Week 3 Quiz

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Question 1: Describe the following three methods used on collecting data: surveys, observations and archives/archival.

- ❖ Survey Research: can be conducted by mail-in or online questionnaire (via email) or by interview. Mail-in survey do not usually yield large response rate. Online questionnaire has it benefits in that the researcher can target a large group of participants. Although interviews can be time consuming, the researcher can follow-up with questions if they need more details.

- ❖ Observation – Researcher will observe the behavior of the participants they are studying. Although this method like one-on-one interview can be time consuming, this message reduces biases associated with social biases.

- ❖ Archival Research – Researcher doesn't have to collect direct data. They will review that data that have already been conducted. They have the benefit of reviewing archived data that spas over a larger time frame. There are times when archived data is difficult to find or there may not be substantial material that perfectly fit the researcher's hypothesis.

Question 2: Explain the difference between probability and non-probability sampling, in a perfect world, which of the two would researchers prefer to use and why?

Probability sampling also known as random sampling is a method of sampling or data collection where all members have an equal opportunity to be selected for a particular study. In a perfect world, this would be the best way to obtain data. The researcher

would be able to identify all members or clusters in their population. It would also

eliminate selection biases because each member has an equal chance of being selected.

In the event population sampling becomes too time consuming, non-probability sampling

is acceptable. With non-probability sampling, identification is not required of all

members. The sample is size is narrower, however it should be representative of the total

population.

Question 3: Chapter 5 talked about measures of central tendency and measures of variability. Compare and contrast each. How can each one be used to describe a sample of respondents to a survey?

Central tendency is a number (interval or ratio) that represents the central score.

Examples of central tendency are mode (the most frequent number in a survey), mean

(the average) and median (number or score when the sample is divided in half). The

measure of variability shows how the scores differs from each other. This can be

expressed by minimum and maximum numbers as well as the range between the

minimum and maximum.

Question 4: Discuss one thing you learned in chapter 4 or 5 not covered in the questions above.

What to do when there are outliers in your data that greatly differs from the rest of your results. Whenever data appears to be skewed there is a possibility that the participant may not have understood a particular question. Sometimes researchers want to omit the data; however, they must conduct a deeper dive to see why the outlier may exist; since it may something other than a data entry error. There are tools that can be used to determine if the data is substantially skewed. A sample's skewness statistic (G_1) can indicate the degree of skewness.