

Method	Primary Secondary	Positivist Interpretivist	Quantitative Qualitative	Reliability Validity	Advantages	Disadvantages	Studies
PILOT STUDY	Primary	Positivist or Interpretivist	Quantitative or Qualitative	The aim is to ensure high validity and reliability in the main study.	<p>Can assess whether the study will take up time and money before the actual research.</p> <p>May help researchers develop ways of getting the full cooperation of those they are studying.</p> <p>May be used to develop the research skills of those taking part.</p> <p>In some cases it may be used to convince a funding organisation of the usefulness of a particular project.</p> <p>May be used to make sure the study makes sense to the respondents.</p>	<p>Time consuming</p> <p>Expensive</p> <p>Creates demanding workload.</p>	<p>Hannah Gavron (1966) found it was necessary to establish a rapport with the respondent if she was to get full open and honest answers.</p> <p>Rex and Moore (1979) studied immigrants in Birmingham, they used their pilot study to train the amateur interviewers they were using.</p> <p>Micheal Young and Peter Willmott (1961) used 100 interviews before carrying out their research into family life in Bethnal Green.</p>

Summary of Research Methods