Week 2 Quiz SOC409

1) One philosophy of research suggests there are many ways of knowing. These "many ways of knowing" are often summarized into two categories. Please name two advantages and two disadvantages of both Qualitative Research and Quantitative Research methods (40 pts)

Quantitative:

Advantages:

      *The realizations of the cost and the benefits of analysis during the time of selection of protection.

      *It obtains more precise image of probability.

Disadvantage:

      *The data collect(results) might not be the precise and cause a lot of confusion.

      *the way that the quantitative is calculated will create the scope and accuracy of how the measurement scale if explained.

Qualitative:

Advantages:

      *Allows important problems and context factors to show.
      *It gives you an idea of the people participating what they are thinking.

Disadvantages:

      *It not a good idea to have large groups into participating.

      *It time consuming when you are coding.

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2) For the study you are currently planning, Identify: (20 pts)

Your population, and please estimate its size in a numeric value.

My focus would have to be the employees and customers that come in contact with the location they shop at. I would have to be dealing with more of the older crowd like 20's-50's.

Your anticipated sample size.

I would like to deal with about 50 people because the more I would get the more chance I would still have a high number of people to return the surveys. Many of the people would return them to if they're not interested.

The uniqueness of your research subjects/individuals.

My subjects would people that are more focus on giving back feedback of where they shop. If you look for the people like that you're more likely to get back the surveys or questionnaires to you.

The specific variable(s) that is the focus of your research/project.

There is a relationship between motivation and job satisfaction.

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3) As indicated in our text in Chapters 2 & 4, please indicate at least three potential errors of sampling (20 pts)

A potential sampling error is … Processing errors in which mechanical mistakes happen like entering data into the systems.

A potential sampling error is … Response error which the people taking part of the data collect like surveys get the wrong information

A potential sampling error is … Nonresponse is when the person in charge of collecting the data doesn't get the information needed by the people that take part of the surveys.

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4) What is a potential "sampling error problem" that you will need to be especially careful to avoid as it relates to your research / project? Why? (5pts)

What I need to be careful of that would need to be avoid as it relates to my research project is making sure that the results that I get in this research represents the groups or people that I focus on because if I get the wrong type of group then the data collect by them will create a mess of serval mistakes that I don't need at the end of my research project.

Of the 'sampling problems listed about (and within the text) you should be able to identify potential problems unique to your study (5pts).

The problems that I can identify potential problem that is unique to my study is that I don't enough people to be part of the type of group I need to be able to tell me the truth.

Some people won't want to be part of the survey or questionnaires that I give them.

The data I collect might not equal the right amount of data collect in which I would have to start all over again in the research again. Taking up more time of my persona life.

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5) According to Chapter Three in our text, there are two common types of errors when estimating the results of research: Bias & Variability. What do you need to do to: (10 pts)

… Reduce the bias in your study?

… Reduce the variability in your study?