question 2 (6 marks)

(a) Define *quantitative research*.

quantitative research involves the collection of data which can be easily collected and easily obtain large numbers of responses eg surveys

(b) Define *qualitative research*.

qualitative research involves obtaining not necessarily large amounts of information but more in depth and personal information eg open ended interviews and questionnaires

(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.

Passive observation

Justify your choice of methodology for this research.

Passive observation would allow the researcher to obtain in depth information on particular families. Although you would not obtain a large amount of information the information obtained would be specific. A survey would allow large amount of information but would it be accurate and in depth? For this reason passive observation would allow the researcher to acquire their information without the members of the families changing their attitudes knowing that their relationship was being analysed.