

Question 2 (6 marks)

(a) Define *quantitative research*.

quantitative research is research gained with a wide census. For example surveys, and questionnaires.

(b) Define *qualitative research*.

qualitative research is research that has quality information. eg. interviews, and case studies.

(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.

qualitative (case study)

Justify your choice of methodology for this research.

a case study would be most accurate as you can observe the impact of technology on family relationships. You can observe each individual of the family, note how they interact with the technology, then how they interact with each member of the family or the family as a whole.