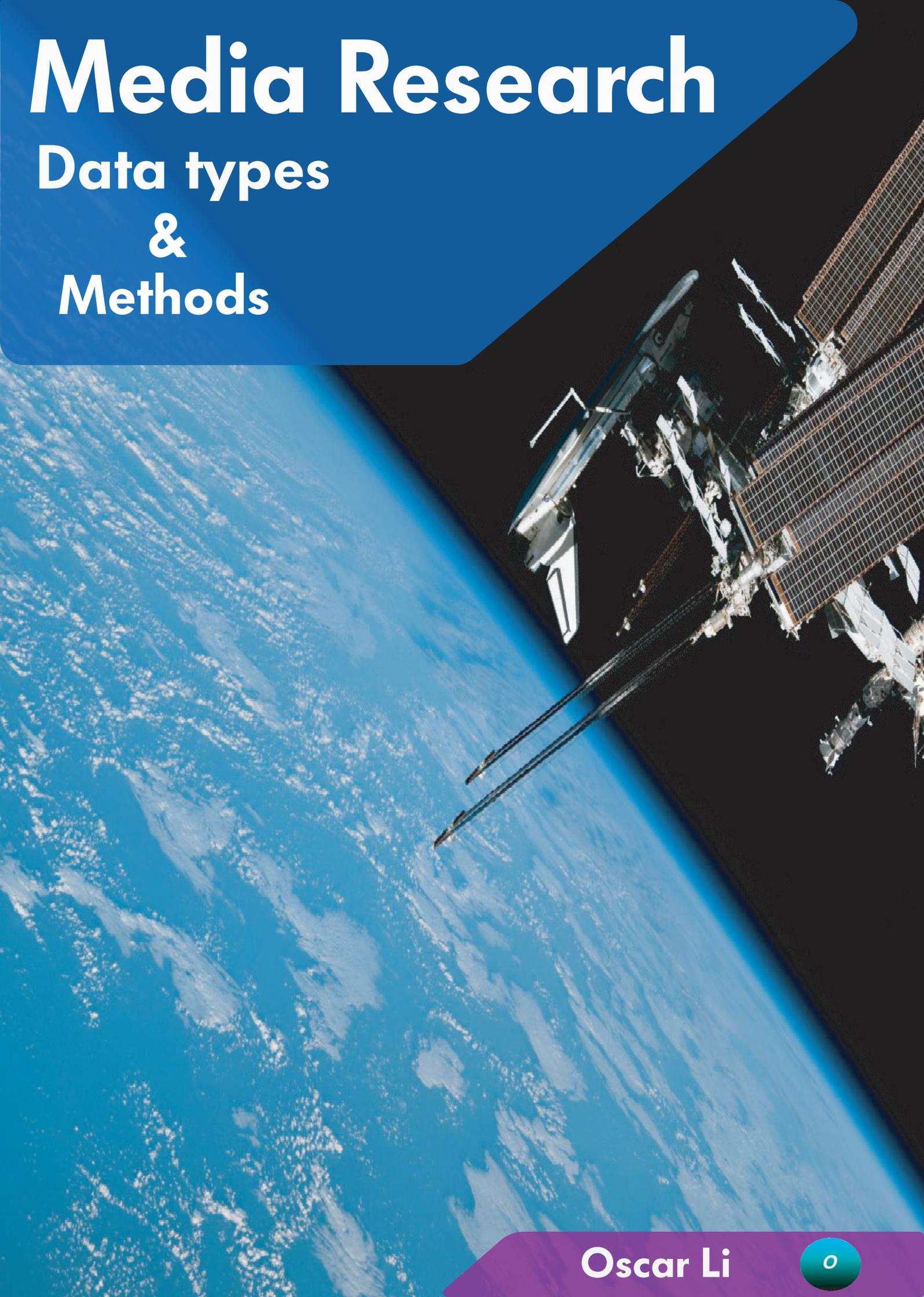


# Media Research

Data types  
&  
Methods



Oscar Li



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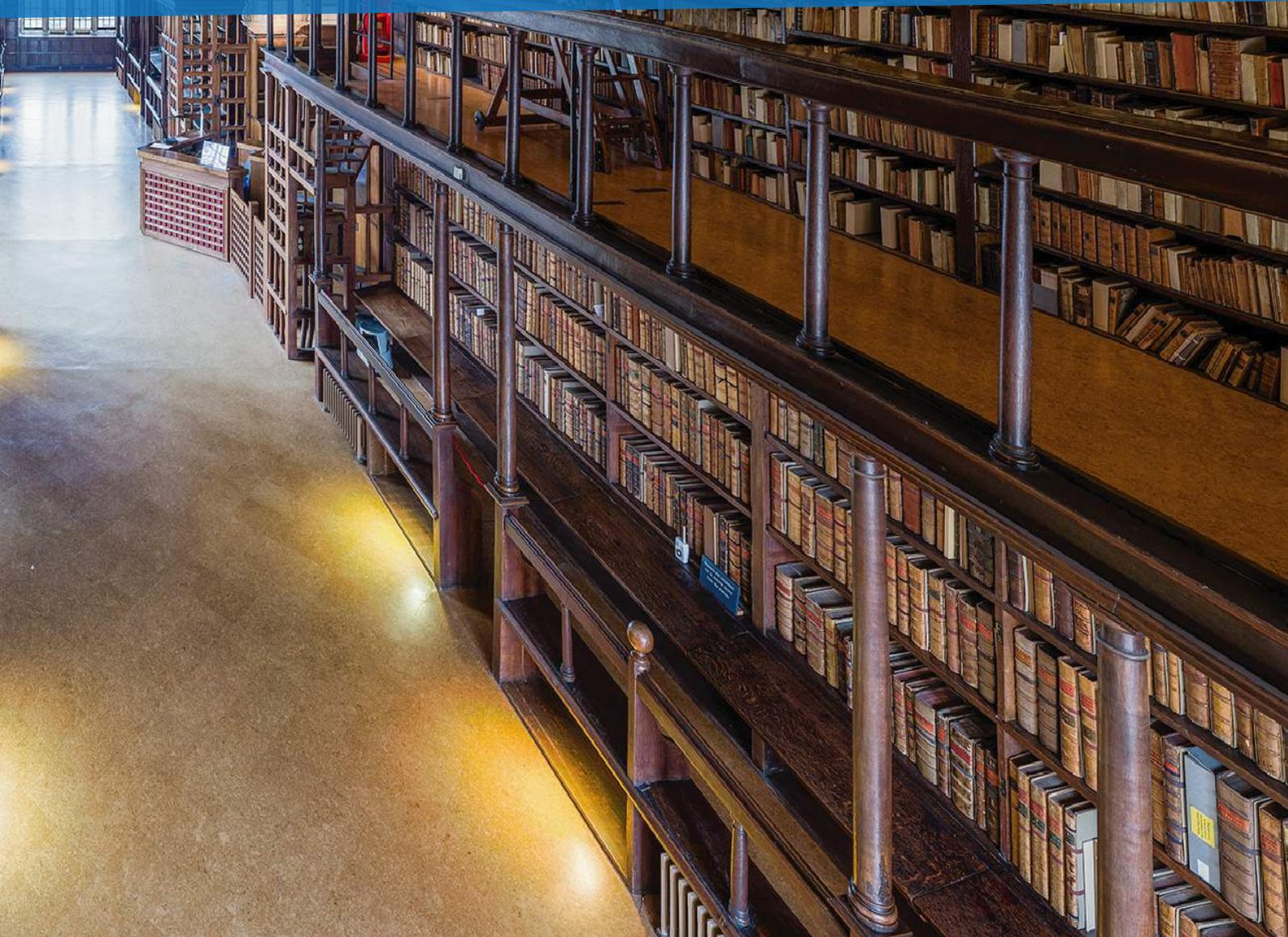
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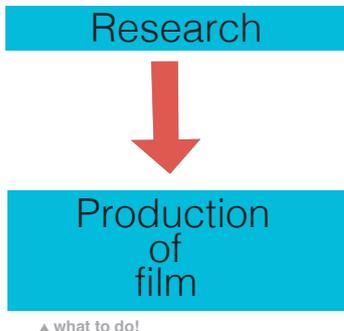
# Chapter One

## Research



# 1 Introduction to Research

## 1.1 Why is Research Important?



When producing a film, it is often split into three stages: pre-production, production and post-production. However, a crucial stage of film production is missing in these three stages, that being research. Research needs to be conducted prior to any planning or production. The primary objective of a film is to have an audience watch and enjoy it. Thus, films which are considered successful tend to be popular, since many people have watched it, and have generated a large sum of money, since people have enjoyed it (sales in Blu-Ray releases and merchandise). Finding out whether or not people would want to watch your film should, therefore, be the first step in research. Producing a film with little to no research into the audience, or lack thereof, would result in a great waste of time and, most likely, money. This is because all resources have been allocated into producing a film with a story that is unpopular and enhancing the experience of that unpopular story through cinematography, sound, editing and lighting. Research first into the question of if there is an audience for your film, and then, invest yourself into enhancing the story and experience of your audience-approved film concept or story. If research is done correctly, a successful film should be the result.

### CASE STUDY

#### Starbucks and Research

Starbucks has been a successful company over many decades largely because of its stellar business strategies.

Market research is appropriate for each change in the integration of operations that will be customer-facing or will impact the services customers experience. Consider that Starbucks has conducted market research on dairy substitutes in its hand-crafted coffee beverages. Note also that Starbucks is highly attentive to monitoring social media networks for consumer brand affinity and customer complaint. Starbucks also actively solicits customer suggestions on its website.

Market research can take many different forms and can also be conducted on the major channels. For their market research on dairy substitutes in coffee beverages, Starbucks employed at least these three market research approaches:

- Cultural trends (the dairy "problem," health-conscious consumers, nut allergies)
- Environmental factors in supply chain management (the almond crop "problem")
- Social media monitoring (word-of-mouth, brand ambassadors)
- Customer preferences tracking (website customer comments)
- In-store product testing

At 84,000 votes, coconut milk is the second-most-requested improvement pitched to MyStarbucksIdea.com <https://ideas.starbucks.com/> which is a website where customers offer ideas and suggestions on a wide range of topics.

▲ "Starbucks' use Market Research propels the brand", by Gigi Devault



▲ one of the many starbucks branches in the world

#### QUESTIONS

1. What does Starbucks conduct research in?
2. How does Starbucks conduct research?
3. Why does Starbucks conduct research, and what did the research reveal?

## 1.2 Research Types

The previous example saw the usage of questionnaires to gather research about beverage preferences. This is a type of research, as data is being gathered and analysed for decision making; in the case of a filmmaker, he/she would need to decide whether or not the film is worth making. However, if this is a type of research, then is the study of books, previous findings and experiences from others not considered research? After all, data is still being gathered and analysed for decision making. The answer would be yes, both are considered research, but they are their own types: primary and secondary.

### What is Primary Research?

Primary research is research that is done by yourself for your particular usage. The example prior is primary research, as the research was done by Starbucks for their future beverage options. In this example, Starbucks has conducted the research themselves, through their suggestions section of their website, and Starbucks is conducting the research solely for their own purposes, as it was done for their future beverage options. Methods of primary research will be explained in the next section.

### What is Secondary Research?

Unlike primary research, secondary research involves the study of data and information which already exists, such as the study of books, websites, magazines and other academic papers. These resources would've been made by other people, unlike primary research which involves carrying out research yourself. Of course, the resources that you select for your secondary research should be relevant to your purpose. For example, if you are producing a horror film, studying an article on the cinematography for horror would be a fitting resource. Research methods for secondary research will be explained in the next section.

# 1.3 Introduction to Research Methods

## For Primary Research

### general vocabulary

**empirical**  
information based  
on observation  
rather than theory

As primary research is research which is conducted by **yourself** for **your own purposes**, and as a result the data collected from primary research would be **empirical**. Some methods of primary research would include:

- Questionnaire
- Focus Group
- 1-on-1 Interviews
- Analysis of similar media

Note that people involved with the should be related to your target audience. Returning to the example of the alcoholic drinks ad, the people involved with the focus group, for example, would be those who enjoy and consume the alcoholic drink(s).

### subject vocabulary

**audience profile**  
the properties of your  
target audience

Primary research is useful in understanding your target audience, but before understanding your target audience, a target audience must be established. To do this, an **audience profile** should be developed. An audience profile is the 'ideal' person for their media form to appeal towards. The profile is created in the minds of the media-makers and is an important step, as media-makers must have an idea of who to create for first, before actual production can take place. Development of an audience profile is similar to how authors need to know their readers before writing a book. This, as a result, could enable you to understand their uses and gratifications (desires and what they, the audience, wish to see in your media piece), which would subsequently help you create a more effective and successful media piece.

Regarding research into similar media, this would provide knowledge of the conventions of your media form or genre. Study of similar media or existing examples is called 'desk research', because this type of research can be done at home. Applying this to our previous alcoholic drink advertisement example, studying previous professionally made advertisements allow you to understand the norms of this category of media. For the production of a successful media piece, studies into many examples of similar media would be essential, as having an extensive knowledge in the norms and style of successful existing examples would result in you producing a successful piece yourself. Some of the aspects which you should note when conducting desk research may be, for example, clothing worn, age of actor or model, score and foley sounds chosen (if applicable), lighting, location and cinematography. This is similar to how looking at examples of nicely decorated cakes would be done before decorating a cake yourself, so that your cake can hopefully look as pretty.

actors names on the top of the poster, appeals and raises interest among audience

differently sized fonts leads audiences attention

starfield background and set somewhere in space

generally cold temperatured colors used in background

palette of dark and light blue hues are used to create space/interstellar theme. Typical of sci-fi/space genre.

background gradually gets darker to have enough empty space for credits block

credits block with production company, directors, actors and website

white, easily seen release date to inform audience

actors names on the top of the poster, appeals and raises interest among audience

actor directly addresses the camera, suggests confidence

light source shines directly at the actor

close up shot of the actor emphasizes the emotional state and amplifies confidence w/ direct address

"get ready" creates anticipation and hype for film

tagline is catchy and appropriate for the film

space jam logo is sans serif, makes movie seem more family friendly, bright colors and gradient further promotes family friendly aspect of film. Text is bold, fat and wide. Also uses odd colors among the whites and blues of the rest of the poster, making it stand out. logo itself is stylised with orange eclipse to create more color which can connote the liveliness of the film.

▲ an analysis into similar media for primary research. notice the annotative detail



the result of the research on the left. can you spot the similarities?

▲ the result of the research on the left. can you spot the similarities?

## ACTIVITY 1

## Modern Phone Designs

In 2017, Apple released the iPhone X, with a new bezel-less design, which allowed the screen to have a larger surface area on the phone. The design was advertised as revolutionary, with the campaign slogan "say hello to the future". This advertising campaign, as well as its new features and distinctive design, was well received by the public.

CNET rated the iPhone X 4.5 out of 5, and stated that "the iPhone X remains a winning evolution of the iPhone".

By the first quarter of 2018, 13 million iPhone X units were shipped worldwide, making it the most successful smartphone the first quarter. This is despite the steep price tag of USD 1000, the highest priced mainstream smartphone and the highest priced smartphone from Apple.

Smartphones released by other manufacturers had similar design features after the release of the iPhone X.

## QUESTIONS

1. Briefly outline some of the similarities between the four phones on the left
2. Considering their later release dates and the success of the iPhone X, what has the designers at Huawei, OnePlus and Xiaomi done and why?



▲ the Apple iPhone X, released in Nov 2017



▲ the Huawei P20 Pro, released in April 2018



▲ the OnePlus 6, released in May 2018



▲ the Xiaomi PocoPhone, released in August 2018

## For Secondary Research

Since secondary research is the study and examination of resources which already exist, some methods of secondary research would be:

- Reading textbooks and publications
- Searching for relevant sources and information on the internet (discussed in Chapter 4)

Overall, secondary research is quite 'desk-based', since it involves study of resources which already exist. Some may perceive secondary research as more passive compared to primary research. However, secondary research can provide data regarding aspects such as conventions of the genre, **dominant representations** of certain types/groups of people and techniques used to achieve effects on the audience – all of which would assist you in producing your media. Data like this could likely not be achieved through primary research, as individuals may not be aware of such aspects in film or other forms of media; these aspects are, after all, conventional and dominant. Furthermore, effective secondary research is difficult to conduct. Although it may seem easy to sit and take notes, finding a relevant resource to study can be a challenge; conducting secondary research on an **IMDB** review left by an anonymous person may not be the most useful source of information.

## subject vocabulary

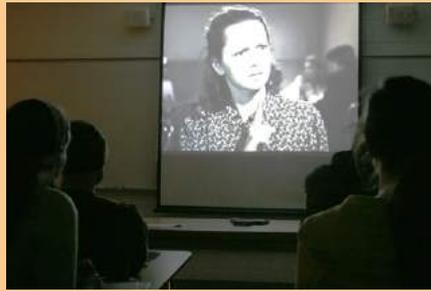
**dominant representation**  
the way a certain group of people are typically depicted in media

## general knowledge

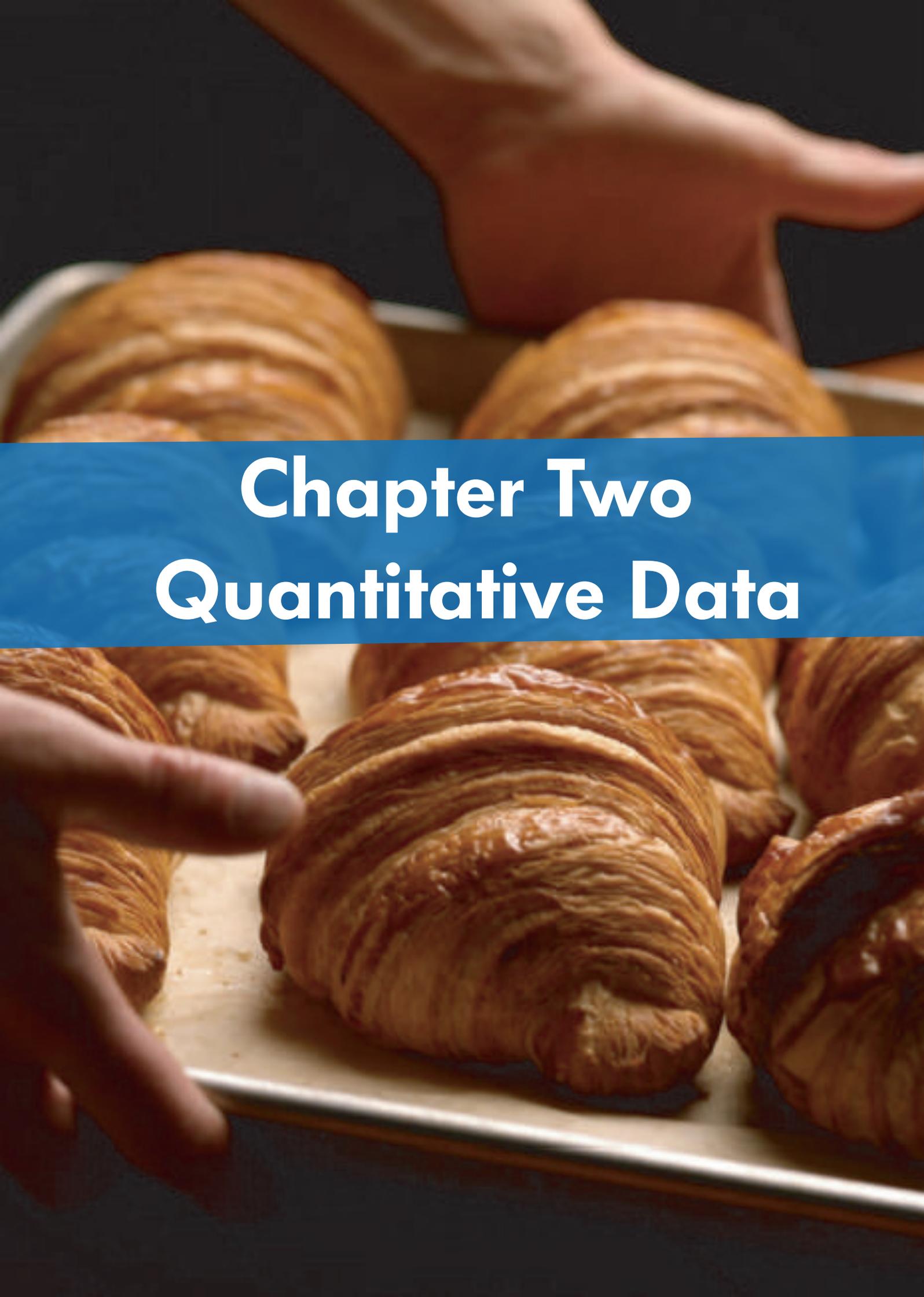
**IMDB**  
a website where information about films can be found. This includes reviews of films and plot summaries

**ACTIVITY 2**

## Identifying Research Types



Can you identify the type of research that is being conducted in the three images above?



# Chapter Two

## Quantitative Data

# 2 Quantitative Data

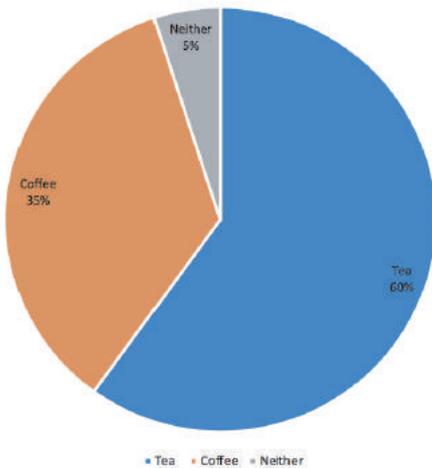
Chapter 1 focused primarily on the types of research, as well as briefly outlining the methods of research for the two research types. However, the data that you collect from the research that you conducted, whether it be primary or secondary, will be classified into two categories: quantitative and qualitative. Chapter 3 will be on qualitative data.

## 2.1 What is Quantitative Data?

### general vocabulary

**Quantitative** measuring through quantities, which in turn is represented in numbers.

People who enjoy tea or coffee



▲ since quantitative data is numerically represented, it can then be graphically represented. Above is the 'coffee and tea' example represented through a pie chart

**Quantitative** data is data that can be numerically represented. For example, a questionnaire involving 20 people showed that 12 people enjoy drinking tea and 7 people enjoy drinking coffee, with 1 who didn't like either. This would be quantitative data, as the results can be numerically represented. Quantitative data is known as 'hard' data, as it only shows hard facts. This type of data would be useful in drawing a general conclusion. Returning to the example of the tea & coffee survey, the conclusion would be that more people, from the sample size of 20, enjoy drinking tea. Assuming that the participants in the questionnaire are similar to the audience profile, this conclusion would help with decision-making; in this case, tea is more popular than coffee.

Quantitative data is considered to be easy to collect. This is because quantitative data would not include the descriptive opinions of individuals, but rather a simple YES/NO or a number which best reflects the participants' feelings towards the subject of the question. For example, the question "do you like coffee?" would result in a YES/NO answer. Another question, "How much do you like coffee?" could result in a number out of 10 which describes their feelings towards coffee, with a ten showing that the participant believes coffee is highly enjoyable and one showing that coffee is highly unpleasant. Both questions would result in a quantitative answer and results which are measurable. Since answers to quantitative questions do not require much thought on the participants, quantitative data can be collected quite quickly with more responses being completed in relation to time.

As you could see from the previous two questions regarding tea and coffee, the answer which were available were quite closed-ended; there was no 'maybe', neither was there an 'it depends' box. This is the feature of quantitative questions, they do not offer room for opinion, just facts. This type of rigid question is called a closed-question.

Because quantitative questions are closed questions, an effective method of collecting quantitative data would be to conduct a questionnaire, survey or a poll. Personal interviews or focus groups do not need to be conducted to collect answers to closed questions, a simple tick on a sheet of paper from the participant would be appropriate.

## 2.2 Conducting Questionnaires and Sampling Participants

For the collection of quantitative data, questionnaires, and other similar methods such as polls or surveys, would be most efficient, due to the fact that quantitative questions are closed questions. Questionnaires do not require the researcher to be with the participant, unlike a focus group or an interview, so as a result the chance of the participant simply not engaging with the questionnaire or poorly completing the questionnaire is greater. Thus, questionnaires must be conducted at a level such that participants will be more willing in engaging with the questionnaire. Below are some ways which could appeal your questionnaire towards participants:

- **Professionally presented.** Ensure that there are no spelling mistakes or silly questions in your questionnaire. A lack of professionalism would deter your participants as you're not presenting yourself (through the questionnaire) in a serious manner.
- **Low amount of questions.** Be concise and keep questions short. Too many lengthy questions would overburden the participants and deter their attention.
- **Closed Questions.** Participants would simply not bother replying to questions which requires writing.

**subject vocabulary****filter question**

The first question in the questionnaire to determine whether or not later questions are applicable to the participant.

**general vocabulary****jargon**

specialised language that few people would understand.

Assuming the participants are all willing to respond to your questionnaire, how would you now be able to achieve the most useful quantitative data? Firstly, including a **filter question** will help you identify which questionnaires to extract information from. For example, if your questionnaire is on horror films and a portion of your participants are rather timid and has never watched a horror film before, then responses from those participants would be of little to no use. Having a filter question at the beginning of the questionnaire, such as “Have you watched horror films before”, would help you identify the responses containing more useful data. Most likely, if the filter question is answered ‘no’, the questionnaire will end as later questions may not be applicable to those participants and thus data from this participant may not be useful.

When constructing your question, make sure to use vocabulary that is general, easy-to-understand and often used by the participants. Usage of **jargon** would result in inaccurate data or no data at all, as it may be misinterpreted by the participants or participants would not answer the question, since they do not know what the question is about. Additionally, try to use vocabulary that has a definite and precise meaning. Words such as ‘infrequently’ and ‘rarely’ can be misinterpreted by the participants; some may believe that ‘rarely’ is less often than ‘infrequently’. For that reason, vocabulary with exact definitions should be used instead of those that are ambiguous, in order to provide participants with an easier experience and providing you, the researcher, with more accurate data.

It is typical in many questionnaires to include questions regarding income, and when including questions such as this, consider whether or not it is genuinely required for your research. Income is a sensitive topic, and can cause people to feel meritless. As a result, avoid asking questions related to income unless absolutely necessary. In some situations, the question simply cannot be applied to the participants. For example, including a question about income for a questionnaire with young students as participants is simply not applicable - young students can't work.

**subject vocabulary**  
**skewed data**  
 data that has an irregular distribution.

It was previously stated that research should be directed towards individuals who are similar to your target audience; the features of your target audience should be outlined in your audience profile (Chapter 1, page 3). The issue with targeting research towards certain individuals is that it will produce **skewed data**. For example, if the 'coffee or tea' question only had male answers, then the data collected would be skewed, since the questionnaire only involved male participants.

If skewed data has been collected, include it in your conclusion. From the data collected from the coffee and tea question, the conclusion was that tea was more popular than coffee. However, if the data was skewed in terms of gender, then this conclusion cannot be formed, but rather a conclusion stating that tea was more popular among men (or women, depending which gender was neglected) would be more appropriate. Additionally, be aware that your data would show the facts of the sample audience, and not the audience as a whole. If research was only conducted on men at the age of 20-25, then it would provide the quantitative data of men at the age of 20-25 and would not be representative of all men. Neglecting other genders or age groups would result in a population bias and discriminatory data.

## CASE STUDY

### Questionnaire Study

Media questionnaire

Honest answers please

\*Required

**Gender \***

Male

Female

**What do you like about running shoes \***

The technology

The colour-way

The brand

Other: \_\_\_\_\_

**Do you use running shoes apart from running \***

Yes

No

(If the previous answer was yes) **What do you use it for instead \***

Your answer \_\_\_\_\_

What colour would you prefer your running shoe to be \*

Green

Space Grey

White

Orange

Other: \_\_\_\_\_

**What theme do you think is best for a running shoe logo \***

Bold

Attractive

Simple

**How much would you buy a pair of running shoes for \***

400

600

800

1000

SUBMIT

Look at the questionnaire above. Can you identify the closed questions and possible ways to improve the questionnaire?

# Chapter Three

# Qualitative Data

A person wearing a bright yellow long-sleeved shirt is seen from behind, looking at a display board. The display board features abstract art with white, blue, and red shapes. The background is a plain white wall. A blue banner with white text is overlaid on the image.

# 3 Qualitative Data

## 3.1 What is Qualitative Data?

Although quantitative data is very useful, it only gives a fragment of information as to how people feel about a subject. Our thoughts and feelings are not totally numerical or binary, if at all. Qualitative data is data which is based off the opinions of others, and as a result it cannot be measured numerically. This type of data would explore, for example, the participant's thoughts, attitudes and **incentives** towards the subject matter that you, the researcher, would present to them. Because qualitative data is based off opinions, rather than facts, it is considered 'soft' data. Qualitative data would provide you with a greater depth of knowledge into how people truly feel about the subject. However, since the data collected are all opinions, it would make analysis of data more difficult; quantitative data can be analysed easily, as it is numerical, and conclusions can be drawn quite quickly whereas qualitative data would require a more considerable amount of analysis into the thoughts and feelings expressed by the participants through their choice of words, tone of speech or facial expressions.

### general vocabulary

#### **incentive**

something that motivates someone to do something

Collection of qualitative data is more difficult to collect compared to quantitative data. As qualitative data are opinions, the collection of such would require more communication and human interaction, such as through an interview, phone call or Skype call. This is unlike the collection of quantitative data, where questionnaires could simply be sent to the sample audience; questionnaires would be an ineffective way of qualitative data collection, since many people would feel **reluctant** (and too lazy!) to write their opinions on a questionnaire.

### general vocabulary

#### **reluctant**

when someone is reluctant to do something, they are unwilling.

Qualitative questions are open-ended questions, as there is space for thought, unlike the closed quantitative question which only allows for yes' and no's. Because of this, the most effective method to ask qualitative questions would be through the verbal form. As such, focus groups and interviews would typically be used in the collection of qualitative data.

## 3.2 Conducting a Focus Group



◀ a focus group can look like this. Somewhere in the circle of people would be you, the researcher, to record the answers.

A focus group is a group of participants who you, the researcher, will take opinions from; thus you would need to be present at the focus group yourself, along with your participants. Due to the fact that the focus group involves yourself and other individuals, you must conduct the focus group in a manner which would enable you to gather the most qualitative data from the participants. Obviously, as the researcher you should prepare questions for the participants, but what other aspects should a focus group include?

### Open Questions

Since a focus group is for the gathering of qualitative data, which is the opinions of individuals, you must ask questions which attract and opinion-based response; these are open questions. Usage of quantitative questions (close questions) will not trigger the response which delves into the participant's point of view. For example, the question "Do watch action films?" would generate a yes or a no, which is a closed response. However, a question like **"Why do you prefer action films over all else?"** would generate an answer which is the opinion of the participant; an open answer. In other words, open questions would generate open answers, which is what you want.

#### note

generally, asking "why" will generate an open question.

## Create a Conversation

Focus groups involves verbal communication. To extract the most information out of your participants, do not simply ask the participants your questions, but instead try to establish a conversation on top of your questions. This would create a friendlier atmosphere and participants would feel more comfortable with expressing their opinions. Most importantly, establishing a conversation with your participants would make the focus group more worthwhile. Simply **rambling** on about your questions would bore your participants, and would perhaps cause participants to become more reluctant in providing their in-depth opinions about the subject. This is not desirable. Therefore, ensure that you establish a conversation, so that participants would engage with your questions and so that you can gather the most qualitative data.

### general vocabulary

#### Rambling

lengthy, boring and confusing speech or series of speeches.



▲ record

## Record the Data

The opinions and thoughts cannot be recorded by counting the amount of yes' or no's, and so qualitative data is difficult to record, especially during the event. However, qualitative data provides you with the most depth of knowledge into the true thoughts and feelings about the subject from the participants, and thus it is important to record the responses from your participants during the focus group. Therefore, methods such as filming or audio-recording the focus group would provide you with the data. Once the qualitative data has been recorded, it can be transcribed and the responses could then be studied with greater detail. Note that not the entire length of the focus group needs to be transcribed, only responses that you believe are relevant should be **transcribed**.

### general vocabulary

#### Transcribe

to put speech into written form

## Keep it Short

A focus group which takes an extended period of time, such as more than ten minutes, would cause participants to become more unwilling in answering questions, as participants would be overburdened with questions. As a result, only select the questions which are of high importance and not a broad range.

In addition to the points in the previous page, you may consider first testing whether or not your participants are aware of the subject matter, not necessarily all of your participants may be fully aware of the topic of discussion, and you may need to provide some context before conducting your focus group.

### 3.3 Sampling Participants

Similar to the collection of quantitative data, the participants that you select for your focus group will dictate whether or not the qualitative data collected will be of any usage. Like the collection of quantitative data, select those who are similar to your audience profile and do not discriminate against large groups of people, such as females, for example. After all, you are trying to target your media towards a broad range of audiences. Moreover, select participants that will provide a response to your questions. Some individuals may be 'naturally' resistant to answering questions that require contemplation and thought. Clearly, conducting a focus group with these individuals would be a waste of time and effort.

A helpful technique for figuring how many of a particular group of people should be included in your focus group would be to select a **stratified sample**. A stratified sample is a calculated sample from a large group of people. The sample calculated would be numerically representative of the broader group, with consideration of your sample size. For example:

#### subject vocabulary

**stratified sample**  
a mathematically calculated sample with consideration of the the desired sample size and the total population size

#### AMOUNT OF MEN AND WOMEN BETWEEN AGE 20-25 AND 25-30 IN LOCAL TOWN

	MEN	WOMEN
AGE 20 - 25	419	390
AGE 25 – 30	813	935
TOTAL	1232	1325

**TOTAL OF MEN + TOTAL OF WOMEN = 2557**

To calculate a stratified sample for your focus group from the statistics in the previous page, calculate the total number of people in the data set and express it as a fraction. Afterwards, multiply the fraction by your desired sample size. This will provide a value which would, with consideration of your desired sample size, be representative of the total. If we wanted to, for example, figure how many women of age 25 to 30 should be included in our focus group of 8 people total with reference to the data in the table, the below would be the method for solution.

$(935/2557)*8 = 2.93$ , so **three women of the age bracket 25 – 30.**

Beyond mathematics, another method of selecting your participants may be from analysing your quantitative data. Because of the requirement of quantitative data, questionnaires would need to be sent and analysed prior to your collection of qualitative data in this situation. One of the objectives of a focus group is to understand the opinions and thoughts of those who have an opinion towards the subject. Through analysis of quantitative data, the respondents who have expressed an opinion can be chosen for the focus group, and consequently more useful data can be collected.



# Chapter Four

## Conducting Secondary Research



# 4 Conducting Secondary Research

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Throughout this resource, the term ‘relevant’ has been mentioned numerous times when discussing the selection of resources to study. This is because only relevant resources can provide information that is relevant to your scenario. For example, the study of a “the Avatar” might not be relevant to your teen drama production, although both are “the Avatar” and your teen drama are films. Conducting desk research on “the Avatar” would provide little aid to the production of a teen drama, and would result in a great waste of effort and time. Therefore, it is vital to understand which resources or similar media to choose. Information regarding the selection of similar media has been discussed in Chapter 1 (Page 3). This chapter will cover how to conduct secondary research.

## 4.1 The Internet

Ever since Web 2.0, the wealth of information available on the internet has risen exponentially. Nowadays, you can find e-books, research papers and even archived news articles on the internet, all of which can support your secondary research.

However, the internet can be edited by anybody; Wikipedia articles can be altered by children. Therefore, it must be first considered whether or not the resources are accurate. Furthermore, the internet has billions of results for your search, so how can the best and most relevant results be shown?

### **The Source and Purpose**

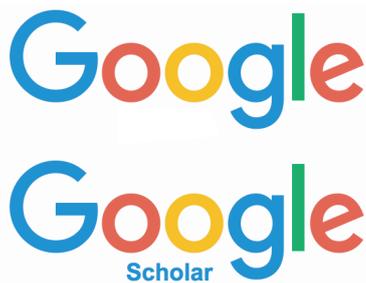
The source and purpose of information can result in varying levels of utility. For example, common results for searches regarding films would be review sites such as Rotten Tomatoes and IMDB. Websites such as this provide information to film-fans regarding the quality of film. Although the websites mentioned provide information about many films, its purpose is to inform film fans, and not to educate students of film or to inform researchers.

In addition, reviews present on these sites can be written by anyone, and thus the information provided can be based on biased opinions or ill-informed individuals. Because of this, the information presented may not be reliable. Therefore, sites such as Rotten Tomatoes and IMDB may not be the best source of information, considering its purpose, which is to inform film-fans, and its source, which is varied and difficult to trace.



◀ example of why sites like Rotten Tomatoes may be unreliable. This film is rated 13%, and yet 83% of the audience wants to watch the film. This is an unusual relationship.

On the other hand, scholarly articles can be a better resource to conduct secondary research upon. This is because of the scholarly article's source and purpose is more fitting for your purpose, which is to research. Moreover, the source of the article can likely be traced. As a result the resource can be considered to be more credible compared to anonymous articles left on IMDB, for example. Despite the greater credibility of information, consider whether or not this information can be understood by you. Scholarly articles may include the usage of jargon and therefore interpreting the information can be difficult and would require a greater depth of prior knowledge before reading. Due to this, consider whether or not the information is helpful, taking into account of your own abilities in the field of study.



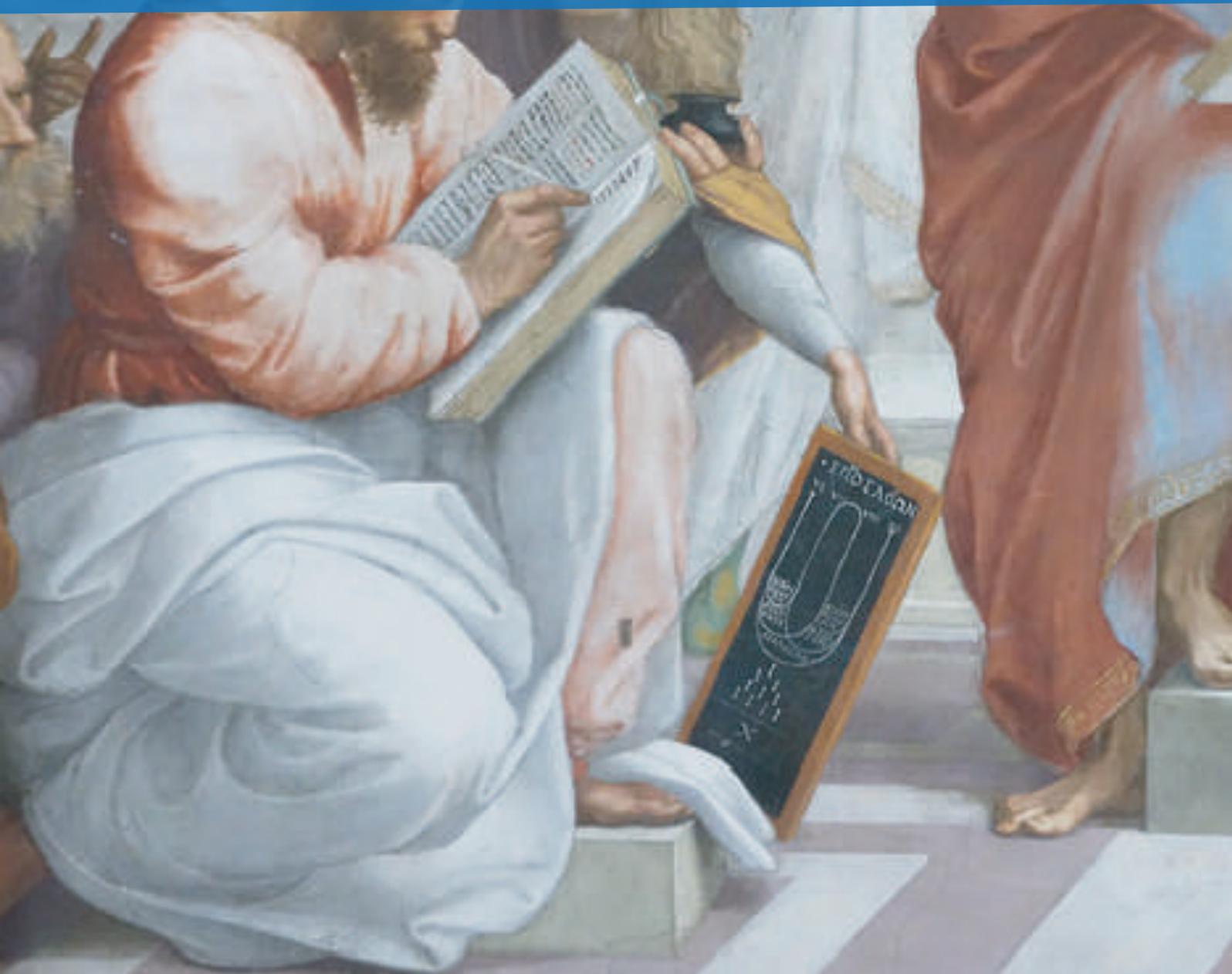
▲ results from both google's would have different sources and purposes

## Accurate Searches

As previously mentioned, the internet has a vast wealth of information (billions of results!) concerning many topics. For that reason, a precise search should be made rather than inputting vague terms. For example, if researching about the cinematography of World War Two propaganda films, then the search should be similar to: "cinematography of World War Two Propaganda films", rather than a broad search like "World War Two films". Searching with accuracy would save time and, as a result, heighten your productivity as a researcher, as well as providing you with information that is relevant.



# Triangulation



# 5 Triangulation

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Many methods of research has been mentioned in this resource: questionnaires, analysis of similar media, the internet and focus groups. With so many different research methods resulting in different data types and with so many different pros and cons, which one should be used? The answer is many of them. Each research method has its limitations. For example, a questionnaire is limited by the amount of participants, honesty of participants, number of questions on the questionnaire and the type of data collected, which is quantitative (see Chapter 2). Information on the internet is limited due to its purpose and source, both of which can be irrelevant or detrimental to your task of research. As a consequence, use many research methods and collect many types of data from different participants. Triangulation suggests the usage of three methods of research.

An example of triangulation would be to firstly conduct a questionnaire to gather quantitative data, then to use the internet as a source of similar media for desk research, produce many rough versions of your final media piece and finally conduct a focus group asking for the opinion (qualitative data) of the different rough pieces. Qualitative data obtained from the focus group can be used in the decision of which rough piece to develop and continue, the one with positive reception would be more desired by the audience and would consequently be more successful, which is the ultimate objective of research.

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thank you for reading**