* Global Perspectives- Methodologies

The main research method I chose for my disease and health campaign is Interviews. I believe a well-written questionnaire script and a professional/person with experience is the perfect way to collect qualitative data on my chosen topic: Eating Disorders.

Reason 1: Interviews will allow me to gather information about my topic more securely as my selected issue can be seen as sensitive or controversial if I don’t carefully engage with all the problems that come with an eating disorder. So, I decided that interviewing a doctor will get me to focus on scientific evidence to back up anything the doctor says, and interviewing multiple eating disorder survivors will get me to focus on the emotional, and mentally damaging part of the topic. I’d get the factual perspective of a doctor and the subjective perspective of a survivor. It’s a safe, non-problematic route.

Reason 2: In an interview, I can easily ask follow-up questions to avoid any misunderstanding for the audience. An effective interview will allow me to follow up on ideas, examine responses, and investigate emotions and reactions in ways that a survey or documented analysis cannot.