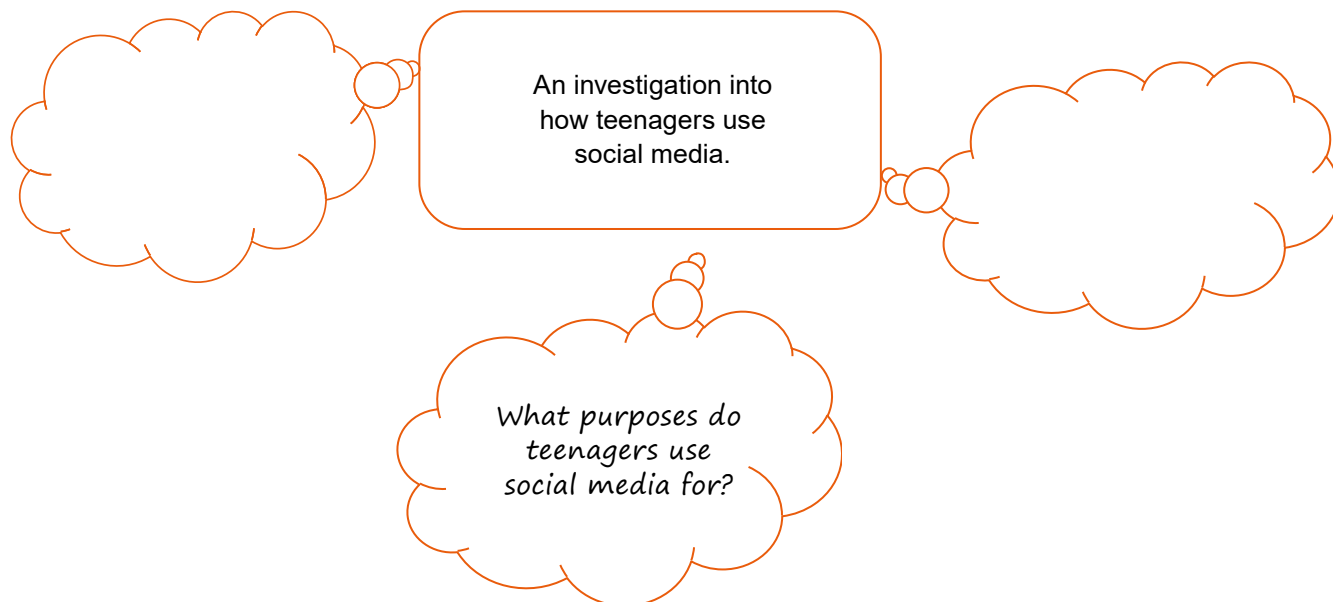




Worksheet 3: Applying research design

- 1 Break down the research scenario into a series of questions. An example is given.



- 2 Choose a primary method that you would use to investigate how teenagers use social media.
- Choose from: a survey, a questionnaire, a type of interview, e.g. unstructured or a type of observation, e.g. overt participant.
 - In your explanation of why the method is useful to the topic try to include concepts such as: qualitative or quantitative, validity, reliability, bias, verstehen, meanings and motivations, patterns and trends as appropriate.

Method:

Explain why it is useful for researching how teenagers use social media:



- 3 Now choose a sampling technique and sample for your primary research method.
- Choose one from these sampling techniques: random, stratified, snowball, systematic or quota sample.
 - When choosing your sample composition think about the number and type of people you will target.
 - In your explanation of why the sample is useful for the topic try to include concepts such as: representativeness and generalisability, cross-sectional, unbiased, etc.

Sampling technique:

Sample composition:

Explain why it is useful for researching how teenagers use social media:

- 4 Finally, choose the secondary data that you would use to investigate how teenagers use social media.
- Examples of secondary data sources include: newspapers, statistics, sociological studies, diaries and other personal documents or digital sources.
 - In your explanation of why the secondary data is useful to the topic try to include concepts such as: qualitative or quantitative, validity, reliability, bias, verstehen, meanings and motivations, patterns and trends as appropriate.

Secondary data:

Explain why it is useful for researching how teenagers use social media: