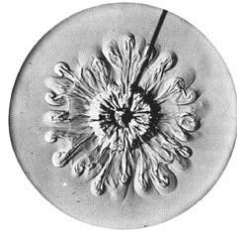


# Research Methods

## Assignment Brief 2



For the second, longer piece of work, you are required to write a discussion of the strengths and weaknesses of two research methods, giving examples of their application. For this you will need to choose two of the methods that we have been studying such as: growing trials, soil testing, taste sampling, Q-sort, questionnaires, interviews, focus groups, and discuss the strengths and weaknesses that are potentially inherent in each. Obviously a lot depends on the context and the question that the method is being used for, so you will need to also discuss these methods in the context of actual or hypothetical studies and talk about where they could be fruitfully used or combined. Your discussion should be approximately 2,500 words long and should definitely arrive at a conclusion about the methods you discuss.