

# Exemplar Independent Investigation Proposal Form – No.8



## AO Comment (Title and hypotheses):

The teacher has given general guidance regarding the focus of the proposed title and the need for greater clarity in terms of the objectives of the investigation. However, telling the student to cut-down on the number of sub-questions is too specific. The advice on manageability is more general and asks the student to think through the process to decide, independently, what is feasible. Students should link titles directly to the specification but advising that a student uses previous fieldwork to inform their investigation compromises independence. Students can use previous studies as secondary sources of information and data but this decision must be taken independently.

It's not clear from your title whether you have a specific study area – can you clarify? Take a look at the joint-board document that gives all students advice on good practice while forming suitable titles for the investigation. 'Impacts' can be very difficult to measure so you will need to consider the types of impact you can measure and how to measure them.

Well done on explaining this link in your own words. Try to make direct reference to the specification to help sharpen the focus of your study. **You might want to think back to the GCSE coursework we completed on a similar title and use this to help refine your planning.**

<b>Candidate name</b>		<b>Candidate number</b>		<b>Examination Series</b>	
<b>Centre name</b>				<b>Centre number</b>	
<b>Investigation title:</b> To what extent do out of town shopping developments impact on retailing in town centres?			<b>How the title links to specification content:</b> Traditionally retail spending happened in town centres and high streets. Now increased mobility and accessibility, out-of-town shopping centres and internet shopping has lessened the importance of traditional shopping areas.		
<b>Planned investigation hypothesis or question/sub-questions:</b> (1) Why was Banbury Gateway built? (2) How have people's spending habits changed since the building of Banbury Gateway? (3) What are the differences between the types of shop in the two locations? (4) To what extent do people prefer out-of-town shopping to town centre shopping? (5) How do people perceive each site as a retail location? (6) To what extent does footfall reflect the changes made to retailing in Banbury?					
<b>Investigation focus – indication of how the enquiry will enable the candidate to address their investigation title and explore their theme in relation to the chosen geographical area.</b> I will look at two areas, Castle Quay, which is a regenerated (2000) area in Banbury town centre, and Banbury Gateway an out-of-town development (2015). This will allow me to focus on the idea that out-of-town shopping areas have direct impacts on traditional town centres. By collecting primary data to compare shopping habits and perceptions in both it will allow me to make judgements on the impacts of the new development on the town centre.					
<b>Planned methodology – indication of qualitative and/or quantitative techniques including primary and, if relevant, secondary data collection techniques, indication of the planned sampling strategy or strategies.</b> Primary data collection methods will include questionnaires (1 & 3), a footfall survey (5), a classification of retail outlets (2) and perception study (4). Questionnaires will collect both qualitative and quantitative data and a GOAD base map will show the order of retail outlets in both areas (2). A footfall survey (conducted at the same time in both locations) will show a comparison of the amount of people visiting each of the two locations, while the perception study will indicate people's opinions. Secondary data – none due to difficulty in finding suitable sources.				<b>Individual:</b> <input type="checkbox"/> <b>Group data collection:</b> <input checked="" type="checkbox"/>	
<b>Teacher's approval and comments</b> Your investigation links well to the specification but you might want to give further consideration to your sub-questions and methodology regarding primary data collection. Planning and completing all the data collection on each of your sub-questions will be challenging, even within a group. Bear in mind that all other stages of the enquiry process will need to be conducted independently. Will 3000 – 4000 words allow you to effectively analyse and interpret all the data you mention?				<b>Approved:</b> <input type="checkbox"/> <b>Not approved:</b> <input checked="" type="checkbox"/>	
<b>Teacher signature</b>				<b>Date</b>	

What sampling strategies do you intend to use? **You might want to consider stratified sampling in order to ensure a suitable cross-section of respondents for your questionnaires.** How many responses do you aim to collect from your questionnaires and/or perception survey? Perceptions are difficult to measure, so be careful that you choose a suitable method that will allow you to collect and effectively analyse the data that you need in order to draw reliable conclusions.

Is it possible to collect specific data on people's spending habits over time? You might want to spend further time reflecting on the possibilities here?

**Don't try to do too much! There are too many sub-questions here to make your study manageable.** Are you absolutely clear how each of these sub-questions provides opportunities to present and analyse data? Are they all sharply focused on your title i.e. the impacts of out-of-town retailing on town centres?

You need to think through each of the six stages of enquiry. Remember that you will need to collect, present and analyse the data to answer all these questions so you will need to decide whether this is manageable for you? You can discuss methodologies and collect data in groups but you will have to analyse and interpret this data completely independently.

**AO Comment (Methodology):** Suggesting a particular sampling strategy constitutes specific guidance and should have been avoided. The teacher should encourage the student to consider the sampling techniques available and to select and justify the most appropriate. The teacher gives sound guidance to the student on further considering how they intend to collect data on spending habits and perceptions. Encouraging students to think of how they will analyse data will allow them to refine their data collection methods effectively.

You mention a GOAD base map. Have you considered where you will source these maps from and if there are current maps available to you? Can you think of other options if these are not available and up-to date?

You also mention that you will not be able to make use of secondary data during your investigation. Are you certain that you can't think of any secondary sources of information that you could utilise regarding perceptions of these two areas?

**AO Comment (Teacher approval):** The teacher is suggesting that the student needs to refine their methodology as the investigation currently lacks focus and not all sub-questions are well linked to the investigation title. The teacher successfully avoids telling the student which questions to re-think and does not give specific advice on suitable methodologies. The suggestions made will guide the student to think for himself/herself how to tighten the focus.