

## REACTION PAPER 2

1. CHAPTER 4: (a) Discuss the difference between conceptualization and operationalization. (b) Explain why a lot of surveys use closed-ended questions. (c) Explain the difference between reliability and validity. (d) Describe the differences between direct observations and controlled observations. (e) Define each of the four levels of measurement (nominal, ordinal, interval, and ratio) and give an example of each.

2. CHAPTER 5: (a) What is the difference between cross-population and sample generalizability? (b) What is a normal curve? (c) Identify and explain the three different types of random sampling. (d) What is snowball sampling? (e) What is the difference between probability and nonprobability sampling?

3. CHAPTER 6: (a) Describe the difference between nomothetic and idiographic causal explanations. (b) Outline the two causal fallacies commonly associated with units of analysis. (c) Outline the three types of longitudinal research designs.