Advanced Research

Between now and next week you need to complete the research you have considered in class. You need to **find** this research, **present** it in your portfolio and **write up** why it is useful. This will involve <u>interpreting</u> what you have found. If you research box office figures in the horror genre, for example, you may interpret this information by writing up how this is a popular genre that attracts large audiences of young males.

Quantitative Research

This is research that involves numbers and data. **You need to have conducted some quantitative research**. Some examples include:

- Research the box office figures of a recent film in your genre
- Research the budgets of other films. Has this changed over time?
- Research audience numbers. Have they changed over time?
- Surveys etc

Qualitative Research

This is research which involves thoughts and opinions. **You need to have conducted some qualitative research**. Some examples include:

- Research film reviews
- Look for people's opinions on social media
- Opinions / thoughts / assumptions / theories

Secondary Research

The above are both examples of **secondary research**. Secondary research is research that has been conducted by somebody else. You are accessing their research to help your own project.

Primary Research

You also need to conduct **primary research**. Primary research is <u>research that you have conducted for yourself</u>; it is your own, fresh research. **Before next week, you need to conduct your own primary research and present your findings in your portfolio.**

Some ways in which you might do this are:

- Produce a questionnaire / survey
- Produce a Facebook / Twitter poll
- Interview people

Your primary research will help you to collect ideas to make your film better. Remember to ask a range of **Open** and **Closed** questions. An open question is one which allows the user to answer more fully, for example, 'Tell me about your favourite memory.' A closed question only allows a limited answer, for example, 'Do you eat meat?'
You might want to use this to test out ideas for your film and to see what people think about your plans for the film. Remember to collect your research and present it in your portfolio.