

Robervalt King Pierre

Principles of Research Methods

Pro. NICHOLAS BOWERSOX

Quiz 2

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

Survey: Obtain individual's perspective

Observations: Focus on observable behavior rather than self-report, reducing the social desirability bias.

Archival research: Archives may span a larger time frame than would be feasible for a single researcher to collect. May allow the study of some behaviors and attitudes that cannot be obtained through surveys or observations.

Question 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 (also called random sampling) is any method of sampling that uses random selection in which all members of a particular population or subpopulation have an equal chance of being selected.

Nonprobability: is a method of selecting units from a population using a subjective (i.e. non-random) method.

Researchers would mostly like to go with Probability because it brings out facts.

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: Number that represents the central score of a sample.

Measures of variability: How much scores differ in your sample.

They both can be used in a way they help you figure out the percentage of people that fits under your topic.

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

The one thing I learned is that every detail matters and whatever detail you have it helps put a meaning to what you are researching.