

## GCSE GEOGRAPHY HUMAN FIELDWORK

### FIELDWORK ENQUIRY QUESTION:

How successful was the Brindley Place redevelopment

#### Why is this location suitable for our human fieldwork enquiry?

The Location was suitable because it had a variety of sites, with a range of different users ( e.g tourist, business person) who would be able to give us a range of views.

### Data Collection Method 1:

Sampling Method: Stratified Sample Size: 1 per student ( 70)

#### Description of method:

We rank the quality on the environment looking at a number of factors. E.g.. is the area free from litter. W ranked them on a scale from 2+ being great ( no litter) through to 2- minus ( huge amounts of litter).

Justification: We chose this method because it allowed us to assess the quality of the environment. This allowed us to assess if the environment was kept which in turn allows us to assess the overall question, As if the environment is not well looked after this means the redevelopment has not been a success.

Strengths: Easy to use, gives numerical data, statistical analysis can be completed using the data. Wide range of data collected.

Weaknesses: Only your view, no scientific methods used. Site chosen by you so not random.

### Data Collection Method 2: questionnaire

Sampling Method: Random  
total)

Sample Size: 2 per student ( 140 in

#### Description of method:

We stopped people within Brindley place and asked them about their views on Brindley place and asked for their views on the redevelopment of Brindley Place.

#### Justification:

This allows us to get a wide range of data and views from a large group of people who make use of Brindley place.

#### Strengths:

wide range of data, numerical data, able to make comparisons. Helps to reduce anomalies, Easy to identify trends

Weaknesses: people refused to give views, some views may be biased. Questionnaires may be completed incorrectly.

## DATA PRESENTATION METHODS

### Method 1: Bar Chart

Strengths: Easy to construct, easy to interpret. Easy to spot trends

Weaknesses: can be hard to read if there is too much data, can not show relationships between factors.

### Method 2: line Graph

#### Strengths:

Can add trend lines ( line of best fit) easy to show relationships between two factors.

#### Weaknesses:

Hard to read if there is too much data, by having small amounts of data it can hide patterns.

What other methods could you have used to present your data?  
Scatter graph, radar graph

### RISKS:

*Describe the risks you experienced on your fieldwork trip and how these could be reduced*

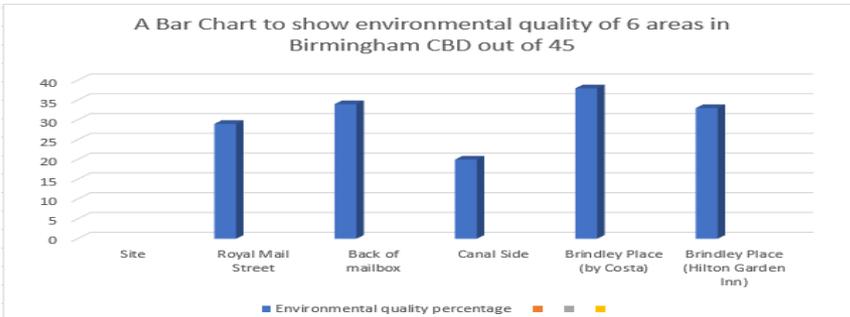
- 1 – Strangers: Stay in small groups, Stay within range of teachers
- 2 – Traffic, stay on the pavements, look left/right when crossing the road/ use a crossing.
- 3 – Weather: appropriate clothing and footwear

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## ANALYSIS

Describe each set of data and explain what this tells you – link it back to your enquiry question.

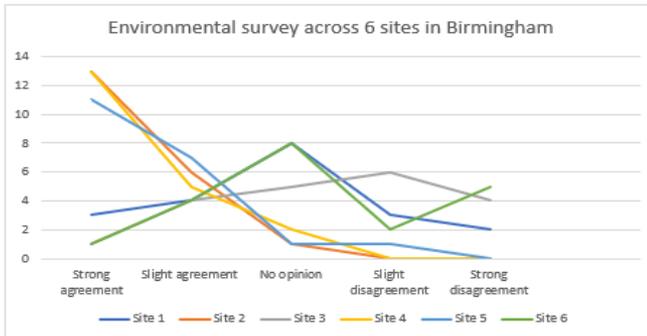
Use PEEL and include data – can you put your numbers into percentages?



The Graph above shows that Brindley place outside Costa had the highest environment quality. For example it scored 36 out 45 for the quality of the environment. A percentage of 80%. This could be because Costa provide a bin outside the store which encourages people to throw there waste away responsibly. This may also be because staff at the costa help to tidy the area. There is also adequate street lighting in the area, this may be due to the location of the coffee shop. This would indicate the redevelopment of Brindley place was a complete success. However the worst site of redevelopment was the canal side this was because.....

For each graph you must do the following:

- Use figures from the graph in your answer. Try to put them at a percentage to get higher marks.
- Give reasons why the data is at the number (justify)
- Link back to the over all questions
- Remember PEE



## CONCLUSION

Answer your enquiry question! What do you think? Use the evidence you've collected to back up your conclusion. Make sure you refer back to your hypothesis/question.

For example: ( this is just for one graph you would need to do for both.)

Overall from my results I have collected I can conclude that the Brindley place redevelopment is a on the whole as success. This is because our results have a range of 17. if we took out the canal side results our range would be much lower range of 8. As the majority of sites survey had a positive environmental quality scores. This shows that by regenerating the area has meant that people are taking care of the environment. One would expect the canal to have a lower environmental quality because of its darkened spaces and potential for anti social behaviour as shown by graph with a low score of 26/45. Overall my results show that the Brindley place redevelopment has been a complete success.

## EVALUATION

What problems did you experience during your fieldwork? How would this affect your investigation?

What would you do differently next time? How would this improve your investigation? How could the errors effect the validity of your conclusion

Potential Problems Sampling method used – did this affect the nature of the sample selected?

Sample sizes – were these large enough to be able to have confidence in the results obtained?

Timings – did the time of day or duration of data collection have an impact on the results collected?

Method structures – did the questions on the questionnaires work?

Impacts of day, month, timings, weather conditions – did any of these impact on the results collected in any way? Start or an answer:

The problems we had with this investigation were the Sampling methods we used as we randomly stopped people. This would effect our conclusion because we maybe biased to only stopping a certain type of person which could send the results in the favour of one outcome. For example we only stopped business people, they may have a singular view that Brindley place redevelopment is a complete success as they are either employed there or conduct business at this location. To improve we could have used systematic sampling where we could stop every third person this would allow us to get a more of unbiased rounded view.