

An Enquiry To Compare Retail Centres Within Wakefield

There are some ideas of aspects you may investigate and compare:-

- Hierarchies of Centres or Shops
- Order of Shops and Services or Goods
- Spheres of Influence
- Range of Goods
- Volume of Goods
- The Retailing Environment
- Heights of Buildings
- Surrounding Housing Types
- Customer Flows
- Car Types as an indicator of customer wealth

Introduction and Understanding

In this section you must do the following

1. Locate the study area.
2. Describe what your enquiry is going to be on
3. Now list a number of hypotheses.
4. Explain and explore the theory behind your hypotheses

Tip – Use notes + text books for theories & diagrams relevant to your hypotheses but reference each resource used and write it in your own words

Method (A list of possible methods of collecting data is at the top of the next page).

In this section you say:-

1. What data you need to find
2. For each method used you must write about
 - a) Why it was selected and why it is appropriate
 - b) How it was planned
 - c) How it was undertaken
 - Collection
 - Recording

Tip – Be scientific in your methods. Consider the importance of sample size on the accuracy of your results

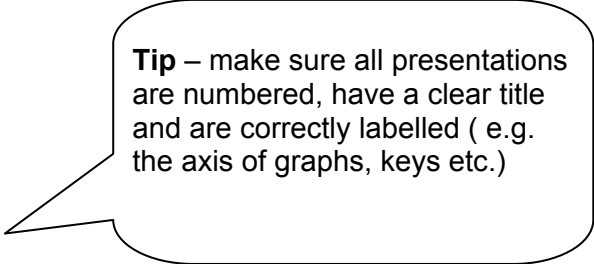
Possible data collection methods

- Land use transects (vertical or horizontal)
 - Questionnaires
 - Traffic or pedestrian counts
 - Map work
 - Use of census data
 - Collection of Land Value data
 - Environmental Surveys
 - Heights of buildings
- etc.

Data Presentations :- *You must display your results to illustrate your findings and highlight any patterns relevant to your hypotheses*

Basic techniques :-

1. Graphs Bar, Pie, Radar, Scatter, Histograms, Frequency Bar Charts
2. Annotated photographs
3. Colour coded base maps
4. Thematic Maps
5. Maps with overlays
6. Proportional Circle / Symbol maps
7. Isoline



Tip – make sure all presentations are numbered, have a clear title and are correctly labelled (e.g. the axis of graphs, keys etc.)

More complex techniques: -

8. Use of overlays appropriately e.g. population density overlaid on land use or proportional circles overlaid on land use
9. Chi²
10. Spearman's Rank order Coefficient
11. Nearest Neighbour Analysis
12. Standard Distance
13. Self drawn map and annotated sketches if done to a high enough standard
14. Annotated transects if done to a high enough standard

Summary of methods for presenting data

METHODS FOR SHOWING:

CHANGES WITH TIME

Line graph
Bar graph
Time column
Time line

CHANGES/DIFFERENCES ALONG A ROUTE OR TRANSECT

Line graph
Bar graph
Flow line
Kite diagram
Block diagram

GAINS AND LOSSES/POSITIVES AND NEGATIVES

Bar graph
Shading map (only on a map)

LOCATIONS

Map

MOVEMENT OR JOURNEYS

Flow line
Desire line

PARTS OR PROPORTIONS OF A TOTAL

Pie graph
Divided bar graph
Pictograph
Star diagram

RELATIONSHIPS/COMPARISONS BETWEEN TWO SETS OF DATA

Scatter graph
Dispersion diagram

RELATIONSHIP BETWEEN THREE VALUES

Triangular graph

SPHERE OF INFLUENCE

Desire lines

TOTALS

Bar graph
Proportional circle
Line graph
Pictograph
Isolines (only on maps)

WHAT WAS OBSERVED WHILST UNDERTAKING FIELDWORK

Photograph
Field sketch

METHODS FOR SUMMARISING DATA

Table
Tally chart

METHODS WITH A SPECIAL PURPOSE

Rainfall – vertical bar graph
Ages of people – horizontal bar forming a pyramid

Data Interpretation

This is where you analyse your Data Presentations by:-

Tip – Read through your written work and check for grammar & clarity

- Referring to the presented data specifically i.e. the figures by number *e.g. figure 8 shows that 20%etc*
- Comparing and contrasting
- Giving reason for the results and quoting statistics from them.....
- and saying what you can conclude as a consequence
- and how this proves disproves your hypothesis.....
- And how this links to what you set out to investigate

Evaluation

This is where you evaluate your work by:-

Tip – Now check your work to ensure pages are numbered and all diagrams have a title

- How your conclusions might not be necessarily right.....
- Saying how the methods you used to collect data might be weak
- and why this might have led to suspect data collected.....
- and why the hypothesis has not been fully proved or disproved
- and how you would do it differently
- and what sections are possibly more reliable and why?