**Research methods and approaches to primary and secondary research**

**Introduction -**

This report will examine appropriate research methods and approaches to primary and secondary research using appropriate tools and techniques and approaches as part of the research process.

**Research used in this research -**

This report will cover the types of research methods that are used in conducting a research with the help of different methods.

**Primary Research :**

This research method involves first hand collection of data by an individual for analysis, study, research, or documentation of the collected information.

**Questionnaire** - This research involved getting data through questionnaires that were designed to get the customer's consent and approval to gather data form them for the purpose of the research. This type of research is done by an individual with specific questions relating to a topic of interest. This information is collected to further develop in the future and give a wider range of view to a specific topic.

**Google Forms** - These are data forms which are collected from groups of people about a certain issue that bothers or might have issues with, and satisfying solutions to resolve. These are data forms which are collected from groups of people about a certain issue that bothers or might have issues with, and discuss a satisfying solution to resolve the issue.

**Evaluation of a Questionnaire -**

I have formed questions which question participants on digital wellbeing and how it affects their daily schedule. This questionnaire can be answered by different age groups and can be compared with each other to further evaluate on how it impacts on the overall demographic.

**Answers that are not true -**

It will be for a number of factors, including the tendency against social desirability and the desire to preserve privacy. Avoid dishonesty in its tracks by ensuring that respondents respect their anonymity and that the procedure avoids personal profiling.

**Questions that are left unanswered -**

There is a risk that certain queries may be missed or leave unanswered by utilising questionnaires. When questions are not asked, there is always the possibility that they will not be addressed. Online questionnaires give an easy solution to this problem: address the appropriate question. Otherwise, keep your sample quick and your questions uncomplicated and stop query skipping to get stronger completion rates.

**Differences between perception and definition**

The challenge in not asking face-to-face issues to consumers is that each of them can have specific definitions of the query. Without someone to thoroughly clarify the questionnaire to insure that each person has the same interpretation, the findings may be arbitrary. Respondents might have difficulty understanding the significance of some of the queries that might seem obvious to the author. This miscommunication may lead to distorted outcomes. The easiest approach to cope with this problem is to build clear questions that are easy to address.

**Complex to express thoughts and intentions -**

The survey or questionnaire can not completely express the personal responses or emotions of the respondents. Excluding the face-to-face interview, there is no way to track facial tone, emotions or body language. Useful details will go overlooked without such subtleties. Don't get lost trying to read emotion in the results, then go to the Likert scale, the reaction scale that is sometimes used.

**Google Forms** -

I have prepared forms which collect data from groups of people using google forms. These are data forms which are collected from groups of people and then organised in a spreadsheet for further analysis. The data can be used for further in making graphs and charts to describe them in detail and then compare them with other secondary researches.

**Evaluation of google forms -**

**Access to the Internet -**

In order to use google forms it is essential to have access to the internet which is not ideal as people may not have access to the internet. It makes collecting data for research more challenging to gather information. People who are not connected will not be able to take part in the research and hence be left out of the research.

**Customisation restriction -**

It does not have enough customization to the design and only users who are experienced with the tools can take full advantage of it. Creating a google form requires a skill of its own and more feathers to the form by not knowing how it works makes it difficult and restricts the use of certain feathers that can help improve the way the data is collected.

**Security Issues -**

There are a variety of security issues. The user has to create a good password and protect it to increase the level of security. Not only that but, there may be vulnerabilities in the software that can affect the data in some manner. Not every software is 100% protected from any threats which can change the outcome of the research by manipulation of the information collected.

**Data restrictions -**

There are several restrictions on the functionality of this device. Texts up to 500 Kb; images up to 2 Mb; and spreadsheets up to 256 cells or 40 sheets. This can limit the data collected and stored which reduces the amount of options available for the participants to express their views of the topic.

**Secondary Research :**

Type of research approach and methodologies you are likely to use, and reasons for your choice:

**Evaluation of Quantitative Research** -

This was performed in a local area which consists of a small group of people who have provided information to help support my research. This type of research is based on data that is collected in general which is from a specific region or area which allows to indicate how different regions reflect upon a specific data.

**Concentration on the figures.**

Quantitative analysis may be constrained in its exploration of specific, predictive interactions that may cause researchers to neglect wider concepts and interactions. By concentrating solely on numbers, you run the risk of overlooking unexpected or large-scale details that could help your company.

**Difficulty in building up a test model -**

In doing quantitative study, you need to properly establish a theory and set up a data collection and analysis process. Any mistake in your design, prejudice on the part of the study, or mistake in execution will invalidate any of your tests. Even a theory may be arbitrary, particularly if you have a particular query that you already know you want to prove or disprove.

**Misleading information -**

Most people believe that quantitative analysis, focused on data, is more reliable or empirical than retrospective, qualitative research. However, all forms of analysis may be arbitrary and deceptive. The views and prejudices of the study are also likely to have an effect on quantitative approaches to collecting knowledge. In addition, the effect of this prejudice appears sooner in the quantitative analysis cycle than in qualitative study.

**Evaluation of Qualitative Research-**

This research was done to identify the reason and motivation for a problem and offers ideas to the problem with hypotheses to predict the outcome and following trends of the data.

**That's not a statistically representative method of data collection -**

There is little objective analysis of the qualitative study method. This can just include analysis details from a distance. Responses to this form of study can not typically be calculated. Just similarities are necessary, so this appears to produce replication of data over time. If objective results are needed, qualitative analysis is not the type of study that should be used.

**It depends on the expertise of the researcher -**

The evidence obtained by qualitative analysis relies on the expertise of the researchers participating in the project. Sector-specific details must be obtained by a researcher who is acquainted with the sector. Researchers must always have excellent listening abilities, have the confidence to pose follow-up questions, and be willing to develop professional relations with the participants in order to insure that they are correct using the data.

**Data can be lost -**

For data to be obtained, qualitative analysis researchers must understand the results. It ensures that there is a degree of confidence inherent in the data collection phase that certain methods of analysis do not need. Scientists who are unable to identify the requisite evidence as they analyse it will miss it, which limits the precision of the outcomes of qualitative analysis efforts.

**Difficult to manipulate results -**

Qualitative analysis is focused on human observations, it is almost difficult to replicate the findings that have been established. Perhaps the same person can have a different perspective tomorrow than they do today. It suggests that the evidence obtained by qualitative analysis may be difficult to validate, which can cause others to doubt the results that researchers have produced by this method.

**Evaluation of Mixture Research -**

This type of research was used to collect both Quantitative and Qualitative researches that include collecting, research, analysing data that have been collected with a better understanding of the research problem which are Quantitative or Qualitative.

**Evaluation in more complex -**

Mixed method experiments are difficult to schedule and perform. They involve meticulous preparation to identify all facets of the analysis, including the test sample for qualitative and quantitative portions (identical, embedded or parallel); sequencing (sequence of qualitative and quantitative portions); and the data management strategy. The synthesis of qualitative and quantitative data during study is also a daunting process for many researchers.

**Required resources are increased -**

Mixed method experiments are labour-intensive and take more energy and time than those required to carry out a single method analysis.

**Involves researchers from different fields -**

The performance of high-quality mixed approach studies involves a multidisciplinary team of scholars, who must be accessible to approaches that might not be their field of practise, in the context of a wider analysis. Seeking qualitative professionals who are often confident presenting quantitative studies, and vice versa, may be difficult in a variety of environments.

**Research Methodologies used -**

**Ontology -**

This research does not use an ontology method of research which involves a broader study of concepts which are based on reality and beliefs that is based on general knowledge which is real and not based on studies and researches that have been done by experts and professionals.

**Critical evaluation of ontology method -**

**Inaccurate data -**

Even after collecting sufficient amounts of data to come to a reasonable conclusion there will still be more data to collect. There will be more options that will be required to be considered.

**Incomprehensible amount of information -**

There is too much data that is required to be analysed that it would take a long time to make a conclusion. It would not be possible to process the amount of information that had been collected.

**Epistemology -**

I have used epistemology in my research that is a theoretical knowledge which has been proven with extensive research and analysed thoroughly through documentation and historical data that have been proven with evidence supporting theories and knowledge with research data, statistics, analysis, evaluations and philosophies to come to a conclusion.

**Critical evaluation of epistemology method -**

**Data available online -**

These are data that are available online that can be used to support the research. Data gathered from different resources that are proven by experts and professionals in the field. This is one of the most popular forms of research methods. It is free to use in some cases or may be charged some amount to use the data.

**Public libraries -**

This is the most convenient of research that is used to gather data for research which are filled with hundreds of books with research articles, documentations, journals, newspapers that are preserved from the past to be analysed. They also have huge collections of selections from different publishers and authors for the public to use.

**Commercial information sources -**

These are commercial outlets that include newspapers, journals, magazines, radio and T.V stations are great resources and for reviews. Commercial information is data that is collected recently which may consist of marketing research, demographic segmentations, political agenda and can be used in documentation, economic development.

**Conclusion -**

In conclusion, this report will examine appropriate research methods and approaches to primary and secondary research using appropriate tools and techniques and approaches as part of the research process. It involves further steps in collecting resources and data that can be used to perform analysis based on the environmental situations.

**Resources -**

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