

Topic Area 2 – Factors influencing product design

2.4 Research methods, sources, and types of data	
Content	Notes on breadth and depth required
Primary research methods: • focus groups • interviews • online surveys • questionnaires Secondary research sources: • books and journals • internet sites/research • magazines and newspapers • television Types of research data: • qualitative information • quantitative information	To include: • The reasons for, and benefits of, conducting research • The advantages and disadvantages of primary and secondary research and data • How research is carried out using different methods and/or sources • The advantages and disadvantages of each primary research method and second research source • The differences between qualitative and quantitative data/information