**Assignment 1.1 by Peter Plonker**

Media research is important because if you don’t do it, your company might fail, like Heaven’s gate.

Research is done by writing surveys and questionnaires – called primary research

Secondary research is when you use data from other people.

In my BTEC I will use both primary and secondary research to find out if people want the products I create.

**Assignment 1.1 by Pamela Pass**

Media research is important because it saves time and money. A good example of a film that was not carefully researched was Heaven’s Gate. It was the wrong film for the wrong audience and it caused the film company to melt down.

Research can be done by people themselves, writing questionnaires, running focus groups and using their data to find out more. When you research for yourself, this is known as primary research. At least you know that the information is correct.

Secondary research is when you take other people’s research and use it for yourself. An example of this is the NRS which looks at what people are reading. When you use other people’s research, you are trusting that they have done their research properly.

To conclude I will carefully research my BTEC products and use both primary and secondary research to find out if my products are likely to prove popular.

**Assignment 1.1 by Mike Merit**

When you release a new product in the media – it could be a newspaper, or a MP3 player, you need to carefully research whether it will be popular with your target audience. If you release a product that is ‘wrong’, it could be a huge waste of time, and more importantly, money. A perfect example of this is the film ‘Heaven’s Gate’ (1980) which was the wrong film for the wrong audience. It was a Western, an unpopular genre at the time, and it was also anti-American, just when America was looking to get out of the doldrums after losing the Vietnam War. The critics hated the film and audiences stayed away. The film company United Artists had to be sold to claw back some of the millions of dollars lost in the project. Many people lost their jobs and had to look for work in other studios.

Research can be carried out by the people who are going to release a new product themselves; this is called primary research. To find out what people think, a company could use a questionnaire, a survey, or carefully pick a selected group of the target audience and form a focus group. Focusing on questionnaires, different scales can be used, such as the likert scale, semantic differential scale and rank order scale. Questions can be open or closed and the final product should be well designed and easy to fill in.

Secondary research is much easier to complete – information can be found on the Internet. Some information can easily be faked – people who love a film will exaggerate how many people have seen it, for example. Some information can be paid for, such as the BARB and NRS (national Readership Survey) Secondary research is generally used more often than primary, as it can be used quickly and cheaply, using expertise and skills developed by the research agencies.

To conclude, I will use a mixture of my own research, a focus group and some free secondary research to find out if a proposed media product will be a success or not.