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# TYPES OF RESEARCH

## QUANTITATIVE RESEARCH

THIS IS WHEN RESEARCH IS EXECUTED THROUGH GAINING NUMERICAL AND STATISTICAL FEEDBACK. THIS WILL PROVIDE MORE ACCURATE FACTS AND ARE FAR EASIER TO SORT THROUGH. THIS ALSO ALLOWS THE DATA TO BE MORE EASILY TRANSFERRED INTO GRAPHICAL FORMATS FOR SIMPLER TO UNDERSTAND VISUAL REPRESENTATIONS OF THE DATA ACQUIRED. AS SUCH THE DATA ACCUMULATED WILL BE GENERALISED, RESULTING IN THE IT BEING LESS PERSONAL. THE ANSWERED RECEIVED WILL BE USED TO GIVE A DEFINITIVE ANSWER FOR SOMETHING.

THIS RESEARCH USUALLY INVOLVES A LARGE NUMBER OF RESPONDENTS TO GET AN ACCURATE REPRESENTATION OF THE PEOPLE UNDER STUDY. THESE RESPONDENTS WILL BE MOST LIKELY RANDOMLY SELECTED TOO. THE METHODS USED TO COLLECT THIS DATA CAN VARY IN MEANS, FROM ELECTRONICAL; THROUGH ONLINE SURVEYS OR TELEPHONE INTERVIEWS, OR BY WORD OF MOUTH; THROUGH APPROACHING PEOPLE IN PUBLIC AREAS.

AN EXAMPLE OF HOW THIS RESEARCH WITHIN THE MUSIC INDUSTRY CAN BE FOUND WITHIN THIS SURVEY [HERE](#), WHICH ASKS CANDIDATES QUESTIONS TO DETERMINE THE TARGET AUDIENCE OF WHO LISTENS TO “DEMONS” BY IMAGINE DRAGONS. QUESTIONS ONE AND TWO ASK ABOUT THE AGE AND GENDER OF TYPICAL AUDIENCES, WITH THE RESULTS BEING SHOWN IN THE FORMAT OF A BAR GRAPH, A COMMON METHOD OF DISPLAYING QUANTITATIVE DATA.

## QUALITATIVE RESEARCH

THIS FORM OF RESEARCH IS MORE PERSONAL, AS IT GIVES THE RESEARCHER A SPECIFIC FEEDBACK AND INSIGHTS INTO THE TOPIC THEY ARE STUDYING. THE DATA RECEIVED WILL PROVIDE UNDERSTANDING INTO THE EXACT REASONING BEHIND ANSWERS THEY GIVE IN QUANTITATIVE BASED QUESTIONS.

ON THE INVERSE OF QUANTITATIVE RESEARCH, THE SAMPLES TAKEN ARE MUCH SMALLER, AND ARE MORE SPECIFIC/LESS RANDOM. THE DATA ITSELF, DUE TO IT BEING A NON-

STATISTICAL NATURE, HAVE TO BE INTERPRETED DIRECTLY AS OPPOSED TO VIEWING IT IN A TABLE OR GRAPH. THE RESULTS WILL BE USED AS A STEPPING STONE RATHER THAN A METHOD OF FINALISED DECISIONS, THEY WILL BE EXPLORATIVE IN NATURE. THIS DATA IS NON-CONCLUSIVE AND CANNOT BE USED TO MAKE GENERALISATIONS OF THE PUBLIC.

A QUESTION THAT FOLLOWS THE CONVENTIONS OF QUALITATIVE RESEARCH CAN BE FOUND IN THE SAME SURVEY MENTIONED ABOVE. QUESTION FIVE ASKS CANDIDATES ON WHAT OTHER WEBSITES TYPICAL FANS, OF "DEMONS" BY IMAGINE DRAGONS, WOULD LISTEN TO THEIR MUSIC ON. THIS DATA WOULD BE TYPED, RATHER THAN WITHIN A TICK BOX, AND SO EACH ANSWER WOULD HAVE TO BE INDIVIDUALLY READ AND COMPILED.

## **USE IN THE MUSIC INDUSTRY**

THE MAIN USES THAT THESE METHODS WILL SUFFICE FOR WILL RANGE FROM WORKING OUT THE AGE/GENDER/DEMOGRAPHIC OF TYPICAL VIEWERS/FANS (QUANTITATIVE), TO WHY PEOPLE LIKE THE MUSIC THEY LISTEN TO AND WHAT A MUSIC VIDEO FOR THAT SONG WOULD LOOK LIKE (QUALITATIVE).

THE PROS TO USING QUANTITATIVE RESEARCH IS THAT THE DATA COMPILED WILL BE ACCURATE AND EASY TO SORT THROUGH, SO FINDING OUT WHAT STYLE A DEMOGRAPHIC MAY LISTEN TO, OR WHAT PLATFORM THEY LISTEN TO THEIR SONGS THROUGH IS SIMPLE TO FIND OUT. HOWEVER, AS IT IS A GENERALISATION, CERTAIN PEOPLE MAY ANSWER THE SURVEY IN A WAY THAT DOESN'T REPRESENT THE AUDIENCE UNDER RESEARCH, CREATING AN INCORRECT BIAS. ALSO, THERE IS A LIMITATION IN WHAT ANSWERS YOU CAN PROBE FOR AND THE WHOLE METHOD AS A WHOLE CAN BE QUITE COSTLY.

FOR QUALITATIVE RESEARCH, THE BENEFITS ARE THE FEEDBACK CAN ALLOW FOR MORE FLEXIBLE RESPONSE TOWARD WHAT ACTION TO TAKE, FOR EXAMPLE ON KIND OF STYLE OF MUSIC VIDEO A CERTAIN ARTIST'S FAN BASE PREFERS TO SEE. THEY ALSO ALLOW YOU TO EXPLORE INTO ANSWERS MORE. BUT, DUE TO THE DATA BEING UNABLE TO BE QUANTIFIED SOMEHOW, THE RESULTS CAN'T GIVE YOU DEFINITIVE ANSWERS ON WHAT ACTION TO TAKE. AN EXAMPLE COULD BE WHEN YOU CONDUCT AN INTERVIEW ON WHY PEOPLE USE CERTAIN PLATFORMS TO VIEW THEIR MUSIC, YOU WON'T GET BE ABLE TO FIND OUT HOW MANY PEOPLE USE IT TO GET THE BEST AMOUNT OF PEOPLE WATCHING.

# **METHODS OF RESEARCH**

## **PRIMARY**

**THIS IS NEW RESEARCH THAT IS UNDERGONE BY THE PERSON IN NEED OF INFORMATION. THIS IS MOST COMMONLY COMPLETED BY SENDING OUT SURVEYS, INTERVIEWS OR FOCUS GROUPS. YOU CAN ALSO USE SIMPLE OBSERVATIONS OR ETHNOGRAPHIC (WHICH IS THE STUDY OF PEOPLE AND CULTURES IN A SYSTEMATIC MANNER). THE MAIN BENEFITS OF THIS KIND OF RESEARCH ARE THAT IT IS RELATIVELY EASY TO DO, AND CAN GIVE YOU THE SPECIFIC ANSWER YOU REQUIRE TO FIND OUT. IT ALSO IS QUITE CHEAP TO UNDERGO. HOWEVER, THIS CAN BE TIME CONSUMING IF ON A LARGE SCALE AND MAY LEAD TO THE RESULTS NOT BEING TO THE DEGREE OF ACCURACY YOU NEED.**

**BELOW IS A LIST OF THE THREE MAIN PRIMARY RESEARCH TECHNIQUES:**

**INTERVIEW — A ONE-TO-ONE SCENARIO, IN WHICH SOMEONE ASKS A CANDIDATE A SERIES OF QUESTIONS THEY WANT ANSWERED. THE FORMALITY OF THE INTERVIEW IS BASED ON WHAT THE INTERVIEWER NEEDS FROM THE INTERVIEWEE. FOR EXAMPLE, A JOB INTERVIEW WOULD BE VERY FORMAL AND DOWN TO THE POINT, WHILST A SIMPLE SURVEY WILL BE MORE RELAXED.**

**FOCUS GROUP — SIMILAR TO INTERVIEWS, BUT ARE GROUP BASED, WITH SOMEONE ACTING AS THE PERSON TO ASK QUESTIONS AND RECORD ANSWERS. THESE TEND TO BE RELAXED, AS TO MAKE SURE THE CANDIDATES REPLY WITH WHATEVER IS ON THEIR MIND ABOUT THE SUBJECT AT HAND. SOME FOCUS GROUPS ARE FILMED SO THEY CAN BE ANALYSED LATER.**

**QUESTIONNAIRES — THESE ARE FORMS THAT PEOPLE ARE GIVEN TO FILL OUT TO DERIVE THEIR OPINIONS OR KNOWLEDGE ON A TOPIC. ONLINE ON A WEBSITE OR VIA EMAIL ARE THE MOST COMMON FORMS THEY TAKE, BUT CAN BE IN PHYSICAL FORM WHETHER THEY ARE SENT IN THE MAIL HANDED OUT PERSONALLY.**

## **SECONDARY**

**THIS IS WHEN YOU LOOK FOR DATA THAT HAS BEEN RESEARCHED BY OTHERS. THIS INFORMATION CAN BE FOUND ONLINE, ON WEBSITES OR BY EMAILING THE ORIGINAL**

RESEARCHER(S), OR THROUGH BOOKS/NEWSPAPERS/MAGAZINES OR BY WORD OF MOUTH. THIS DATA CAN BE THEN FURTHER INTERPRETED TO GIVE THE STATISTICS THAT YOU ARE AFTER. WHAT'S GOOD ABOUT SECONDARY RESEARCH IS THAT IT IS EASY TO ACCESS AND FIND, AS WELL AS, DEPENDING WHO EXECUTED THE RESEARCH, CAN BE TO A FAR BETTER DEGREE OF ACCURACY YOU ARE AFTER. ON THE FLIP SIDE, THE DATA CAN ALSO BE OUT OF DATE, EVEN MORE INACCURATE AND SIMPLE NOT EVEN THERE.

## **DATA GATHERING AGENCIES**

THESE ARE AGENCIES OR COMPANIES THAT ARE RESPONSIBLE FOR THE COLLECTION AND MAINTENANCE OF DATA FOR THE COMPANY THAT THEY ARE EMPLOYED BY. AN EXAMPLE IS RAJAR (RADIO JOINT AUDIENCE RESEARCH), WHICH IS AN AGENCY THAT MEASURES RADIO AUDIENCES IN THE UK. THEY ARE OWNED (AS THE NAME SUGGESTS) JOINTLY BY BBC AND THE RADIO CENTRE.

USING THESE ARE BENEFICIAL AS THEY WILL GIVE FAR BETTER DATA TO ANALYSE AND MAKE DECISIONS BASED OFF OF, THAN IF YOU HAD DONE IT YOURSELF. FURTHERMORE, IT CAN BE A LOT CHEAPER.

## **SELF-GENERATED**

AS THE NAME SUGGESTS, THIS IS SIMPLY RESEARCH THAT YOU HAVE UNDERGONE YOURSELF. WHETHER IT BE PRIMARY OR SECONDARY, FOCUS GROUP OR SURVEY, AS LONG AS IT IS FILMED/PRODUCED BY YOU. YOU CAN THEN USE THIS RESEARCH LATER ON FOR YOURS OR OTHER'S PURPOSES.

# **PURPOSE OF RESEARCH**

## **AUDIENCE RESEARCH**

**THIS IS WHEN YOU LOOK INTO THE VIEWERS OF A PARTICULAR MEDIA BASE. IN THE CASE OF THE MUSIC INDUSTRY, THIS WILL MOST LIKELY BE THE FAN BASE OF A PARTICULAR ARTIST/BAND. THE THINGS YOU WOULD RESEARCH INTO THEM WOULD BE THEIR AGE, GENDER, OCCUPATION, MOST COMMON VIEWING PLATFORM ETC. AS TO MAKE SURE THAT THE VIDEO YOU PRODUCE IS SEEN BY THE OPTIMAL AMOUNT OF VIEWERS.**

**THREE OF THE MAIN THINGS THAT ARE RESEARCHED WITHIN AUDIENCES ARE MEDIA AND PRODUCT PREFERENCES AS WELL AS BUYING PATTERNS. MEDIA PREFERENCES, IN THE MUSIC INDUSTRY, WOULD INCLUDE WHERE PEOPLE ARE LIKELY TO WATCH/LISTEN TO THE MUSIC THEY ENJOY. PLATFORMS SUCH AS YOUTUBE AND SPOTIFY ARE COMMON CHOICES. PRODUCT PREFERENCES ARE WHAT FORMAT PEOPLE PREFER TO BUY THEIR MUSIC ON, WHETHER IT BE ONLINE THROUGH STORES LIKE ITUNES OR PHYSICALLY THROUGH CD/DVD'S. FINALLY, BUYING PATTERNS ARE HOW OFTEN THESE ARE BOUGHT.**

**ON THIS WEBSITE, LINKED [HERE](#), THERE IS COMPILED DATA ON A SURVEY THAT ASKS PEOPLE THEIR OPINIONS ON MEDIA AND PRODUCT PREFERENCES OF PEOPLE THAT LISTEN TO IMAGINE DRAGONS. THE CANDIDATES SAID THAT THEY BELIEVED YOUTUBE AND CD'S WOULD BE THE MOST POPULAR CHOICES FOR THESE FANS, AS WELL AS SAYING THAT THEY MAY LISTEN TO SOME OF THEIR MUSIC ON SPOTIFY.**

## **MARKET RESEARCH**

**THE TYPES OF THINGS THAT ARE TYPICALLY LOOKED INTO FOR MARKET RESEARCH ARE COMPETITORS AND THE EFFECTIVENESS OF CERTAIN PRODUCT. IN TERMS OF MUSIC, THIS WILL BE SIMILAR BANDS IN THE SAME GENRE THAT MAY HAVE THE SAME AMOUNT OF FANS, AND WHAT WOULD BE BEST TO PRODUCE COMPETE WITH THEM. ALSO, IT COULD BE WHAT VIDEO STYLE AND TECHNIQUES THAT HAVE PERFORMED BETTER THAN PREVIOUS ONES.**

**ANOTHER THING THAT HAS TO BE TAKEN INTO ACCOUNT IS THE ADVERTISING SIDE, SPECIFICALLY ITS PLACEMENT AND EFFECTIVENESS. WHEN IT COMES TO MUSIC THE MOST**

**COMMON METHODS OF ADVERTISING MUSIC ARE BY SETTING UP SOCIAL MEDIA ACCOUNTS ON SITES SUCH AS FACEBOOK OR TWITTER, OR BY SETTING UP A WEBSITE FOR THE ARTIST. FURTHERMORE, ARTISTS CAN THEN TRY AND MAKE DEALS TO TRY AND GET THEIR MUSIC IN ADVERTS, WHICH CAN HELP CEMENT AN IMAGE FOR A COMPANY AS WELL AS GET THE ARTIST'S MUSIC OUT THERE FOR MORE TO HEAR. EFFECTIVENESS IS RESEARCHED BY SEEING WHETHER OR NOT THEIR SALES OR VIEWS ARE INCREASED WHEN CERTAIN ADVERTISING TECHNIQUES ARE SET IN PLACE, AS WELL SENDING SURVEYS OUT TO FANS TO GAIN FEEDBACK FROM THEM.**

**AN EXAMPLE OF RESEARCHING THE MARKET CAN BE FOUND ON THIS WEBSITE [HERE](#). ON THIS YOU CAN SEE THAT THEY DID SECONDARY RESEARCH GOING INTO GREAT DETAIL ON WHOM THE MAIN COMPETITORS OF THE ARTIST IMAGINE DRAGONS ARE WITH THE REASONING BEHIND IT. FURTHERMORE THERE IS ALSO CLEAR STUDY INTO WHAT SOCIAL MEDIA PLATFORMS THEY ARE ON, WHAT OTHER MEDIA THEY HAVE BEEN USED IN AND WHERE ADVERTISEMENT FOR THE MUSIC WILL GO.**

## **PRODUCTION RESEARCH**

**THIS FOCUSES ON HOW A PRODUCT IS MADE, AND THE CHARACTERISTICS AND INFORMATION THAT CAN BE OBTAINED FROM IT. FOR EXAMPLE, PRODUCERS MAY RESEARCH INTO WHAT CONVENTIONS MAY BOOST VIEWS ON MUSIC VIDEO OR WHAT KIND OF SONG WOULD BE BEST TO MAKE INTO A MUSIC VIDEO. THEY WOULD ALSO STUDY WHERE WOULD BE BEST TO PLACE THEIR MUSIC VIDEO, WHETHER THAT BE YOUTUBE, VEVO OR OTHER SUCH PLACES.**

**CERTAIN RESOURCES LIKE LOCATIONS AND FACILITIES WOULD BE SCOUTED OUT BY PERSONNEL, AND TALENT AND CREW MAY BE AUDITIONED TO MAKE A CERTIFIABLE CHOICE ON WHO WOULD BE EFFECTIVE IN THEIR VIDEO. COST WILL ALSO NEED TO BE ESTIMATED TO MAKE SURE MONEY ISN'T LOST ON PRODUCTION OF THE VIDEO. FURTHERMORE, RESEARCH WOULD NEED TO BE DONE TO MAKE SURE THAT THE CONCEPT IS VIABLE FOR THE THEMES OF THE SONG, WHILST PRACTICAL VIABILITY WOULD ALSO BE NEEDED TO BE CHECKED FOR WHETHER OR NOT THE CONCEPT CAN ACTUALLY BE MADE. THIS GOES HAND-IN-HAND WITH THE BUDGET.**



**IN THE SAME SURVEY MENTIONED PREVIOUSLY, THE CANDIDATES ARE ASKED WHERE THEY THINK PEOPLE WHO LISTEN TO “DEMONS” WOULD VIEW MOST THEIR MUSIC. FROM THIS, THEY DISPLAYED ON THEIR WEBSITE ([HERE](#)) THAT THEY ARE GOING TO PLACE THEIR VIDEO ON YOUTUBE, AND POSSIBLY EVEN ON CD.**

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