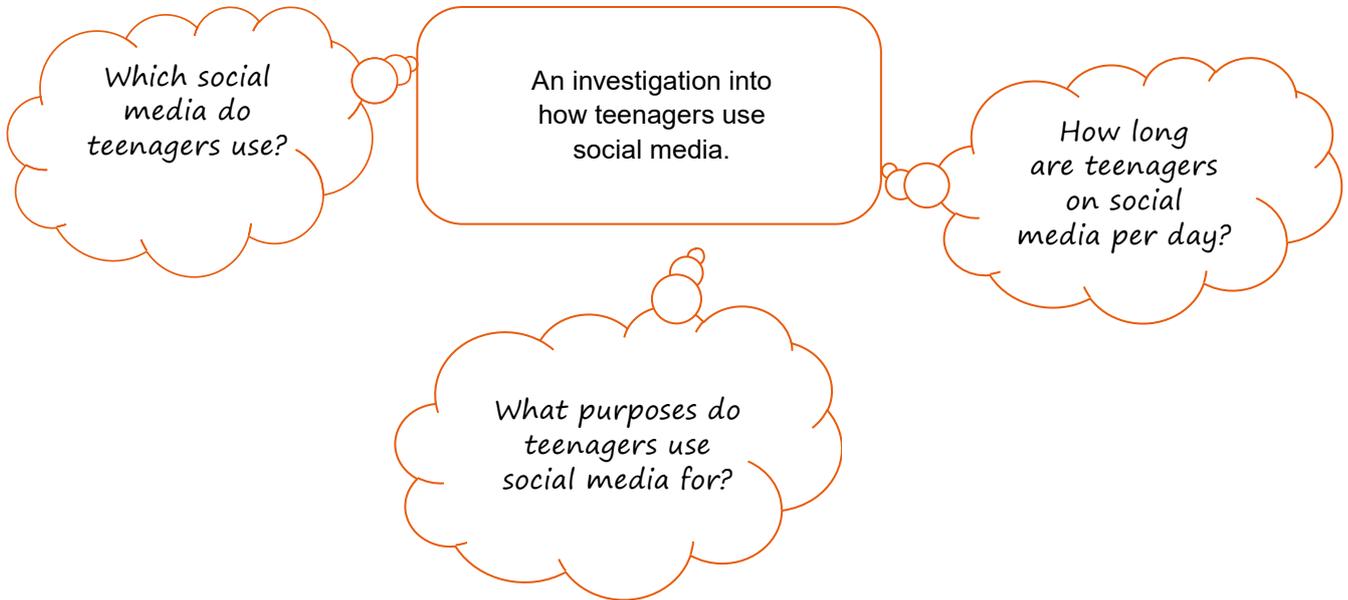




## Worksheet 3: Applying research design answers

- 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:** *Online questionnaire*

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

*A questionnaire will allow me to ask a series of closed and scaled questions to the teenagers to find out about the extent of their social media use. For example, I could ask how long per day they spend on social media and which platforms they use. Using scaled questions, I can find out what kinds of purposes they use social media for. This will give me quantitative data which I can use to see any patterns and trends in how teenagers use different social media platforms. My data will be reliable as the questionnaire is standardised and should gain the same results if repeated with another sample, with the same or similar results.*



- 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:** *Stratified*

**Sample composition:**

*200 people – 100 males and 100 females equally divided in age intervals 13–15 and 16–19*

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

*My sample is stratified by age as I only need teenagers. To be representative my sample will be large and the 200 teenagers will be divided equally according to gender, because if it was only boys the data would not reflect teenagers who are girls. I will divide my sample into age categories to see whether there is any difference in the use of social media by younger and older teenagers.*

- 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:** *A recent sociological study on young people and social media*

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

*I would look for a sociological study which gives me more qualitative information about the reasons why young people use certain social media, what they like and do not like about them. Because this information has been gained from users' own accounts it is likely to be high in validity and will help me to gain a more holistic picture of teenagers use of social media than simply relying on the quantitative data from the questionnaires.*