

**Question 2** (6 marks)

- (a) Define quantitative research.

Quantitative research consists of being able to show graphically or numerically what you have found. They include surveys and questionnaires.

- (b) Define qualitative research.

Qualitative methodologies consists of lucid information that states a theory or opinion and is open to interpretation. Examples are: group discussions and observation.

- (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.

Quantitative: SURVEY

Justify your choice of methodology for this research.

A question such as this requires a definitive answer, that will lead to a more conclusive conclusion. A survey will enable me to show numerically my findings, enabling me to compare the positives to the negatives. This is important in research such as this, as the question is portraying its need for a conclusion, an answer that is definite.