

Question 2 (6 marks)

- (a) Define quantitative research.

Involves the acquiring of information in normally statistical form with such examples as closed ended questions, trend & statistical analysis

- (b) Define qualitative research.

It involves the gathering of information with open ended questions, allows for more than generalised comments, such as focus groups, interviews to allow for a more in depth discussion of a research aim.

- (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.

Through focus groups I can attain a great variety of information via a group discussion, having members of each aspect of a family (mother, father, sister, brother) & compare this nuclear family to other family groups whose lives are dramatically impacted upon as they have easy access to technologies the other family has not (Internet, Phone lines, mobiles, Television, Pay TV). Thus comparing the two different families responses, their interactions with each other & how consequently they believe technology has affected & impacted on family relationships & reasons as to why this is so.