

RESEARCH TECHNIQUES

Demonstrating an ability to research through primary and secondary sources		
Content:	Description of content required:	Evidence:
Primary sources:	Interviews, observations, questionnaires, surveys, meetings, own photographs, own video / audio recording of live events	Research must also be used to inform the production process and the final feedback and analysis of the finished product. <input checked="" type="checkbox"/> Use libraries, archives etc. for research and undertake a survey to obtain original information and qualitative results. Create a file of notes on techniques and methodologies, and maintain a logbook of information trails and procedures as evidence. <input checked="" type="checkbox"/> Include notes on the archives used, a description of the collections in the archives and the systems used to retrieve material. All raw data collected must be recorded and available for discussion. <input checked="" type="checkbox"/> Suggested information sources include libraries, websites, CD ROMs, databases, specialist publications, presentations from practitioners, live performances, television and radio presentations and interviews with practitioners
Results:	Qualitative and quantitative data, interviewing conditions (uniformity/variations), interpersonal dynamics, bias	
Secondary sources	Text-based (books, trade magazines, periodicals, newspapers, reference books), visual (photo libraries, film archives), World Wide Web, CD ROM databases	
Procedures:	Inter-library loan, borrowing materials, reference only, catalogues, searching methods (subject indexes, search engines, file transfer protocol), scan reading, note making	
Information trail:	Logs of archive and library searches, systems, routines, ease of use, understanding of catalogue systems	
Identifying and investigating market intelligence techniques		
Content:	Description of content required:	Evidence:
Consumer groups:	Socio-economic grades, psychographic and geodemographic classifications, age, gender, ability, occupational groups, educational background	Produce written evidence of your understanding of major audience groups and appropriate research methods in your logbooks <input checked="" type="checkbox"/>
Marketing strategies:	Branding, advertising, direct mail, sponsorship, product placement, transmission schedules, subscription pricing	
Regulation:	Trades Descriptions Act, Advertising Standards Authority, Code of Advertising Practice	

Demonstrating appropriate presentation techniques		
Content:	Description of content required:	Evidence:
Techniques:	Written, oral, visual aids, graphs, pie-charts, PowerPoint, OHTs, video and audio illustration, multimedia	Evidence will be a presentation done on either the research undertaken for your own project proposal or on the research done for outcome 2, which could be an investigation of an advertising or marketing campaign. <input checked="" type="checkbox"/> Identify an advertising campaign, research the targeted consumer groups and analyse the elements of the campaign used to attract the audience. <input checked="" type="checkbox"/> Produce written evidence of your understanding of major audience groups and appropriate research methods in your logbooks <input checked="" type="checkbox"/>
Content:	Own ideas and proposals, research data, research findings	
Style:	Formal, informal	
Demonstrating accurate quotation and reference of researched material.		
Content:	Description of content required:	Evidence:
Bibliography:	Modern Languages Association and Harvard referencing methods	Credits and references acknowledging materials used in all media outcomes should be included as evidence. <input checked="" type="checkbox"/> Copyright restrictions should be noted in logbooks and discussed in relation to use in the proposed project. <input checked="" type="checkbox"/> Investigate the potential costs of using copyright material and produce a comparative breakdown for review. <input checked="" type="checkbox"/>
Quotation:	Citation, footnotes, acknowledgements, credits	
Copyright:	Laws, licensing, photocopying, using film/video, audio, photographs, published letters/written material, disclaimer	