<u>**Week 3 Quiz**</u>

1. **Describe the following three methods used on collecting data: surveys, observations, and archives/archival data.**
    -   Surveys: Consist of asking individuals to talk about their behaviors or attitudes on a particular issue. Survey can provide you with more in-depth information about people that can't be provided by simply just observing them. However, individuals can partake in social desirability bias by answer certain questions of the survey that go in favor of how they want to be perceived.
    -   Observations: This involves examining and reporting the different behaviors of humans or animals. Observational types of research give you the opportunity to actually see the behavior rather than go based on what is said. On the other hand, this can take a great amount of time and the observer can choose to report what he saw or wanted to see. There are different types of observational research that include: Covert and Overt, Naturalistic and Contrived, Nonparticipant and Participant.
    -   Archival Data: Is the analysis of existing data and records. This type of data method saves time and resources by not having to collect additional data, lasts over a long period of time, and there are fewer ethical concerns. The downfalls consist of: figuring out how you are going to use this data to test your hypothesis, identifying the source of the data along with getting access to it, and the data you have collected did not have your hypothesis in mind so it may be difficult to bring all together.

2. **Explain the difference between probability and nonprobability sampling. In a perfect world, which of the two would researchers prefer to use and why?**
    Probability sampling uses random selection, which means that all members of the population or subpopulation have the same chance of being selected. Non-probability sampling is any method of sampling that is not random selection.

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?**
    Measures of central tendency is the essentially the number that represents the central score of a sample (mode, median, mean). With central tendency, you can find out which response was the most frequent(mode), what kind of score cuts the sample in half(median), and what the average score of your sample was(median). Now, measures of variability show you how much scores diff in your sample (observed minimum, observed maximum, range). You can see the lowest score of your sample (observed minimum), highest score (observed maximum), and the difference between the two(range).

4. **Discuss one thing you learned in Chapter 4 or 5 not covered in the questions above.**
    One thing that I learned in Chapter 5 that is not covered above is the process on how to conduct descriptive statistics using qualitative data. You do this by coding your data, or categorizing information your information and numbering that information as well.