Research Methods

In the real world production companies don't just come up with ideas for creative projects.

They do research to work out how to meet the needs of the target audience in the best ways.

In iMedia you always need to be thinking about working in a **professional environment**.

You should always be thinking about working as a **creative professional** (graphic artist, video editor, web designer etc…) NOT a 16 year old pupil in a school.

Research Methods

You need to know about two sorts of research method:

1. primary research

2. secondary research

The point of research is so that the end product is better and will meet the needs of the target audience.

Research Methods

Primary research:

This is where someone asks questions themselves.

Usually they would ask members of the target audience. This could be:

- surveys or questionnaires - written, face to face or via the internet
- one on one interviews
- group interviews - sometimes called a focus group
- meeting with the client to ask questions
- visiting somewhere to take photos to gather images

A focus group is a meeting where an organiser can present information and ask in depth questions and listen to discussion between members of the target audience for a project.

Just writing "do a survey" is too vague - you need to write an answer in the context of the exam paper (see slide 5)

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Research Methods

Secondary research:

This is where someone looks at material that's already been produced.

This could be:

- similar websites or blogs
- reading posts on social media
- magazines or books
- using online image galleries

The key is that secondary research looks at material other people have already produced, often bringing together material from different sources

Secondary sources can include websites, blogs, social media posts, books, magazines or newspaper articles

Just writing "the internet" is too vague for answers. You need to make sure your answers mention what's in the exam paper (see slide 5)

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Research Methods

You need to write your answers in the context of the wider question.

Identify **one** electronic source of information where you could research about bikes.

.... [1]

Explain what primary research you would carry out to help you to research about bikes and their upgrades.

....

....

....

.... [2]

Don't just write "the internet" - say "look at bike websites" or "read posts about bikes on social media"

Don't just write "do a survey" - say "set up a focus group to find out what people who ride bikes think"

Research Methods

Summary:

- primary research is asking questions yourself or creating your own images

- secondary research is using information put together by someone else

In iMedia you always need to be thinking about working in a **professional environment**.

Write your answers referring to a **creative professional** (graphic artist, video editor, web designer etc…) NOT a 16 year old pupil in a school.