**Creative Digital Media Production Unit 1: Lesson 6**

How do you think statistics on audiences are gathered?

List of how statistics are gathered.

|  |
| --- |
| Print: Circulation |
| Websites: Hits |
| Cinema: Box Office Returns |
| Games, Music & DVDs: Sales |
| TV & Radio: Ratings |

All research should be looked at closely as it may be misleading. Therefore you should always check the following details...

|  |  |
| --- | --- |
| Objective | Not influenced by personal feelings or opinions in considering and representing facts |
| Subjective | Based on or influenced by personal feelings, tastes, or opinions |
| Valid | Having a sound basis in logic or fact |
| Reliable | Consistently good in quality or performance; able to be trusted |

Define the two types of audience research...

|  |  |
| --- | --- |
| Primary | Secondary |
| Consists of a collection of original primary data. eg. Questionnaires, surveys, focus groups, vox pops | Interprets and analyses primary sources. These sources are one or more steps removed from the event. May have pictures, quotes or graphics of primary sources in them. eg. internet research, library research, reading |

Write down the definitions for the two ways information can be gathered...

|  |  |
| --- | --- |
| Qualitative | Quantitative |
| Measuring individual opinions, attitudes, behaviour and the psychology behind the choices people make. | To measure responses in quantifiable terms, (how much, how many), using numerical data. |

What are the advantages to the following types of research?

|  |  |
| --- | --- |
| Primary | Secondary |
| Reliable – You completed it yourself. | Less time consuming. Can be free. |
| Qualitative | **Quantitative** |
| More detail in finding out your information. | Easier for the partaker to complete. Quick, easy to analyse data. |

What are the disadvantages to the following types of research?

|  |  |
| --- | --- |
| Primary | Secondary |
| A lot of analysis to be undertaken personally. People may not answer truthfully. | Indirect – may not directly answer your question. Could be bias + inaccurate. |
| Qualitative | **Quantitative** |
|  |  |

**Research Task**

****You have been tasked by Marvel to find out if another Iron Man film would be successful in the cinemas and if so who should the villain be? You will need to gather both Primary and Secondary research that is both quantitative and qualitative. For your primary research you will need to complete a survey that contains answer choices that gather both quantitative and qualitative information. For your secondary research you should go online to find statistics and opinions. Once you have gathered this information you will need to put your findings into a PowerPoint ready for net session. **You may work in pairs or groups of three.**