

Question 2 (6 marks)

- (a) Define *quantitative* research.

Quantitative research is where the quantity of data is important. Generally, when a survey is being carried out involving a large number of people

- (b) Define *qualitative* research.

Qualitative research is where the quality of the research is important. A more in-depth study is required.

- (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.

Open-ended Survey

Justify your choice of methodology for this research.

I chose this methodology for this research as the surveys can be sent to families in a particular community or someone can go around to their houses and ask the questions and the people being surveyed have the choice of simply answering yes or no and if they feel the need can elaborate on the choice for their particular answer