

Answers and marking guidance

Award one mark per correct, developed point unless stated. Other valid answers should be credited.

2 Describe three pieces of secondary research you could do, and what each would tell you.

- Statistics/reports on online bullying: shows the size of the problem
- Case studies of existing kindness campaigns: what works and what doesn't
- Image research / mood board of campaign styles that appeal to teenagers

3 Quick check

- a) Reading a report online
- b) Analysing what it means for your ideas
- c) Tell me about your last visit to the park

4 Key terms

- 1 - E
- 2 - B
- 3 - C
- 4 - D
- 5 - A

5 Write four research questions you would need to answer before generating ideas.

- Who uses the space and when? (users and times)
- What do pupils dislike or feel unsafe about now?
- What has been done elsewhere (case studies of bus shelters, waiting areas)?
- What are the constraints: budget, space, council rules, weather?

6 Explain what is meant by 'Reliable source'.

- Trustworthy, up to date and not biased

7 Explain what is meant by 'Problem statement'.

- A short summary of the real problem your research has found