

Question 2 (6 marks)

(a) Define *quantitative research*.

Quantitative research is research which obtains statistics and numerical data on the topic of interest. Usually for larger

(b) Define *qualitative research*.

Qualitative research is research which obtains more personal perspectives upon the topic of interests. It allows for opinions and thoughts on the topic.

(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.

~~Interview~~ Focus Group

Justify your choice of methodology for this research.

With the use of a focus group, I can gather opinions and perspectives from a numerous amount of members within the family. They will also be able to express their own opinions about the impact of technology to each other which may reduce the possibility of gathering bias information.

with several people gathered together with me interviewing them all at once.

together at the same time