

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) Interviewing a nurse about hospital waiting rooms
- b) Analysing what it means for your ideas
- c) People often do something different from what they say
- d) Reading a report online

4 Key terms

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

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 Plan two methods of primary research and explain why each suits this brief.

- Interview nurses or parents (open questions): learn what upsets children and what helps
- Observe children waiting (with permission): see real behaviour rather than what people say
- Survey children/parents about colours, activities, seating
- Each method linked to a reason for this brief