Practical Task 8

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Exercise II: Conceptualizing a study design (For qualitative studies)

A: Answers to the following questions will help you in developing a roadmap for your research journey.

**1 In which geographical area, community, group, or population group would you like to undertake your study?**

*The study which I have chosen is relevant to any area in the world irrespective of the geography and country borders. Though, it would be nice if the study can be done in London, in terms of cost and the time, London would be the best choice for selecting the study population.*

**2 How do you plan to get entry into the area, community, or group? Which network, if any, are you planning to use?**

*It would be really simple to login since the technologies are there to support me. Facebook and other social medias can be used effectively for generating responses from the people, either via interview or via form.*

**3 Why did you select this group?**

*I selected the people from London is because of their excitement and liberal attitude towards the use of current innovations, so the responses I would be seeking would be more genuine and critic.*

**4 From whom will you gather the required information? (Who will be your respondents?)**

*The respondents can be anyone from student to employee, from kid to middle aged respected gentle peoples.*

**5 If you are gathering information from secondary sources, have you checked their availability?**

*Not Applicable*

**6 Have you checked the availability of the required information in them?**

*Not Applicable*

**7 If you are gathering information from individuals, how many will you contact?**

*I planned to contact at least 50 individuals for data collection. Among these, I have decided to mix people from every domain, including education system, IT firms, Shop owners, and random public opinions.*

**8 What will be the basis of selection of these individuals?**

*The selection of the people for data collection is based on how enthusiastic those could be towards technology and how often they might be using those technologies for ease of life.*

**9 How will you collect the required information? List all methods that you plan to use.**

*Three methods are listed for further analysis*

1. **Interview:** Interviewing people in person who has more involvement in the society
2. **Online form:** this can be used and spread across the education institutions for data collection where the participants could be teachers and students
3. **Questionnaires:**  This would be a choice given to users and spread across the online platforms by offering some rewards at the end for the selected people who complete this well.