

Unit 1: P1, M1, D1

Qualitative	Concerned with complete and detailed descriptions of events. Being observations, artifacts, interviewing and focus groups.	Doesn't need a strict design plan before it begins, gives the researcher freedom to let the study unfold more naturally. The researcher gains more detailed and rich data in the form of comprehensive written descriptions or visual evidence, such as photographs.	Gives the researcher a subjective view of the study and its participants because they are heavily involved in the process. The researcher interprets the research according to their own biased view. Very time consuming and can last months or even years.
-------------	--	--	--

What research methods did you use when completing the assignments in year 11 (Unit 18 Advertising and Unit 21 Media Project)? (e.g. primary, secondary, qualitative, quantitative)

To complete unit 18 and unit 21 I mainly used the secondary research method because it would be very time consuming and difficult for me to collect my own data to use.

What research techniques did you use when completing the assignments in year 11 (Unit 18 Advertising and Unit 21 Media Project)? (e.g. using the library, the internet, watching videos, reading info, recces, practises, plans etc)

When completing unit 18 and 21 I used the internet to go on websites and gather necessary information. I also used youtube to watch videos to gain a depth into my topic and learn how to use certain techniques with the camera, I then took practice shots to feel more familiar with the camera.