

RESEARCH METHODS

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Week 2 Quiz

Name Nexelda Dickens Cohort 589

Q1

Advantages of Qualitative Research Methods:

The advantages of qualitative research include the following:

- i. It provides specific insights into an industry where the research is done.
- ii. It is an open-ended process that allows for an in-depth analysis of an issue.

Disadvantages of Qualitative Research Methods:

- i. It is challenging to replicate results in qualitative research.
- ii. The data is not statistically representative (Rahman, 2016, p. 103).

Advantages of Quantitative Research Methods:

- i. The quantitative method can be checked and tested.
- ii. Presents analysis in a straightforward manner (Rahman, 2016, p. 105).

Disadvantages of Quantitative Research Methods:

- i. It is difficult to set the research model.
- ii. There can be a false focus on numbers.

Q2

The total population of the study is about 275,000 employees. These are the total numbers of employees at the American Civil Liberty Union who address the concerns of over 1.5 million members. In this total population, there are several types of occupations including just over 300

union lawyers. The sample size will comprise of 20 individuals from different branches of the American Civil Liberty Union. They will come from different types of occupations, and random sampling will be used in order to avoid bias in the study. The individuals will be from different occupations within the same organization, which means they will be under different managers for each of them. The specific variable, which is the topic of study, will be employee engagement. The study will try to make a determination of how the leadership styles adopted at the American Civil Liberty Union impact employee engagement.

Q3

A potential sampling error is population specification error where the person charged with sampling does not understand the population that they should survey.

A potential sampling error is a sample-frame error that occurs when the wrong part of the population is used in the formation of a sample group.

A potential sampling error is selection error, where the respondents themselves select the parts of the study that they participate in. They only respond to questions that they are interested in responding to.

A potential sampling error is non-response, where the persons who responded are different from those who did not respond to the survey.

Q4

The largest drawback from a sampling error is a systematic error where the results obtained from the study are not a representation of the rest of the community or population. It follows from logic that if the sample size is not a representation of the society, then the results which are drawn from such a study will not be reflective of the rest of the population and will, therefore, construe a logical fallacy.

Q5

The use of simple random sampling is effective. In simple random sampling, the participants are chosen purely by chance and not based on certain criteria. Because of this, any general member of the population has an equal chance of being selected as part of the study. Simple random sampling is an effective method to reduce the bias in your study.

Tightening the limits could be an ideal tool to use against variability in a study. Making the assumption of 100% effective and 100% inspection, one can reduce variability via reworking or scrapping all items that have Y values beyond the limits of selected inspection. Tightening the limits helps reduce variability in your study.

