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Quiz 1

Question 1: Explain the steps in the research process. Note: This problem may be easier to write in a bulleted fashion (versus a paragraph). For example,

- Step 1--Identify your topic.
- Step 2--Find, read, and evaluate past research.
- Step 3--Further refine your topic and develop a hypothesis or research question.
- Step 4--Choose research design.
- Step 5--Plan and Carry out your study.
- Step 6--Analyze your data.
- Step 7--Communicate results.

Question 2: Explain the difference between scholarly versus popular sources. Provide an example of each. Finally, which of the two should be more commonly used by you in developing your thesis and why?

Primary data refers to the data that is collected directly from the source. It is original data that has not been previously collected, analyzed, or published. Examples of primary data include surveys, interviews, observations, experiments, and focus groups, and academic journals. For example, if a company wants to know the opinions of its customers regarding a new product, it may send out a survey to gather primary data.

Secondary data, on the other hand, refers to the data that has already been collected by someone else and is publicly available. It is information that has been previously collected, compiled, and analyzed by another researcher or organization. Examples of secondary data sources include books, journals, and newspapers.

Question 3: Briefly describe the purpose of each section in a primary research article.

Introduction -Overview of Research. The introduction includes the hypothesis or reach question, and the rationale of the study.

Method - Method section includes Participants or Subjects, Measures and Materials, Procedure and Design

Results - The results of the analysis used to test the research question.

Discussion -Explanation of the results and where there may have been limitations. Ways to evaluate the study and references would follow.

Question 4: Compare and contrast reliability and validity.

Reliability is consistency and validity is accuracy.

Question 5: What are the four scales of measurement in statistics? Explain each and provide an example of each.

- *Identity:* Each number is unique.
- *Order:* Numbers on a scale are ordered in sequence.
- *Equal intervals:* The distance between numbers on a scale is equal.
- *True zero:* The score of zero on a scale is fixed point.