**TASK 2 RESEARCH METHODS**

**Vox Pops:**(vox populi, meaning voice of the people)

**Surveys:** Online or 121

**Focus Groups**

**Quantitative Research:** Programme ratings, hits on a website, box office figures etc. **Data BARB/RAJAR/IMDB etc**

**Qualitative research:** Film reviews, attitudes to media products, responses to advertising campaigns etc.

**Methods & Sources of Research:** Books, directories, newspapers, film archives, periodicals, essays, podcasts, YouTube, World Wide Web, practitioners.

**Primary Research techniques (new data)**

**Online quantitative surveys**

**Online qualitative forums**

**Interviews, focus groups**

**Social listening**

**Secondary Research techniques ( desk research)**

**Market/Category**

**Survey Results** (Conducted by another source)

**Consumer Market**

**Category Trends**

**Reviews**

**Online Forums**

**Production Research**

**Target Audience Genre**

**Hardware/Equipment**

**Techniques, Experimental research**

**Roles and responsibilities**

**Pre Production** ( Script/screenplay, Times, dates, locations, talent, props, costumes, equipment, crew, production budget etc.)

**Production** (Techniques, hardware, workflow)

**Post Production** (Edit, Colour Correction, VFX, Motion Graphics)