Week 3 Quiz

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

Surveys- Participants respond to questions on paper or online.

Pros: Allow for anonymity, Administration is easy

Cons: Mailed survey can have a low response rate

Observations- Involves observing and recording the behavior of humans or animals.

Pros: Focus is on what people do and not what they say

Cons: Time consuming and prone to bias

Archives- Analysis of existing data or records

Pro: Can save time and resources by not collecting data and fewer ethical considerations

Cons: Must decide how to use data to test your hypothesis

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 uses random selection and non-probability sampling is any method of sampling that doesn't rely on random selection. In a perfect world a researcher may use probability sampling.

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?

The central tendency is the number that represents the central score of a sample and measures of variability show how much scores differ in your sample. Central tendency can show the mode, median, and mean. Variability can show the observed minimum, observes maximum, and the range.

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

One additional subject that I learned is about graphing. The lessons showed different graphs such as frequency tables, histograms, and frequency polygon of the data.