



**ITEC**

# Research in the hair and beauty sector

VRQ

Learner name:

UV30452

Learner number:

R/601/5342





# Research in the hair and beauty sector

## UV30452

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This unit provides you with the opportunity to develop your research skills by investigating a chosen aspect relating to either the hair or beauty sector.

You will carry out your research by collecting, processing and evaluating data from various sources and explain your methods when you present your findings.

This unit is suitable for hairdressers, barbers, beauty therapists, spa therapists and nail technicians.

Level

3

Credit value

7

GLH

44

Observation(s)

1

External Paper(s)

0



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**Directions:** For maximum benefits, use once a day, preferably at night for the first two weeks. After two weeks, apply morning and night as desired. Delicate skin may experience a brief tingling sensation; if tingling is uncomfortable, wait 10-15 minutes after cleansing before applying lotion.  
**Caution:** If product gets into eyes, rinse thoroughly with water. Do not apply to eyelids. For external use only. Keep out of the reach of children.

## Learning outcomes

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### On completion of this unit you will:

1. Be able to carry out research relating to the hair and beauty sector
2. Be able to plan a research investigation concerning the hair and beauty sector

## Evidence requirements

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### 1. Environment

Evidence for this unit must be gathered in a real or realistic working environment.

### 2. Simulation

Simulation is not allowed in this unit.

### 3. Observation outcomes

Competent performance of 'Observation' outcomes must be demonstrated to your assessor on **at least one occasion**.

### 4. Knowledge outcomes

There must be evidence that you possess all the knowledge and understanding listed in the 'Knowledge' section of this unit. This evidence may include projects, assignments, case studies, reflective accounts, oral/written questioning and/or other forms of evidence.

### 5. Tutor/Assessor guidance

You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.

### 6. External paper

There is no external paper requirement for this unit.

# Achieving observations and range

## Achieving observation outcomes

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Your assessor will observe your performance of practical tasks. The minimum number of observations required is indicated in the evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through oral questioning.

Your assessor will sign off an outcome when all criteria have been competently achieved in a single client service.

## Achieving range

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There are no range statements that apply to this unit.

## Maximum service times

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There are no maximum service times that apply to this unit.

## Learning outcome 1

Be able to carry out research relating to the hair and beauty sector

**You can:**

- a. Present the results from the research collected

\*May be assessed through oral questioning.

Observation	1	Optional	Optional
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			

# Developing knowledge

## Achieving knowledge outcomes

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You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below:

- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

## Learning outcome 1

Be able to carry out research relating to the hair and beauty sector

You can:	Portfolio reference/ Assessor initials*
b. Carry out research to collect data according to the investigation plan	
c. Obtain information from different sources	
d. Process the data collected	
e. Evaluate data and research collected	

\*Assessor initials to be inserted if orally questioned.

## Learning outcome 2

Be able to plan a research investigation concerning the hair and beauty sector

You can:	Portfolio reference/ Assessor initials*
a. Identify the focus and type of research investigation proposed	
b. Plan the research investigation to include research objectives and stages of development	
c. Identify research sources	
d. Describe different research methodologies involved in the investigation	
e. Explain the principles of planning a research investigation	
f. Explain how to carry out research to gather data for the investigation plan	
g. Explain ways of obtaining information from different sources	
h. Explain how to use and process data	
i. Describe methods of evaluating data and research collected	
j. Explain the importance of including a bibliography when presenting research findings	

\*Assessor initials to be inserted if orally questioned.

# Unit content

This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

## Learning outcome 1: Be able to carry out research relating to the hair and beauty sector

### Research and data collection:

Analysis of previous research findings, analysis of published information, develop new idea, SMART (Specific, Measurable, Achievable Relevant, Timely), business, analysis of data, criteria to evaluate the success, research skills, job roles, training needs, further information needed, method of obtaining information, objectives and KPIs (Key Performance Indicators), contemporary practice, predicted trends, avoidance of plagiarism.

**Evaluation methods** – be selective, realistic, creative, careful, honest, balanced, holistic, human.

**Presentation of findings** – practical conclusions, role of the research within the hair and beauty-related industry, influence in achieving objectives, benefits of special promotions, events and activities that promote the business, use of point of sale promotion displays.

**Methods used to present your research** – personal delivery (seminar, workshop etc.), article for publication (including tables, charts and graphs).

## Learning outcome 2: Be able to plan a research investigation concerning the hair and beauty sector

### Research:

Methodical and scientific, qualitative and quantitative, groups of research methods.

**Quantitative research** – main focus on quantities, mathematical or statistical techniques.

**Qualitative research** – social phenomena, rich information, opinions, experiences.

### Steps to completing research:

Meticulous planning of each step, completion of search task, decision on subject, sources, facts, opinions (authoritative? or just anyone's?), reasoned arguments, statistics, narratives, eyewitness reports, descriptions, purpose of research, validation of information, published in an academic article or journal or other, need for referencing, bibliography when presenting research findings.

### Step by step guide

**Step 1** – identify research purpose

**Step 2** – identify what is to be learned

**Step 3** – determine research design (descriptive, exploratory, casual research)

**Step 4** – data collection

**Step 5** – evaluate data

**Step 6** – analyse data

**Step 7** – communicate results

### Research sources:

Research material, use of general and specialist libraries, electronic resources to identify relevant sources of information, books, indexes, journals, trade magazines and other forms of printed materials, internet search engines. Official sources of information (Government) other sources of information (corporate, commercial, trade associations, societies, etc.).

### Types of research:

Quantitative and qualitative, differences between them, techniques of collection, control and cohort studies, surveys (questionnaires), direct, unstructured interviewing, or observation of real-life settings (ethnography).

### Defining characteristics of research:

Research problems, questions or issues, interesting, relevant and capable of being answered, follow logical sequence, valid and verifiable, empirical, critical.

# Notes

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# Notes

Use this area for notes and diagrams



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