

PRIMARY

SECONDARY

QUALITATIVE

Questionnaire
Interview
Observation
Experimentation
Focus Group
Social Media
Correspondence

Social Media
Existing TV , Film and Radio Content
Making of
Books/ Journals
News Archives
YouTube/ Social Media
Press
Blogs/ Vlogs
Internet Research
Archive

QUANTITATIVE

Experimentation
Social Media
Survey
Focus Group

Statistics/ Analytics
Social Media
Audience viewing habits: (RAJAR/
BARB)
News
Radio & TV