

Exercise walk-through

1.2

Social Research Methodology

GAC Social Science

You must be able to

- write an answerable research question
- distinguish quantitative and qualitative data
- justify a method from the question asked

1

The method

Method — Narrow to evidence you can collect

“Is society fair?” is too broad. “Do students at this school spend more on transport than food each week?” is an answerable **research question** 研究问题. **Quantitative** 定量 data measure amounts and frequency. **Qualitative** 定性 data explore meanings and experiences. The question chooses the method, not the other way around.

2

Practice

Practice 2.1 ■ 1 mark

State which type of data answers “how often?”.

Solution 2.1

Worked steps

- Quantitative data. **B1**

Practice 2.2 ■ 1 mark

State which type of data is useful for “how did it feel?”.

Solution 2.2

Worked steps

- Qualitative data. **B1**

Practice 2.3 ■ 2 marks

Explain why “Is society fair?” is a weak research question for a short project.

Solution 2.3

Method: Narrow to evidence you can collect — p.4

Worked steps

- It has broad, undefined terms such as society and fair. **B1**
- It cannot be answered with realistic evidence in a short project. **A1**

3

Exam-style

Exam-style 3.1 ■ 4 marks

Improve this question: “Do young people use social media too much?” Explain why your version is stronger.

Solution 3.1

Worked steps

- For example: “How many hours per day do Year 11 students at this school use social media?” **B1**
- It defines a group, measure, and setting. **A1**
- Evidence can be collected within the project. **A1**
- The result can answer the stated question. **B1**

Exam-style 3.2 ■ 4 marks

Recommend a data type for investigating students' reasons for choosing a club. Justify it.

Solution 3.2

Method: Narrow to evidence you can collect — p.4

Worked steps

- Use qualitative data, such as interviews or open questions. **B1**
- Reasons involve personal meanings and explanations. **A1**
- Participants can describe their experience in their own words. **A1**
- This fits a question asking why rather than how many. **B1**