

STA630 Grand Quiz Fall 2020

1. Which of the following tasks are not accomplished by theoretical framework?
 - a) Elaborates the relationship among the variables
 - b) Explains the logic underlying the relationship between the variable
 - c) Describe the nature and direction of the relationships among the variables
 - d) Relates the previous studies (Lesson10 page30)**
2. Debriefing involves
 - a) All of the given options (Lesson14-page43)**
 - b) Description of the hypothesis
 - c) Post study sharing of the results
 - d) Explanation of any deception
3. All of the following are the purposes of descriptive research except:
 - a) The desire to know “what”
 - b) The desire to know “where”
 - c) The desire to know “why” (Lesson 3-page7)**
 - d) The desire to know “how”
4. Which of the following is most helpful in defining research problem?
 - a) Hypothesis
 - b) Preliminary data collection
 - c) Descriptive research
 - d) Theoretical framework**
5. A clear, precise, and succinct statement of the question or issue that is to be investigated with the goal of finding an answer or solution is called
 - a) Statement of purpose
 - b) Problem statement (Lesson11-page34)**
 - c) Research statement
 - d) Teaching statement
6. How different theories address an issue comes under:
 - a) Self-study review
 - b) Context review
 - c) Historical review
 - d) Theoretical review (Lesson8-page27)**
7. If one variable depends upon another variable is termed as:
 - a) None of the given option

- b) Extraneous
 - c) Dependent**
 - d) Independent
8. Which of the following can be a reason to prefer research over making random decisions?
- a) Research help to verify revelations
 - b) Research helps to make informed decisions (Lesson1-page2)**
 - c) Research helps to make subjective decisions
 - d) Research make study reliable even it involves researcher's biases
9. Which of the following best describe a concept?
- a) A means of gathering data
 - b) A key idea/ a key word**
 - c) A source of data
 - d) A sub-section in the theoretical framework
10. Which of the following is the type of research that helps to find the magnitude of the issue as well as its solutions?
- a) Basic research
 - b) Field research
 - c) Casual research
 - d) Applied research (Lesson1-page2)**
11. Which of the following is NOT an unethical issue?
- a) Invoicing irregularities
 - b) Avoiding legal liability
 - c) Misrepresenting results
 - d) Seek approval for research (Lesson13-page41)**
12. The application of the scientific method to the study of business problems is called
- a) Inductive reasoning
 - b) None of the given options
 - c) Business research (Lesson11-page34)**
 - d) Grounded theory
13. After you locate a source, you should write down all details of the reference, except;
- a) Full names of the authors
 - b) Titles
 - c) Volumes
 - d) Price (Lesson9-page29)**
14. Descriptive and Explanatory Research are the classifications of research on the basis of:
- a) Use of the research

- b) Time dimension
 - c) Techniques used
 - d) Purpose of the research (Lesson3-page6)**
15. Literature review helps the researchers to----- the findings of the other people's research
- a) Learn
 - b) Compare
 - c) Replicate
 - d) All of the above (Lesson8-page26)**
16. Which of the following is/are the objectives of the literature review
- a) To learn from others and stimulate new ideas
 - b) Identification of variables
 - c) Helps in developing a theoretical framework
 - d) All of the above (Lesson8-page26)**
17. If a researcher is trying to explain the emerging phenomenon by identifying its causes, it is referred to as which of the following characteristics of scientific research?
- a) Empirical
 - b) Deterministic (Lesson2-page4)**
 - c) Rationalism
18. Which of the following is an example of abstract concept?
- a) School
 - b) Height
 - c) Racism (Lesson5-page16)**
 - d) Age
19. A Literature review that summarizes what is known at a point in time; is known as:
- a) Narrative literature review
 - b) Systematic literature review
 - c) Integrative review (Lesson8-page27)**
 - d) Historical review
20. Which of the following is included in research proposal?
- a) Data analysis
 - b) Results
 - c) Literature review (Lesson11-page34)**
 - d) Conclusions section
21. Which of the following is not included in the introduction section of a research proposal?
- a) Background of the study
 - b) Objectives

c) Sampling techniques (Lesson11-page35)

d) Significance

22. Which of the following are the basic research methods of data collection except

a) Survey

b) Communication analysis

c) Descriptive analysis (Lesson12-page37)

d) Experiment

23. Scientific research focuses on which of the following

a) Objectivity

b) Subjectivity

c) Duplication

d) Intuition

24. The introduction section of a research proposal contains information about

a) Background of the study

b) Significance of the study

c) Objectives of the study

d) All of the above (Lesson11-page35)

25. Which of the following is not an assumption of science?

a) There are reoccurring patterns in the world

b) Events happen of preceding causes

c) We can discover solutions to problems of interest

d) Theoretical explanation must agree with common sense

26. Hypothesis refers to-----

a) The outcomes of an experiments

b) A conclusion drawn from an experiment

c) A form of bias in which the subject tries to outguess the experimenter

d) A tentative statement about the relationship

27. The independent variable is;

a) The variable manipulated in order to observe its effects

b) The variable that is measured

c) The free spirited variable

d) A confounding variable

28. Abstract is -----

a) A detail of a scholarly publication's location

b) A detailed background of the researchers

c) A short summary of a scholarly journal article

d) A detailed procedure to conduct a research

29. ----- allows the largest number of statistical techniques to be conducted

- a) Nominal
 - b) Categorical
 - c) Ordinal
 - d) Interval/ ratio
30. Theory is full of all of the following options, except:
- a) Assumptions
 - b) Guess (Lesson16-p50)
 - c) Abstract concepts
 - d) Relationships
31. All of the following options describes the research except:
- a) A scientific inquiry or investigation into a specific problem
 - b) A careful analysis of data gathered firsthand
 - c) A casual inquiry to seek required information to resolve problems (Lesson1-p2)
 - d) A systematic inquiry to seek required information to resolve problems
32. The process of converting abstract concept into measurable factors is called
- a) Operationalization (Lesson15-p48)
 - b) Conceptualization
 - c) Socialization
 - d) Induction
33. What does a good literature review look like?
- a) To organize common finding or arguments together
 - b) To logically statements or findings
 - c) To note discrepancies or weaknesses in the present studies
 - d) All of the given options (Lesson9-p29)
34. Which of the following variables may have some effects upon a dependent variable but yet is not an independent variable?
- a) None of these
 - b) Extraneous variable
 - c) Independent variable
 - d) Dependent variable
35. Data collection techniques includes all excepts
- a) Survey
 - b) Experiment
 - c) Data analysis
 - d) Observation (Lesson11-p35)
36. Descriptive research can be either
- a) Qualitative
 - b) Quantitative

- c) Both Qualitative and Quantitative
- d) None of the given options
37. While conducting a literature review, the researcher engages in
- a) An evaluation of the library's location
- b) An evaluation of the library's electronic sources
- c) An evaluation of the literature
- d) An evaluation of the library
38. Which of the following are considered the steps of the research process except
- a) Broad problem area
- b) Derivative analysis (Lesson12-p36)
- c) Problem definition
- d) Theoretical framework
39. Integrative review helps to
- a) Increase the reader's confidence
- b) Place a specific project in the big picture
- c) Traces the development of an issue over time
- d) Summarizes what is known at a point in time (Lesson8-p27)
40. The following journal article would be an example of. research; "The benefits of florescent lighting on production in a factory setting"
- a) Applied
- b) Longitudinal
- c) Basic
- d) Evaluation
41. Stipulation of logical relationship between any two variables means elect the correct option
- a) Formulation of a proposition (Lesson10-p31)
- b) Fragmentation of proposition o
- c) Inventory of variables
- d) None of the above
42. The scientific researcher operates at two levels: one is at the abstract level of concepts and other one is the----- of variables.
- a) None of the given options
- b) Conceptual level
- c) Hypothetical level
- d) Empirical level (Lesson4-p12)
43. Every research project should begin with: select the correct option

- a) An understanding of the overall conclusion that will be o drawn
- b) A decision about the research methodology to be used
- c) A statement of the research
- d) A decision about the data gathering methods to be used

44.Which of the following options can be a reason to conduct research?

- a) To generate theories
- b) Not to argue conflicting studies
- c) To encourage duplicate other's work as it is
- d) To rely on researcher's intuition

45.The "Verifiable" characteristic of scientific research deals with:

- a) The results' replication (Lessson2-p4)
- b) None of the given options
- c) The results' application
- d) The results' interpretation

46.A physiological reaction test was given to 100 participants.

Instead of recording reaction time of every participant, the researcher choose to record their position as compare to other participants, i.e. the fastest participant was coded as 1 and the slowest as 100. This is an example of a/an----- variable.

- a) Interval
- b) Nominal
- c) Ratio
- d) Ordinal

47.Which of the following often focuses on generating new theories?

- a) Inductive method
- b) Deductive method
- c) Hypothesis method
- d) None of the given option

48.Which of the following is not a source of Literature review?

- a) Scholarly journals
- b) Experiment (Lesson9-p27)
- c) Dissertations
- d) Bibliographical indexes

49.A statement concerned with the logical relationship among |the concepts is called-----

- a) Abstract

- b) Theory
- c) Proposition (Lesson4-p13)
- d) Research statement

50.If a measure is consistent over multiple occasions, it has:

- a) Inter-rater reliability
- b) Construct validity
- c) Internal validity
- d) Test-retest reliability

51.A literature review requires a/an;

- a) Planning
- b) Clear writing
- c) Logical Structure
- d) All of the given options (Lesson9-p29)

52.A study conducted by Nestle to find out the impact of organizational citizenship behavior on the performance of its employees is a study of which level

- a) Societal level
- b) Macro level
- c) Micro level
- d) Broad level

53.Identify the option that can be a disadvantage of cross-sectional research.

- a) It is usually more costly than longitudinal research
- b) It cannot capture the change process (Lesson3-p9)
- c) Researchers have to locate exact people for cross-sectional o research
- d) It is usually more costly and complex than longitudinal o research

54.Adoption of codes of behavior by a group of people is called

- a) Societal norms (Lesson13-p41)
- b) Procedural norms
- c) Operational norms
- d) None of the above

55.An elementary or basic form of research, in which little is known about the situation and previous theories or ideas do not apply, is known as:

- a) Explanatory Study
- b) Descriptive Study
- c) Exploratory Study (Lesson3-p6)

d) Cohort Study

56. A good review of the literature increases a reader's confidence in the researchers

a) Professional competence

b) Ability

c) Background

d) All of the above (Lesson8-p26)

57. Which of the following is a concept?

a) All of the given options (Lesson4-p11)

b) Human resources management

c) Leadership

d) Motivation

58. Which of the following is not helpful in problem definition?

a) Discussion with professionals

b) Hypothesis

c) Literature survey

d) Preliminary data collection

59. Methodological review helps to

a) Increase the reader's confidence

b) Place a specific project in the big picture

c) Traces the development of an issue over time

d) Point out how methodology varies by study (Lesson8-p27)

60. Which of the following variables is undesirable because it adds error to an experiment?

a) None of these

b) Independent

c) Extraneous

d) Dependent

61. Which of the following is not included in research proposal?

a) Problem Statement

b) Research Design

c) Results (Lesson11-p34)

d) Bibliography

62. What research is?

- a) A lab experiment
- b) A report
- c) A systematic Enquiry (Lesson1-p1)
- d) A survey

63. Research methods are applicable in all of the following domains EXCEPT

- a) Health care
- b) Business
- c) Government offices
- d) Imaginary worlds (Lesson1-p1)

64. According to scientific method, which of the following is Not an empirical reality?

- a) Emotions
- b) Gods reward for good deeds (Lesson2-p3)
- c) Satisfaction
- d) None of the given options

65. The split-half method is used as a test of

- a) External validity
- b) Internal consistency of measures (Lesson58-p18)
- c) Inter-observer consistency
- d) Constancy

66. Why do you need to review the existing literature?

- a) All of the given options
- b) To meet the requirement of word-count
- c) To find out what is already known about our area of interest
- d) To make a good impression

67. The selection of a method for data collection depends on which of the following factors

- a) Objectives of the research
- b) Available data sources
- c) Cost of obtaining the data
- d) All of the above (Lesson12-p37)

68. What is a hypothesis?

- a) A prediction of a relationship between certain variables (Lesson7-p22)
- b) An experiment that tests certain predictions

- c) An independent variable
 - d) A dependent variable
69. identify the option that explains a logical relationship among the concepts
- a) Events
 - b) Variables
 - c) Speculations
 - d) Propositions (Lesson4-p13)
70. O A research proposal is a document that presents a-----to the reviewers for evaluation
- a) Manipulation check
 - b) Pilot testing
 - c) Plan for a project (Lesson11-p34)
 - d) Recommendation
71. Which of the following activities is not included in debriefing?
- a) Explanation of any deception
 - b) Post study result sharing
 - c) Obtaining informed consent (Lesson14-p43)
 - d) Description of the purpose of study
72. Which of the following is a type of applied research?
- a) Formulated research
 - b) Impact assessment research (Lesson3-p9)
 - c) Cross sectional research
 - d) Longitudinal research
73. Reviewers have more confidence about the successful completion of a project if the proposal is
- a) Well. Written
 - b) Well organized
 - c) Carefully planned
 - d) All of the above (Lesson11-p34)
74. Research process is usually treated as which involve several clearly defined steps
- a) Sequential (Lesson12-p36)
 - b) Non-sequential
 - c) Vertical
 - d) Non-Vertical

75. Self-study review helps to

- a) Increase the reader's confidence (Lesson8-p26)
- b) Place a specific project in the big picture
- c) Traces the development of an issue over time
- d) Summarizes what is known at a point in time

76. The scientific method is preferred over other ways of knowing because it is more

- a) Reliable
- b) Systematic
- c) Accurate
- d) All of the given options

77. A researcher should practice which of the following guideline while conducting a research project?

- a) All of the given options (Lesson13-p42)
- b) Obtain informed consent
- c) Explain respondent rights and protections
- d) Explain study benefits

78. A research participant might get suffered from which of the following forms of harm during the research study?

- a) Physical injury
- b) Stress
- c) Anxiety
- d) All of the above

79. A research study, in which the unit of analysis remains same at specific interval over a longer period of time is known

- a) Time series Study (Lesson3-p10)
- b) Cohort Study
- c) Panel Study
- d) None of the given options

80. The least powerful scale is ----- scale.

- a) Interval
- b) Nominal (Lesson17-p53)
- c) Ratio
- d) Ordinal

81. Research questions are crucial because they will

- a) Guide your decisions about what data to collect and from where
 - b) Help you decide which research area interests you
 - c) Ensure that your findings have external validity
 - d) Prevent you from thinking about research strategies
82. It is important to plan and structure the literature review before
- a) Outlining the aim of the research
 - b) Writing the literature review (Lesson9-p29)
 - c) Conceptualizing the research statement/question
 - d) Developing a conceptual framework
83. A framework that plans the action of research project is known as
- a) Research design (Lesson12-p37)
 - b) Hypothesis
 - c) Objective
 - d) Theoretical framework
84. The details of a reference should include
- a) Full name of Author/s
 - b) Title
 - c) Volume, issue and page number
 - d) All of the above
85. A variable that modifies the original relationship between independent and dependent variable is known as
- a) Dependent variable
 - b) Intervening variable
 - c) Moderating variable (Lesson6-p20)
 - d) Independent variable
86. The total number of basic features that should be incorporated in a theoretical framework are
- a) 10
 - b) 8
 - c) 6 (lesson10-p31)
 - d) 4
87. A logical relationship between two or more variable, expresses in the form of a testable statement is known as
- a) Hypothesis (lesson7-p22)
 - b) Variable

- c) Statement
 - d) Statistic
88. In which way, a ratio scale measurement differs from an interval measurement?
- a) It measures larger or smaller scores on some underlying dimension
 - b) It implies the existence of an absolute zero value (Lesson17-p54)
 - c) It requires the mutual exclusivity of all cases
 - d) It requires that exhaustiveness is applied to all observations
89. A study conducted by Lever brothers to find out 'impact of job satisfaction on employees' performance
- a) Micro level
 - b) Macro level
 - c) Broad level
 - d) Societal level
90. A researcher can develop a theoretical framework on the basis of -----
- a) A single theory
 - b) More than one theory
 - c) Both A and B
 - d) None of above
91. Basic and applied research are the classifications of research on the basis of
- a) Use of research (Lesson3-p8)
 - b) Time dimension
 - c) Techniques used
 - d) Purpose of the research
92. What is ordinal data?
- a) Ordinary data
 - b) Well behave data
 - c) Ranked data
 - d) Numbers
93. Bias is defined as;
- a) The distortion of responses based on gender, ethnicity, race, or language
 - b) A lack of validity
 - c) A lack of reliability

- d) A poor interpretation of a student's score
94. All of the following options describe the research EXCEPT:
- a) A scientific inquiry or investigation into a specific problem
 - b) A careful analysis of data gathered firsthand
 - c) A casual inquiry to seek required information to resolve problems (Lesson1-p2)
 - d) A systematic inquiry to seek required information to resolve problems
95. All of the given options are helpful to develop conceptual definition, EXCEPT
- a) Everyday understanding of concept
 - b) Search in the dictionary
 - c) Look into the review of literature
 - d) Make elements from dimensions
96. Another name of dimensions is
- a) Indicators
 - b) Hypotheses
 - c) Theoretical framework
 - d) Statements
97. Problem statement is a ----- statement of the question or issue that is to be investigated with the goal of finding an answer or solution
- a) Clear
 - b) Precise
 - c) Succinct
 - d) All of the above (Lesson11-p34)
98. What can we determine if a test has good validity?
- a) It produces the same result when it is given at different o times to the same group of people
 - b) It produces the same result no matter which version of the o test is used
 - c) It measures what it is supposed to measure (Lesson18-p55)
 - d) All of the questions on it can be answered accurately by the o subject
99. ----- scale only assigns numbers to objects to classify the objects according to the characteristic of interval
- a) Ratio

- b) Nominal (Lesson17-p53)
 - c) Interval
 - d) Dichotomous
100. The most difficult sources to locate are
- a) Dissertations
 - b) Policy reports and presented papers (Lesson9-p28)
 - c) Government document
 - d) Scholarly books
101. Citation is -----
- a) A detail of a scholarly publication
 - b) A short summary of a scholarly journal article
 - c) A detailed background of the researchers
 - d) A detailed procedure to conduct a research
102. Which of the following is not a technique to narrow down the broad problem area?
- a) Doing a literature survey
 - b) Ask questions from the knowledgeable person
 - c) Consider topic in specific context
 - d) Decide about the sample
103. Which of the following research approaches is least concerned with the generalizability of finding?
- a) Qualitative approach
 - b) Quantitative approach
 - c) Quantitative approach
 - d) Quantitative approach
104. Logical process in which we arrive at a reasoned conclusion by logical generalization of known facts is called
- a) Induction
 - b) Deduction
 - c) Duplication
 - d) Empiricism
105. An interval scale contains-----
- a) More than 3 points
 - b) A fixed zero
 - c) A fixed amount of difference categories
 - d) Gaps between categories

106. Which of the following approaches is usually used in quantitative research?
- a) Deductive approach
 - b) Inductive approach
 - c) Communication approach
 - d) Historical approach
107. A step-by-step process by which the research project is conducted and completed is known as
- a) The process of gathering data for a research project
 - b) The process of developing research ideas
 - c) The process of describing research
 - d) The research process (Lesson12-p36)
108. The “deterministic” characteristic of scientific research deals with
- a) All of the given options
 - b) The results’ confirmation/ refutation
 - c) The experience/ observation
 - d) The identification of causes (Lesson2-p4)
109. Which of the following is likely to reduce the validity of a test?
- a) Unclear test directions
 - b) Ambiguous test items
 - c) Untaught items
 - d) All of the given options
110. Which of the following is continuous variable?
- a) Height
 - b) Age
 - c) Blood pressure
 - d) All of the given options
111. A literature review is built on the assumptions that
- a) Knowledge accumulates
 - b) Learn from and build on what others have done
 - c) Both A and B (Lesson8-p26)
 - d) None of the above
112. Which of the following is at the highest level of abstraction?
- a) Concept

- b) Proposition
 - c) Theory (Lesson4-p13)
 - d) Hypothesis
113. Scientific research is a collective effort of many researchers who
- a) Share their results with one another
 - b) Pursue knowledge as a community
 - c) Both A and B (Lesson8-p26)
 - d) None of the above
114. Which of the following is not a feature of theoretical framework?
- a) Making an inventory of variable
 - b) Specify the direction of relationship
 - c) Presenting finding (Lesson10-p31)
 - d) Making an inventory of propositions
115. The first step in development of theoretical framework is
- a) To make an inventory of variables (Lesson10-p31)
 - b) To specify the direction of relationship
 - c) To make an inventory of propositions
 - d) To arrange these propositions in a sequential order
116. A research that seeks to determines the answers to who, what and how comes under the domain of----- research
- a) Descriptive (Lesson3-p7)
 - b) Exploratory
 - c) Explanatory
 - d) Empirical
117. Identify the option that explains the idea that knowledge is verifiable by experience or observation
- a) Rationalism
 - b) Logic
 - c) Deductive reasoning
 - d) Empiricism (Lesson2-p3)
118. Which of following considered as a data collection technique?
- a) Population
 - b) Sample
 - c) Experiment (Lesson11-p35)
 - d) Data processing

119. ----- is the example of concrete concept.
- a) Racism
 - b) Political power
 - c) Family dissolution
 - d) Age (Lesson5-p6)
120. Rationalism is the application of:
- a) Research solution
 - b) Logic and arguments (Lesson2-p5)
 - c) Traditions
 - d) Previous finding
121. In conducting a literature review; the researcher:
- a) Find and read the relevant literature, then the writes a view of the literature
 - b) Create a long list of different theories
 - c) Create a long list of references
 - d) All the given option
122. ----- is a measure in which researcher combines several distinct indicator of a variable into a single score.
- a) Scale
 - b) Index (Lesson17-p53)
 - c) Focus group discussion
 - d) Interview
123. The research design section of the research proposal contain information about
- a) Population
 - b) Sample
 - c) Data collection
 - d) All of above (Lesson11-p35)
124. A researcher can organize a computerized search by
- a) Author name
 - b) Article title
 - c) Keyword
 - d) All of above
125. ----- is not a form of measurement validity
- a) Concurrent validity
 - b) Face validity
 - c) Conductive validity
 - d) Convergent validity

126. "Higher level of job satisfaction higher will be the employees, performance" which type of relationship the movement of variable determines?
- a) Inverse relationship
 - b) Negative relationship
 - c) Positive relationship
 - d) Direct relationship
127. Which of the following is the search strategy for locating literature review for a research project?
- a) All of the given option (Lesson9-p28)
 - b) Dissertation
 - c) Scholarly article
 - d) Scholarly books
128. One of the major hallmarks of scientific research is:
- a) Objectivity
 - b) Intuition
 - c) Subjectivity
 - d) Instinct
129. Which of the following must be considered while considered while conducting a literature review for a research study?
- a) All of the given option
 - b) An analysis and critique of research completed prior to this study
 - c) A review of the research completed prior to this study
 - d) Literature that supports and contradicts the researcher's position
130. What is the basis of the scientific method?
- a) To test hypothesis in conditions that are conducive to its success.
 - b) To formulate a research problem and disprove the hypothesis
 - c) To formulate a research problem, test the hypothesis in carefully controlled conditions that challenge the hypothesis
 - d) To test hypothesis and if they are disproved, they should be abandoned completely
131. Set parameters to conduct literature review includes
- a) How much time you will devote
 - b) How far back in time you will look
 - c) The maximum number of research report you will examine
 - d) All of the above (Lesson9-p28)
132. ----- Variable takes infinite numbers of values.
- a) Continuous (Lesson6-p19)

- b) Discontinuous
 - c) Independent
 - d) Dependent
133. Theoretical framework provides the logical base for developing
- a) Hypothesis (Lesson10-30)
 - b) Manipulation check
 - c) Analysis
 - d) None of the above
134. Which of the following are considered as data collection techniques
- a) Survey experiment
 - b) Qualitative techniques
 - c) All of the above
135. Which of the following is the reason for deception?
- a) All of the given options
 - b) To provide the research design of the study
 - c) Restrict observation to public behavior only
 - d) To protect the confidentiality of the sponsor
136. ----- is an example of concrete concept.
- a) Racism
 - b) Political power
 - c) Family dissolution
 - d) Age (Lesson5-p16)
137. A reader can easily see and comprehend the theorized relationships through
- a) Venn diagram
 - b) Schematic Diagram (Lesson10-p31)
 - c) Tree diagram
 - d) Pictogram
138. There is no relationship between advertising and sales of product A given hypothesis is
- a) Descriptive hypothesis
 - b) Correlational hypothesis
 - c) Null hypothesis (Lesson7-p23)
 - d) Alternative hypothesis
139. Another name of conceptual definition is
- a) Theoretical definition (Lesson15-p48)
 - b) Operational definition
 - c) Empirical definition

- d) Ambiguous definition
140. Which of the following is true about a concept?
- a) All of the given options (Lesson4-p11)
 - b) An abstract reality
 - c) A key idea about a process
 - d) A key idea about any object
141. The organization of concepts in sequence from the most concrete and individual to the most general
- a) One that bears no relation to the underlying concept
 - b) An abstract, theoretical definition of a concept
 - c) The degree of abstraction (Lesson5-p16)
 - d) An operational definition
142. Which of the following types of processes, research falls in?
- Ans: A process to discover the truth
143. Which of the following best describes the ethics
- Ans: D: A process of reasoning that guides moral choices
144. It is the process of linking the conceptual definition to a specific set of measurement techniques or procedures
- Ans: Operationalization

1. All of the following options describe the research except:
A casual inquiry to seek required information to resolve problem
2. Descriptive hypothesis contains
One variable only
3. A system of systematically interrelated concepts definitions and propositions that are advanced to explain and predict phenomena is known as
theory
4. Which of the following is also referred to as working definition?
Operational definition
5. Which of the following is observe at the empirical level?
Reality
6. Which type of review tells the reader how a

project fits into the big picture and its implications for a field of knowledge?

Context review

7. Which of the following variables is undesirable because it adds error to an experiment?

None of these

8. The scientific research operates at two level one is at the abstract level of concepts and other one is the ----- of variable.

Empirical level

9. What does a good literature review look like?

All of the given option

10. is the purpose of explanatory research. **Ans :**

The desire to know “why”

11. A statement concerned with the logical relationships among concepts is called_____.

Ans : Proposition

12. The scientific researcher operates at two levels: on the abstract level of concepts and on the other one is the_____of variables

Ans : Empirical level

13. The Research that is done to examine the findings of someone else by using the “same variables but with different respondents” comes under which of following_____.

Ans : Replication

14. _____ meanings attached to a concept create problems of measurement.

Ans : Vague

15. Concepts represent various degree of_____.

Ans : Abstraction

16. What research is?

Ans : Systematic inquiry

17. Realities that are observable through sensory experiences are said to be:

Ans : Empirical

18. What is Cross-Sectional research_____.

Ans: The collection of data from more than one case at one moment in time

19. An operational definition is_____.

Ans : A definition of a concept in terms of specific, empirical measures.

20. In_____we collect same type of information from different respondents in different times.

Ans: Time series Research

21. In_____definition, a concept is explained in terms of other concepts.

Ans: Theoretical

22. Research improves the decision-making process by following all important stages EXCEPT:_____.

Ans: Only relying on personal assumptions

23. Concepts, created and developed for conducting any research study, are:_____.

Ans: The building blocks of theory

24. Logical Process in which we arrive at a reasoned conclusion by logical generalization of known facts is called.

Ans: Deduction

25. Which of following is a type of applied research? **Ans: Impact Assessment Research**

26. If a researcher was studying the use of various instructional approaches to the..... Which type

of research And:

Applied

27. An Elementary or basic form of research, in which little is known about the situation and previous theories or ideas do not apply, is known as

Ans: Exploratory study

28. Social research helps.

Ans: Improve Public health

29. Which of following best describes an Operational definition ?

Ans: all of the give above

30. Which of following best describes a Concept?

Ans: A key idea/ a key word

31. Which of following is true about a concept ?

Ans: All of the given options

32. Every Research Project Should Begin with:

Ans: A Statement of the Research?

33. All of the following are the type of Applied Research EXCEPT:

Ans: Formulative Research

34.

35. Operational definition is also Known as

Ans: working definition

36. Which of following is a concept? Ans: All of the given options

37. A study conducted by Lever brothers to find out impact of job satisfaction on employees' performance is studied at:

Ans: Macro Level

38. Which of the following is a procedure agreed upon for translation of a concept into measurement of some kind?

Ans: Operational definition

39. The "Verifiable" characteristic of scientific research deals with:

Ans: All of the given options

40. Which of the following statement is true?

Ans: Theory and research are interrelated

41. According to Empiricism, which of the following is the ultimate source of all our concepts and knowledge?

Ans: Sensory experience

42. One of the major hallmarks of scientific research is

Ans: Objectivity

43. All of the following are true about theories, except.

Ans: They are tentative until the fact prove them true

44. Rationalism is the application of

Ans: Logic and arguments

45. Which of following refers to abstract concept?

Ans: Racism

46. The "Verifiable" characteristic of scientific research deals with all of the following EXCEPT

Ans: The result interpretation

47. If a researcher is studying the effect of using laptops in his classroom to ascertain their merit and worth; he is likely conducting type of research

Ans: Evaluation Research

48. If a researcher is going to explore a new topic, he is conducting which of following research?

Ans: Formulative

49. Which of following is at the highest level of abstraction?

Ans: Theory

50. Descriptive Research can be either

Ans : Both Quantitative and Qualitative

51. The Organization of concept in sequence from the most concrete and individual to the most general indicates:

Ans: the degree of abstraction

52. A Researcher is conducting study to find out the reasons why students are not cooperating with teacher is an example of

Ans: Explanatory Study

53. What is the Basis of the Scientific Method?

Ans: To formulate a Research Problem, test the hypotheses in carefully controlled conditions

54. Which of the following statement does best represent the purpose of research?

Ans: All of the Given Options

55. To explain, predict and control phenomena are the goals of

Ans: The Scientific Method

56. a theory is a coherent set of _____ used as principles of explanation of the apparent relationship of the certain observed phenomena

Ans: propositions

57. The Scientific method is preferred over other ways of knowing it is more.

Ans: All of the given options

58. Descriptive and Explanatory Are the classifications of research on the basis of

Ans: Purpose of Research

59. Concept is

Ans: Key idea about any object

60. Qualitative and Quantitative Research are the classification of the research on the basis of

Ans: Techniques Used

61. The term “Extrapolation” is better explained by the statement

Ans: Theory Predicts Facts

62. Which of the following is not a function of clearly identified research Questions?

Ans: They make scope of your research as wide as possible????

63. A study conducted by Pepsi To find out impact of salary On employees turnover is studied at what level?

Ans: micro

64. Basic research can also be called as-----

Ans: Fundamental Research

65. Research methods Are applicable to all of following domains

Except Ans: Imaginary world

66. Which of the following statement is not true?

Ans: A research proposal is an unorganized and unplanned project

67. A Concept is generalized idea about _____.

Ans: All of the given options

1. One of the major hallmarks of scientific research is:

Objectivity

Intuition

Subjectivity
Instinct

2. If a researcher was studying the use of various instructional approaches to the “multiple intelligences” of his students, he is likely to be conducting which type of research?

Basic

Applied

Evaluation

Grounded theory

3. “research methods” helps in all of the following ways EXCEPT:

To avoid biasness

To develop analytical skills

To analyze the revelations and intuitions

To convert research concerns into research situations.

4. Self-study review helps to

Increase the readers confidence

Place a specific project in the big picture

Traces the development of an issue over time

Summarizes what is known at a point in time

5. The details of a reference should include

Full name of Author's

Title

Volume, issue & page number

All of the above

6. According to Empiricism, which of the following is the ultimate source of all our concepts and knowledge?

Perceptions

Theory

Sensory experience

Logics and arguments

7. Which one of the following is not an assumption of science?

There are reoccurring patterns in the world

Events happen because of preceding causes

We can discover solutions to problems of interest

Theoretical explanations must agree with common sense.

8. If a researcher is going to explore a new topic, he is conducting which of the following Research?

None of the given options

Explanatory

Descriptive

Formulative

9. A review that only demonstrates familiarity with an area is rarely published but it often is part of an educational program is which type of review?

Integrative review

Theoretical review

Self-study review

Historical review

10. While conducting a literature review, the researcher engages in:

An evaluation of the library's location

An evaluation of the library's electronic sources

An evaluation of the literature

An evaluation of the library

11. Which of the following can be the best possible reason for using a scientific method to make a decision?

It provides systematic inquiry into the matter

It helps to make decision randomly

It starts each research study from the scratch

It helps researchers to make decisions based on common sense

12. What is the most basic skill required by any researcher?

The ability to source data

The ability to generate ideas for research projects

The ability to understand major philosophical issues and ideas

The ability to calculate statistics

13. Which of the following best describes an operational definition?

All of the given options

It specifies measurement criteria

It specifies testing criteria

It gives meanings to a concept

14. The primary source of communication's means among researchers is

Scholarly Journals

Government Documents
Media Reports
None of the above

15. Integrative reviews help to
Increase the reader's confidence
Place specific project in the big picture
Trace the development of an issue over time
Summarizes what is known at a point in time

16. In ----- we collect same type of information from different respondents in different times.

Cohort study
Time series research
Panel study
Case study

17. A logical relationship between two or more variables, expressed in the form of a testable statement is known as:

Hypothesis
Variable
Statement
Statistic

18. The 'Verifiable' characteristic of scientific research deals with all of the following EXCEPT;

The results' interpretation
The results' repetition
The results' confirmation/refutation
The results' replication

19. Hypothesis refers to-----

The outcome of an experiment
A conclusion drawn from an experiment
A form of basis in which subject tries to outguess the experimenter
A tentative statement about the relationship

20. Theoretical reviews help to
Increase the reader's confidence
Compare how different theories address an issue
Trace the development of an issue over time
Summarizes what is known at a point in time

21. Which of the following is a concept

Leadership

Total Quality Management

Human Resource Management

All of the given options

22. The most difficult resource to locate are;

Dissertations

Policy Reports and Presented Papers

Government Documents

Scholarly Books

23. 'high productivity is positively associated with Job commitment'. The given hypothesis is a (an)

Descripted hypothesis

24. Relational hypothesis can be;

All of the given

Causal or simply correlational

Positive or negative

Non-directional or directional

25. A one tailed hypothesis predicts-----

The future

The lottery result

The frequency of the effect

The direction of the effect

26. -----explain the logical relationship among the concepts;

Statements

Propositions

Variables

Events

27. What is cross-sectional research?

A study of a particular section of society

A comparison of two or more variable over a long period

The collection of data from more than one casts at one

One that is conducted when environment is uncertain

28. Abstract is -----

A detail of a scholarly publication's location
A details background of the researchers
A short summery of a scholarly journal article
A detailed procedure to conduct a research

29.Which of the following research approaches is least concerned with the generalizability of findings?

Qualitative approach
Quantitative approach

30.Dictionary definition can also be named as all of the following, EXCEPT;

Bookish definition
Nominal definition
Conceptual definition
Theoretical definition

31.How a particular issue or theory has evolved over time is studied in;

Self-study literature
Context literature review
Historical literature
Integrative literature review

32.The 'verifiable' characteristic of scientific research deals with all of the following EXCEPT;

The results' interpretation
The results' repetition
The results' confirmation/refutation
The results' replication

33.Identity the term which is referred to as 'the confirmation or refutation of the observation through the scientific method by using sensory experience?'

Verifiable
Observation
Empirical
Cumulative

34.Identify the term which is referred to as the 'scope of applicability of the research findings in one organized setting to other settings with the help of statistic'?

Empirical
Determinism
Rationalism

Statistical generalization

35. Which of the following often focuses on generating new theories?

Inductive method

Deductive method

Hypothesis method

None of the given

36. The operational definition is also known as

Working definition

Nominal definition

Conceptual definition

Dictionary definition

37. The primary source of communication means among researchers is

Scholarly Journals

Government Documents

Media reports

None of the above

38. An operational definition is;

One that bears no relation to the underlying concept.

An abstract, theoretical definition of a concept

A definition of a concept in terms of specific, empirical measures

One that refers to opera singers and their work

39. In ----- we collect same type of information from different respondents in different times.

Cohort study

Time series research

Panel study

Case studies

40. If a researcher is going to explore a new topic, he is conducting which of the following research?

❖ None of the given option

❖ Explanatory

❖ Descriptive

❖ **Formulative**

41. The application of the scientific method to the study of business problem is called

❖ Inductive reasoning

❖ None of the given option

❖ **Business research**

❖ Grounded theory

42. _____ is the purpose of Explanatory research.

❖ The desire to know “what”

❖ The desire to know “Where”

❖ The desire to know “How”

❖ **The desire to know “Why”**

43. Citation is _____

❖ A detail of a scholarly publication’s location

❖ A short summary of a scholarly journal article

❖ **A detailed background of the researcher**

❖ A detailed procedure to conduct a research

44. Dichotomous variables are also known as _____

❖ Intervening variables

❖ Nominal variables

❖ Continuous variables

❖ **Extraneous variables**

45. The reviewed literature must be.

❖ None of the given option

❖ Relevant to the research project

❖ **Readily available**

❖ Easily accessible

46. In which of the given research design, same people or group are observed across various time periods?

❖ **Panel study**

❖ Cohort analysis

❖ Action research

❖ Time series research

❖

47. Which of the following is NOT a proper way to write a literature review?

❖ Organize common findings or arguments together

❖ **List down a series of research reports with a summary of the findings of each**

❖ Logically link statements or findings

❖ Address the most important ideas first

48. The study of research methods provides with you the knowledge and skills you need.

- ❖ To solve the problem
- ❖ To improve the decision-making process
- ❖ To understand the research of others
- ❖ All of the given options

49. After you locate a source, you should write down all details of the reference, except;

- ❖ Full name of the authors
- ❖ Titles
- ❖ Volumes
- ❖ Price

50. Which of the following is a continuous variable?

- ❖ Height
- ❖ Age
- ❖ Blood pressure
- ❖ All of the given option

51. Plagiarism can be best described as;

- ❖ Giving credit to the author
- ❖ Revising the original work done by author
- ❖ Crediting the other person's work as your own
- ❖ Working on ideas presented in an article

52. Which of the following is the basic unit of a theory development?

- ❖ Task
- ❖ Concept
- ❖ Hypothesis
- ❖ Speculation

53. Identify the option that explains that scientific research operates at the abstract level.

- ❖ Reality
- ❖ Theory
- ❖ Variable
- ❖ Construct

54. All of the following are the source of literature review EXCEPT;

❖ Story books

❖ Dissertations

❖ Scholarly articles

❖ Scholarly books

57: A good review of the literature increases a reader's confidence in the researcher's Select the correct option

Professional competence

Ability

All of the above

58: ----- variable takes infinite number of values

Continuous

Discontinuous

Independent

Dependent

59: A variable that modifies the original relationship between independent and dependent variable is known as

Dependent variable

Intervening variable

Moderating variable

Independent variable

61: Which of the following often focuses on generating new theories?

Inductive method

Deductive method

Hypothesis method

none of the given options

62: Researcher is supposed to develop a ----- after starting the specific problem to be studied in an experiment

Theory

Conclusion

Hypothesis

Summary of the data

63: Plagiarism can be best described as

Giving credit to the author

Revising the original work done by author

Crediting the other persons work as your own

Working on ideas presented in an article

64: There is no relationship btwn job satisfaction and the employees turnover rate is an example of which of the following

Null hypothesis

Alternate
Correlational
Descriptive

65: Which of the following statement does best represent the purpose of research

All of the given

Creating the architecture for data warehousing
The identification of quality information not its computerized processing
An application of scientific methods to information collection and analysis

66: A model variable is one that

All of the given

Modifies the original relationship

Qualifies the application of a relationship

Makes a relationship meaningless

67: A variable is

Any characteristics of interest that can take on more than one value

Defined as the groups manipulated in experimental research

The complete set of scores we use in statistical analysis

Completely specified only in observational research

68: logical process in which we arrive at a reasoned conclusion by logical generalization of known facts is called

Inductive

Deductive

Duplication

Empiricism

69: Which of the following is true about a concept

All of the given

Abstract reality

A key about a process

1. is the purpose of explanatory research.

Ans : The desire to know "why"

2. A statement concerned with the logical relationships among concepts is called .

Ans : Proposition

3. The scientific researcher operates at two levels: on the abstract level of concepts and on the

other one is the of variables Ans

: Empirical level

4. The Research that is done to examine the findings of someone else by using the “same variables

but with different respondents” comes under which of following . Ans :

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5. meanings attached to a concept create problems of measurement.

Ans : Vague

6. Concepts represent various degree of .

Ans : Abstraction

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inquiry

8. Realities that are observable through sensory experiences are said to be:

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9. What is Cross-Sectional research .

Ans: The collection of data from more than one case at one moment in time

10. An operational definition is .

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13. Research improves the decision-making process by following all important stages EXCEPT: .

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facts is called.

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Ans: Exploratory study

B.Ed. 2nd STA 630 Quiz 1 Repeated Questions Solved By

Muddasar Abbas

19. Social research helps.

Ans: Improve Public

health

20. Which of following best describes an Operational definition ?

Ans: all of the give above

21. Which of following best describes a Concept?

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23. Every Research Project Should Begin with:

Ans: A Statement of the Research?

24. All of the following are the type of Applied Research

EXCEPT: **Ans: Formulative Research**

25. Operational definition is also Known

as **Ans: working definition**

26. Which of following is a

concept? **Ans: All of the given**

options

27. A study conducted by Lever brothers to find out impact of job satisfaction on employees'

28.

performance is studied at:

Ans: Micro Level

29. Which of the following is a procedure agreed upon for translation of a concept into measurement of some kind?

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30. The “Verifiable” characteristic of scientific research deals with:

Ans: All of the given options

31. Which of the following statement is true?

Ans: Theory and research are interrelated

32. According to Empiricism, which of the following is the ultimate source of all our concepts and knowledge?

Ans: Sensory experience

33. The application of scientific method to the study of business problems is called

Ans: Businesses Research

34. One of the major hallmarks of scientific research is

Ans: Objectivity

35. All of the following are true about theories, except.

Ans: They are tentative until the fact prove them true

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and worth; he is likely conducting. type of research

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40. If a researcher is going to explore a new topic, he is conducting which of following research?

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general indicates:

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teacher is an example of

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Ans: The Scientific Method

48. a theory is a coherent set of used as principles of explanation of the apparent relationship

of the certain observed phenomena **Ans:**

propositions

49. The Scientific method is preferred over other ways of knowing it is more.

Ans: All of the given options

50. Descriptive and Explanatory Research are the classifications of research on the basis of

Ans: Purpose of Research

51. Concept is

Ans: Key idea about any object

52. Qualitative and Quantitative Research are the classification of the research on the basis of

Ans: Techniques Used

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Ans: They make scope of your research as wide as possible????

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what level?

Ans: micro

56. Basic research can also be called as-----

Ans: Fundamental Research

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58. Which of the following statement is not true?

Ans: A research proposal is an unorganized and unplanned project

59. A Concept is generalized idea about .

Ans: All of the given options

60. All of the following are the purposes of descriptive research EXCEPT

Ans: The desire to know “why”

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EDU-

STA630

GRAND

QUIZ

2020

1. Concepts like people subjective feeling

• Empirical

2. approaches is usually used in quantitative research

• detective approach

3. measurement of Reliability refers to the

• accuracy of the scores

4. realities is observed through sensory experience are said to be

• Empirical

7. which of the following is the reason for deception

• All of above

8. Context review help to

• summarize what is known at a point in time

9. Which of the following represents a good qualitative problem stateme

10. nt

• Conveys a sense of emergent design

11. If our research was today the use of various instructional approaches to the multiple intelligences of

his students he is likely to be conducted in which type of research

• Applied

12. which of the following is / are the basic feature of a theoretical framework

• Make an Inventory of propositions

13. A Literature review is built on the assumption that

• Both a and b

14. Which helps the researcher to capture the intensity of variable is called

• Scale

15. Which of the following is also referred to as working definition

• operational definition

16. Hypothesis refer to

• a tentative statement about the relationship

17. Which of the following is not a method of narrowing a topic

• Pilot testing

18. research methods help in all of the following ways except

• to avoid business

19. Research that seeks to determine the answer to who, what, where and how comes under the

domain of research

• Descriptive

20. the definition of a behavioral factor to allow measurement of it is known as

• an operational definition

21. The reviewed literature must be

• relevant to the research project

22. The introduction section of a research proposal contains information about all of the following

except

• design of the study

23. A clear, precise, and succinct statement of the question are issued that is to be investigated with

the goal of finding and answer our solution is called

- **problem statement**

24. A system of systematically interrelated concepts definition and proposition that are

- **advanced to explain and Predict phenomena is known as**

25. rationalism is the application of

- **logic and arguments**

26. The detail of reference should include all except

- **volume, issue & page number**

27. There is no relationship between advertising and sales of product A given hypothesis is

- **Null hypothesis**

28. an operational definition is

- **A Definition of concept in term of specific empirical measures**

29. There is no relationship between job satisfaction and the employees to Turnover rate in an example

of which of the following Hypothesis

- **null hypothesis**

30. operational define a concept involves a series of

- **Steps**

31. All of the following are purposes of descriptive research except

- **the desire to know why**

32. which among the following is type of applied research

- **impact assessment research**

33. Identify the term which is referred to as the conformation are dissertation of the observation

through the scientific method by using sensory experience

- **Empirical**

34. Research study in which the unit of analysis remains same at specific interval over a longer period of time is known as

- **time series study**

35. integrative review helps to

- **Summarizes what is known at a point in time**

36. Which of the following tasks is not accomplished by the theoretical framework
- **Describes the nature and direction of the relationship among the variables**
37. “Higher the level of job satisfaction, higher will be the employees’ performance.” which type of relationship the moment of variable determines?
- **Positive relationship**
38. is the purpose explanatory research
- **the desire to know why**
39. The most critical areas of an article to read are
- **methods and results**
40. Apart from that deception is unethical what is the other important disadvantage of deceiving people
- **all of the given options**
41. logical relationship among the factors identified in the literature review is called
- **Theoretical framework**
42. The higher the motivation the higher the efficiency is an example of..... hypothesis
- **explanatory hypothesis**
43. scientific research focuses on which of the following
- **Objectives**
44. methodological review helps to
- **Place a scientific project in the big picture**
45. The verifiable characteristics of scientific research deals with
- **the results replication**
46. research in his questionnaire asked nature of business respondents are working in weather trade in one fracturing are servicing nature of business is likely to be measures on which type of following scales
- **nominal scale**
47. which type of the following are considered essential steps of the research process
- **all of the above**
48. the definition of a behavioral factor to allow measurement of it is known as
- **An operational definition**
49. the term extrapolation is better explained by the statement
- **theory predict facts**
50. An interval scale contains
- **a fixed amount of difference between categories**

51. What does a researcher mean by empirical

- **observation through sensory experiences**

52. The validity of a Measure refers to the

- **accuracy with which it measures the construct**

53. Concepts created and developed for conducting any research study are

- **the building blocks of theory**

54. Which of the following is not a technique to narrow down the broad problem area

- **Decide about the sample**

55. which of the following is /are the basic features of our theoretical framework

- **all of above**

56. Research that is done to examine the findings of someone else by using the some variables but

with different respondent comes under which of the following

- **Replication**

57. If the researchers use findings to generate theories and models to understand human behavior at

societal level which of the following levels as it relates

- **micro level**

58. Unethical activities may involve

- **all of the given options**

59. What is the process of taken construct and refining it be giving conceptual or theoretical definition

- **conceptualization**

60. how different theories address and issue comes under

- **theoretical review**

61. Which of following statement is true

- **theory and Research are interrelated**

62. Study conducted by Pepsi to find out impact of salary on employees turnover is studied at what

level

- **Micro level**

63. A researcher can organize a computerized search by

- **all of above**

64. the operational definition is also known as

• **working definition**

65. Which of the following is an example of abstract concept

• **Racism**

66. in situations where respondents are intentionally deceived they should be..... once the research is completed

• **Debriefed**

67. introduction section of a research proposal contains information about

• **all of above**

68. Which of the following best describes an operational definition

• **all of the given options**

69. The total number of basic features that should be incorporated in theoretical framework

• **6**

70. Companies have the right to dissociate themselves from the sponsorship of a research project This

type of confidentiality called

• **Sponsorship non-disclosure**

71. which of the following is a research strategy for locating literature review for a research project

• **all of the given options**

72. null hypothesis state:

• **absence of relationship**

73. Research can develop theoretical framework on the basis of

• **both a and b**

74. Which of the following is /are the common sources of literature review

• **all of the above**

75. Theory is full of all of the following options except

• **Guess**

76. scientific research focuses on which of the following

• **Objectivity**

77. While conducting a literature review the researcher engages in

• **an evaluation of the Literature**

78. All of the following are considered the steps of research process except

• **problem definition**

79. which of the following is not a feature of theoretical framework

- **presenting findings**

80. descriptive research can be either

- **Both qualitative and quantitative**

81. which of the following are considered essential step of research process

- **all of the above**

82. While discussing about ethics in research which of the following is not considered as concerned

party

- **Government**

83. meanings attached to a concept create problems of measurements

- **vague**

84. Which of the following best describe an operational definition

- **all of the given options**

85. which of the following statement does best represent the purpose of research

- **An application of scientific methods to information collection and analysis**

86. theoretical framework provides the logical base for developing

- **Hypothesis**

87. Which of the following is not a proper way to write a literature review

- **organize common findings are arguments together**

88. The scientific method is preferred over other ways of knowing because it is more

- **all of the given options**

89. An Elementary or basic form of research in which little is known about the situation and previous

theories or address do not apply is known as

- **exploratory study**

90. Verifiable characteristic of scientific research deals with all of the following except

- **the result interpretation**

91. Which of the following best describes the concept of operationalizing

- **operationalizing Concepts involves making concepts measurable**

92. Which of the following is not a purpose of literature review

- help you in developing theoretical framework

93. Realities observed through sensor experience are said to be

- Empirical

94. What is the basis of scientific method

- To formulate a research problem test hypothesis in carefully controlled condition that challenge the hypothesis

95. Variable takes infinite number of values

- continuous

96. What course of action should be adopted by the researcher and order to safeguard the rights of

respondent

- researcher should obtain informed consent from the respondent

97. What is ordinal data

98.

- numbers

99. All of these are characteristics of scientific method research except

- Intuitive

100. To main processes used for measurement of concepts /variables in research are

- conceptualization and operationalization

101. Which of the following is the search strategy for locating literature review for research project

- all of the given option

102. Descriptive hypothesis contains

- one or more variables

103. The primary source of communication among researchers is

- none of the above

104. Details of reference should include all except

- volume issue and page number

105. Null hypothesis States

- Absence of relationship

106. A logical relationship between two or more variables Express in the form of table statement is

known as

• **Variable**

1. **Self-study reviews** increase the reader's confidence. A review that only demonstrates familiarity with an area is rarely published but it often is part of an educational program.
2. Which of the following is a continuous variable (height age blood pressure **all**)
- 3.
4. Which of the are basic features of the theoretical framework(Elaborates the relationship among the variables. • Explains the logic underlying these relationships. • Describes the nature, and direction of the relationship **All**)
5. **Nominal scales** are the least powerful of the four scales.
6. **Focus group discussions:** It is a discussion of an issue by **6-12 persons with a moderator for 1-2 hours.**
7. Which of the following variable is undesirable because it adds error to an experiment **None of these**
8. When the research starts from the effects and traces the reason back in time what does it stand for ? **case study**
9. The first step in development of theoretical framework is **to arrange these propositions in a sequential order**
10. Dictionary definitions are also called **conceptual or theoretical or nominal definitions.**
11. Dictionary definitions are also be named except **Bookish definition**
12. Once the guarantee of confidentiality is given, protecting that confidentiality is essential. **B : Essesntial for every participant in a research project or D ; All**
13. At the empirical level we “experience” **reality** – that is we observe the objects or events.
14. In situations where respondents are intentionally or accidentally deceived, they should be **debriefed** once the research is complete.
15. Two main process used for measurement of concepts/ variables in research are **conceptualization and operationalization**
16. Which of the following is a procedure agreed upon for the translation of a concept into measurement of some kind.

17. How a researcher intends to measure the variable in a particular study is called **proposition**.
18. **Empirical** Concepts like people's subjective feelings, attitudes, ideology, deviance, and perceptions are difficult to measure in research.
19. Literature review provides a solid foundation for developing **Theoretical Framework**
20. Unethical activities may involve **All of the given Options**
21. All of the given options are helpful to develop conceptual definition, EXCEPT;
22. A physiological reaction test was given to 100 participants. Instead of recording reaction time every participant, the researcher choose to record their position as compare to other participants, i.e. the fastest participant was coded 1 and the slowest as 100. This is an example of a/an variable. **Nominal**
23. In the statement "high motivation results in high efficiency" motivation is the **Independent Variable**
24. A research that seeks to determine the answers to who, what, where, and how, comes under the domain of **descriptive** research.
25. A concept is generalized idea about **All of the given options**
26. Before a researcher specified the relationship among variables, he must have a(an): **Arrangement of propositions**
27. Plagiarism can be best described as **Crediting the Others person's work as your own**
28. Two main Processes used for measurements of concepts/variables are
29. Skepticism is the norm of **Science**
30. Descriptive research can be either **Both Qualitative and Quantitative**
31. Which of the following reasons can be reason to conduct research **To generate Theories**
32. The total number of basic features that should be incorporated in a theoretical framework are **6**
33. Literature review provides a solid foundation for developing the **theoretical framework**
34. A **keyword** is an important term that is likely to be found in the title
35. A one tailed hypothesis predicts **the direction of the effect**.
36. Rights and obligations of researcher are generally dictated by the **Norms**.
37. Which of the following is a concept **All of given**
38. Concepts represent various degree of **abstraction**
39. To say that a theory is falsifiable is to say that; **It is so vague that it fits any and all possible results.**
40. In the statement 'an examination of the effects of discretionary behavior on employee performance' employee performance is the: **Dependent variable**
41. The following journal article would be an example of _____
Research; "The benefits of florescent lighting on production in a factory setting." **Applied**

42. To explain, predict, and/or control phenomena are the goal of **The scientific method**
43. **Vague** meanings attached to a concept create problems of measurements.
44. Which one of the following creates problems of measurements of a concept? **Vague meanings**
45. The purpose of a literature review is to: **Identify any inconsistencies or gaps in the literature.**
46. Why do you need to review the existing
47. literature? **To give your dissertation a proper academic appearance, with lots of reference.**
48. **Explanatory (causal) hypotheses** Hi motivation results in hi efficiency.
49. A Literature review that summarizes what is known at a point in time is known as: **Integrative review**
50. Which type of review tells the reader how a project fits into the big picture and its implications for a field of knowledge **Context reviews**
51. how a particular issue or theory has evolved over time is studied in **Historical review**
52. Research questions are crucial because they will **Guide your decisions about what data to collect and from where.**
53. What is the final step of a scientific investigation? **Report the findings**
54. preliminary data collection may be considered as part of the **exploratory research.**
55. the rights and obligations of individuals are generally dictated by the **norms of society.**
56. Quantitative research studies generally end with a summation of the **verification process**, which is a confirmation or disconfirmation of the hypotheses tested via deductive reasoning.
57. Conclusively, the aim of qualitative research is discovery, while the aim of quantitative research is **verification.**
58. Which of the following is not a part of research design? **Objective of the study**
59. Skepticism is the norm of **science**
60. **Face validity** indicates that the items that are intended to measure a concept, do on the face of it look like they measure the concept.
61. The goal of ethics in research is to ensure **that no one is harmed or suffers adverse consequences from research activities**
62. The variable is **independent** because its value can be manipulated by the experimenter to whatever he or she wishes it to be.
63. Debriefing involves (((Explanation of any deception. • Description of the hypothesis, goal, or purpose of the study. • Post study sharing of the results.))) **All of the given**
64. The _____ is only useful if the concepts, ideas, questions, etc. to be investigated are both testable and falsifiable **Scientific Method**
65. Scientific research is a collective efforts of many researchers **who share their results with one another and who pursue knowledge as a community both a and b**
67. Research task is usually treated as a **sequential** process involving several clearly defined steps
68. The relationship can be (((non-directional or directional, positive or negative, causal or simply co-relational)))) **All of the given**
69. Theories are supposed to be **generic** whereby they could be applicable to different situations.

70. **Intervening Variables** A basic causal relationship requires only independent and dependent variable. A third type of variable, the *intervening variable*, appears in more complex causal relationships. It comes between the independent and dependent variables and shows the link or mechanism between them.
71. Any variable that has a limited number of distinct values and which cannot be divided into fractions, is a **discontinuous variable**
72. Accur when the respondents are told only part of the truth about the study or when the truth is fully compromised **Deception**
73. The independent variable is **the variable manipulated in order to observe its fact**
74. variable is **any character of interest that can take on more than one value**
75. question might invade the privacy of research participant **what is your home address**
76. communication is more effective when it is tailored to **specific audience**
77. next step is performed by the researcher after developing the inventory of relevant variable **all of the given**
78. helpful in defining research problem **theoretical**
79. scope of applicability of the research findings in one organizational setting with help of statistics **Empirical**
80. the order in which participants complete a task is level of measurement **ordinal**
81. source of literature review except **story book**
82. one of the technique for narrowing a topic into a research question includes **examining the literature**
83. if the researcher converts the abstract concept into a tangible one is **operationalism**
84. a reader can easily see and comprehend the theorized relationship through **schematic diagram**

85. Which of the following statements is false?

Discrete variables allow measurement of an infinite number of fractions of units of measurement.

Discrete variables can only have whole number values.

Continuous numbers can only have whole number values.

Continuous measures do not allow for scores that fall between two number values.

86. What is ordinal data?

Ordinary data

Well behaved data

Ranked data **Numbers**

87. Which of the following is not an example of deception?

A part of the truth is not communicated to the respondent **To observe code of ethics**

To leak out information regarding any confidential matter To create bias between respondents before the survey

88. What is opposite of a variable?

A constant

An extraneous variable A
dependent variable A data
set

89. Which of the following is the BEST hypothesis?

Students taking formative quizzes will perform better on chapter exams than students not taking these quizzes.

Taller students will have higher test scores than shorter students.

Students taught in a cooperative group setting should do better than students in traditional class.

Students using laptops will do well.

90. The independent variable is;

The variable manipulated in order to observe its effects The
variable that is measured
The free spirited variable A
confounding variable

91. After you locate a source, you should write down all details of the reference, except;

Full names of the authors

Titles

Volumes

Price

92. A measure has high internal consistency reliability when:

Multiple observers make the same ratings using the measure.

Participants score at the high end of the scale every time they complete the measure.

Multiple observers obtain the same score every time they use the measure.

93. What is required if there is a chance that data could harm the respondents?

Change of results

A signed form detailing the types of limits
Free consent of respondents

All of the given options

94. The key objective of data analysis is to:

Calculate statistics

Understand relationships between variables

Obtain the distribution of responses for each question
Create tables which display the survey results

95. Which of the following is not a concept?

Leadership

Total Quality Management Human

Resource Management IQ

96. Which one of the following creates problems of measurements of a concept?

Unambiguous meanings

Vague meanings
Clear meanings
Dictionary meanings

97. Ms. Laiba has decided to use the test at the end of the textbook to measure the achievement levels of the students in her study. Which of the following BEST describes the chapter test?

Definition

Construct

Variable

Operationalized variable

98. The scientific method is preferred over other ways of knowing because it is more;

Reliable

Systematic

Accurate

All of the given options

99. Which of the following is least likely to occur as an ethical problem with e-research?

People are not likely to be able to stop once they have begun participating.

Informed consent cannot be completely monitored. Debriefing could be avoided.

Privacy could be invaded.

100. The most difficult sources to locate are;

Dissertations

Policy Reports and Presented Papers

Government Documents

Scholarly Books

101. Which of the following is the least obtrusive and most accurate method for recording data in an interview?

Note taking

Videotaping

Audiotaping

Writing notes after the interview

102. How can we determine if a test has good validity?

It produces the same result when it is given at different times to the same group of people

It produces the same result no matter which version of the test is used It measures

what it is supposed to measure

All of the questions on it can be answered accurately by the subject

103. How is nominal data presented?

In order

In discrete categories

Units of equal distance

Data where there is a true zero

104. When we say that science is parsimonious, we mean that:

Scientific theories are based on laws.

We must be careful because causes can occur after specific effects.

The best scientific theories are those that offer the simplest explanations for a law. Science accurately describes a wide range of behavior.

105. A concept is a generalized idea about

A class of objects

Attributes Occurrences

All of the given options

106. The purpose of a literature review is to:

Help you find out what is already known about this area. Identify any inconsistencies or gaps in the literature.

Demonstrate an awareness of the theoretical context in which the current study can be located.

Find what is already known, identify gaps demonstrate awareness.

107. A _____ scale only assigns numbers to objects to classify the objects according to the characteristic of interest.

Ratio Nominal

Interval

Dichotomous

108. Procedures determining what two issues are rarely used in quantitative research?

Objectivity and subjectivity

Reliability and validity

Accessibility and replicability

Quality and quantity

109. What does Ordinal scale NOT imply? Characteristics of nominal scale

Rank the object

Does not provide magnitude of object

Provide rate

110. A literature review requires;

Planning Clear
writing Good
writing

All of the given option

111. Quantitative social researchers rarely claim to have established causality because:

They are more concerned with publishing the results of their reliability tests.

They do not believe that this is an appropriate goal to be striving for. They keep forgetting which of the variables they have manipulated.

They tend to use cross-sectional designs, which produce only correlations.

112. When you are confident that the experimental manipulation produced the changes you measured in the dependent variable, your study probably has good _____ validity.

Construct

Internal

External

Causal

113. All the persons involved in the collection of data and supervision of data collection process are called;

Fieldworkers

Researchers Research
assistants

None of the given options

114. The key objective of data analysis is to:

Calculate statistics

Understand relationships between variables

Obtain the distribution of responses for each question Create
tables which display the survey results

115. The small scale trial run of a particular item is called_____.

Test run

Pilot test Post

hoc test

T-test

116. Hypothesis refers to _____:

The outcome of an experiment

A conclusion drawn from an experiment

A form of bias in which the subject tries to outguess the experimenter **A**

tentative statement about the relationship

117. Detailed and unambiguous instructions are particularly important for: Computer-assisted telephone surveys

Mail surveys

Computer-assisted personal interviews

Internet surveys

118. Measurement reliability refers to the:

Accuracy of the scores

Consistency of the scores
Dependency of the scores
Comprehensiveness of the scores

119. Quantitative research has been criticized because:

The measurement process suggests a spurious and artificial sense of accuracy. **The reliance on instruments and procedures makes it high in ecological validity.**

It underestimates the similarities between objects in the natural and social worlds. It has no validity.

120. Why does qualitative interviewing have an advantage over participant observation when it comes to longitudinal research?

Repeat interviews are easier to organize.

It allows for a better exploration of key issues. It is a more focused research method.

Participant observers are prone to 'go native' during longitudinal research.

121. Cover letter must include the following information, except:

How was the respondent selected?

Data collecting tools Motivation for the respondent

Importance of research topic which is going to be conducted

122. The logic of qualitative data analysis is described as:

Objective

Subjective

Inductive

Deductive

123. The validity of a measure refers to the:

Particular type of construct specification

Comprehensiveness with which it measures the construct

Accuracy with which it measures the construct Consistency of the measurement

124. An advantage of computer-assisted telephone interviewing is:

Interviewing time is reduced

Data quality is enhanced Questionnaires do

not have to be coded

There is little opportunity for interviewer bias

125. Which of the following is not an example of deception?

A part of the truth is not communicated to the respondent

To observe code of ethics

To leak out information regarding any confidential matter To create bias between respondents before the survey

126. What does it mean if two variables have a positive correlation?

As one variable increases, so does the other

As one variable increases, the other decreases The correlation between the two variables is 0

The correlation between the two variables is greater than 1.0

127. The researcher protects the confidentiality in following ways, Except;

Obtaining signed nondisclosure documents.

Restricting access to data instruments where the respondent is identified. Disclosure of data subsets.

Restricting access to respondent identification.

128. Theoretical framework is trying to develop a _____ model of our study.

Functional

Conceptual

Operational

Practical

129. Which of the following is an example of deception in business research?

The obtaining of company material without permission.

The researcher wearing a disguise during an observation.

The researcher representing their research as being about a different topic. The researcher failing to ask permission to interview someone.

130. To say that a theory is falsifiable is to say that;

It is based on results that are not replicable.

Investigators have replaced it with a simpler or more accurate theory. We can imagine results that would contradict it.

It is so vague that it fits any and all possible results.

131. Which of the following is an excellent way to enhance the validity of interview data collection?

Spend an extended period of time in the field. Obtain participant trust.

Recognize your own biases

Spend time in field, obtain participant trust, recognize biases.

132. When doing research involving deception with human subjects, researchers have an obligation to do which of the following?

Tell subjects the truth about the study's purpose and methods after the study is completed

Prevent mental and physical harm to subjects

Let subjects withdraw from the study at any time if they don't want to keep participating

All of the given options

133. Which of the following is an example of an issue that would be checked in a pilot testing?

Completion of all questions on a questionnaire

Legible writing

Single responses to all multiple choice questions

Logical answers between questions (i.e., attributes should be rated high if purchase interest is high)

134. What is the basis of the Scientific Method?

To test hypotheses in conditions that are conducive to its success. To formulate a research problem and disprove the hypothesis.

To formulate a research problem, test the hypothesis in carefully controlled Conditions that challenge the hypothesis.

To test hypotheses and if they are disproved, they should be abandoned completely.

135. Quantitative social researchers rarely claim to have established causality because:

They are more concerned with publishing the results of their reliability tests.

They do not believe that this is an appropriate goal to be striving for. They keep forgetting which of the variables they have manipulated.

They tend to use cross-sectional designs, which produce only correlations.

136. Rationalism is the application of:

Research solution

Logic and arguments

Reasoning

Previous findings

137. After a researcher has stated the specific problem to be studied in an experiment, he must then develop a(n):

Theory

Conclusion

Hypothesis

Summary of the data

138. Which of the following control techniques available to the researcher controls for both known and unknown variables?

Building the extraneous variable into the design

Matching

Random assignment

Analysis of covariance

139. Quantitative research has been criticized because:

The measurement process suggests a spurious and artificial sense of accuracy. The reliance on instruments and procedures makes it high in ecological validity.

It underestimates the similarities between objects in the natural and social worlds. It has no validity.

140. The outcome of an experiment

A conclusion drawn from an experiment

A form of bias in which the subject tries to outguess the experimenter A tentative statement about the relationship

141. What is required if there is a chance that data could harm the respondents?

Change of results

A signed form detailing the types of limits Free consent of respondents

All of the given options

142. Which of the following is a measure in which a researcher adds or combines several distinct indicators of a construct into a single score?

Scale

Index

Uno-dimensionality

Weighting

143. Which of the following is not an example of deception?

A part of the truth is not communicated to the respondent

To observe code of ethics

To leak out information regarding any confidential matter

To create bias between respondents before the survey

144. What is ordinal data?

Ordinary data

Well behaved data

Ranked data Numbers

145. What research is?

A lab experiment

A report

A systematic Enquiry A
procedure

146. Which of the following terms refers to a statistical method that can be used to statistically equate groups on a pretest or some other variable?

Experimental control

Differential influence

Matching

Analysis of covariance

147. You wish to make a precise estimate about the characteristics of a population of individuals. You should use:

Quota sampling Probability

sampling Accidental

sampling Snowball

sampling

148. A researcher is interested in nonverbal behavior among young adults.

The researcher goes to public gathering places in town and observes smiles, gestures, gaze, and touch. This is an example of;

Blind observation

Quasi-experimentation

Naturalistic observation

Field experimentation

149. Which type of research address major societal change?

Experimental Research

Action Research

Social Research

Historical Comparative Research

150. Rationalism is the application of:

Research solution

Logic and arguments

Reasoning

Previous findings

151. Which of the following provides insight into the complexity of using interviews?

Potential influence of gender or cultural differences between interviewer and interviewee

The accuracy of the interviewee's responses

The different semantic meanings of the language being used

Accuracy, influences and language used

152. Which of the following elements of Observation in Non Reactive research?

External Appearance

Count Behaviors

Time Duration

All of the given options

153. Research may differ along a series of dimensions. Which of the following may be applied to this statement?

The type of data collected.

The data-collection technique.

The level of manipulation used to elicit data collection. All of

the given options

154. Which one of the following tasks is NOT accomplished by theoretical framework? **Elaborate the relationship among the variables**

Explain the logic underlying the relationship between the variables. Describe the nature, and direction of the relationships among the variables. Relates the previous studies.

155. When you are confident that the experimental manipulation produced the changes you measured in the dependent variable, your study probably has good _____ validity.

Construct

Internal

External

Causal

156. If a researcher was studying the use of various instructional approaches to the "multiple intelligences" of his students, he is likely to be conducting which type of research?

Basic

Applied

Evaluation

Grounded theory

157. Which of the following control techniques available to the researcher controls for both known and unknown variables?

Building the extraneous variable into the design

Matching

Random assignment

Analysis of covariance

158. Which type of research address major societal change?

Experimental Research

Action Research

Social Research

Historical Comparative Research

159. Which of the following is a measure of inflation?
Scale
Consumer price index
Weighting
Uni-dimensionality
160. Which of the following best describes the concept of operationalizing?
161. Why do you need to review the existing literature To find out what is already known about our area of interest
162. A literature review that summarizes what is known at a point in time, is known as Integrative review
163. What should be done if the respondents are intentionally or accidentally deceived they should be debriefed once the research should complete.
- 164.
165. After you locate a source you should write down all details of reference, except, Price
166. Null hypothesis states, absence of relation
167. All the given options are helpful to develop conceptual definition except make elements from dimensions.
168. Which of the following is observed at the empirical level reality
169. Operationally defining a concept involves a series of steps
170. The scientific researcher operates at two levels: One is the abstract level of concepts and the other one is the Empirical level of variables.
171. Which of the following must be considered while conducting a literature review for a research— All of the given options
172. Debriefing involves All of given options
173. There is no relationship between job satisfaction and the employees turnover ratio is an example of which of the following hypothesis NULL Hypothesis
174. Propositions Explains the logical relationships among the concepts.
175. Dichotomous variables are also known as continuous variable

1. A good qualitative problem statement:

- a. Defines the independent and dependent variables
- b. Conveys a sense of emerging design**
- c. Specifies a research hypothesis to be tested
- d. Specifies the relationship between variables that the researcher expects to find

2. The “tool” function of theory is to:

- a. Summarize existing knowledge
- b. Summarize existing hypotheses
- c. Suggest new relationships and make new predictions**
- d. Suggest new theories

3. The statement of purpose in a research study should:

- a. Identify the design of the study
- b. Identify the intent or objective of the study**
- c. Specify the type of people to be used in the study
- d. Describe the study

4. Why is the statement “What are the effects of extracurricular activities on cognitive development of school age children” not a good statement of a quantitative research question?

- a. Because there is no connection between extracurricular activities and cognitive development
- b. Because there are not enough school age children engaged in extracurricular activities to conduct the study
- c. Because the study would be too difficult to do given all the different extracurricular activities
- d. Because the statement was not specific enough to provide an understanding of the variables being investigated**

5. A qualitative research question:

- a. Asks a question about some process, or phenomenon to be explored
- b. Is generally an open-ended question
- c. both a and b are correct**
- d. None of the above

6. According to the text, which of the following orders is the recommended in the flowchart of the development of a research idea?

- a. Research topic, research problem, research purpose, research question, hypothesis**
- b. Research topic, research purpose, research problem, research question, and hypothesis
- c. Research topic, research problem, research purpose, research question, and hypothesis

d. Research topic, hypothesis, research problem, research question, research purpose

7. It is essential that you evaluate the quality of internet resources because information obtained via the internet ranges from very poor to very good.

a. True

b. False

8. One step that is not included in planning a research study is:

a. Identifying a researchable problem

b. A review of current research

c. Statement of the research question

d. **Conducting a meta-analysis of the research**

e. Developing a research plan

9. Sources of researchable problems can include:

a. Researchers' own experiences as educators

b. Practical issues that require solutions

c. Theory and past research

d. **All of the above**

10. A key characteristic of past research that guides researchers in new research questions is that:

a. Extensive research conclusively and definitively answers research questions

b. **Studies typically generate more research questions than they answer**

11. Which of the following is a function of theory?

a. Integrating and summarizing current knowledge

b. Making predictions

c. Explaining phenomena

d. **All of the above are important functions of theory**

12. A review of the literature prior to formulating research questions allows the researcher to do which of the following?

a. To become familiar with prior research on the phenomenon of interest

b. To identify potential methodological problems in the research area

c. To develop a list of pertinent problems relative to the phenomenon of interest

d. **All of the above**

13. Sometimes a comprehensive review of the literature prior to data collection is not recommended by grounded theorists.

a. True

b. False

14. What kind of ideas can't be empirically researched?

- a. Effectiveness of different methods of instruction
- b. Description of educational practices
- c. **Issues of values and morality such as the correctness of having prayer in schools**
- d. Factors helpful in predicting future drug use

15. Which of the following is not a database containing information to be used during the literature review?

- a. ERIC
- b. PsychINFO
- c. SocioFILE
- d. **all of the above are potentially useful data bases**

16. Computer database searches can be done:

- a. With a computer with CD-ROM drive
- b. At the library
- c. Online
- d. **All of the above**

17. The feasibility of a research study should be considered in light of:

- a. Cost and time required to conduct the study
- b. Skills required of the researcher
- c. Potential ethical concerns
- d. **All of the above**

18. A formal statement of the research question or "purpose of research study" generally_____.

- a. Is made prior to the literature review
- b. Is made after the literature review
- c. Will help guide the research process
- d. All of the above
- e. **b and c**

19. Is the following qualitative research purpose statement "well stated" or "poorly stated"? "The focus of the present study was to explore distressing and nurturing encounters of patients with caregivers and to ascertain the meanings that are engendered by such encounters. The study was conducted on one of the surgical units and the obstetrical/gynecological unit of a 374-bed community hospital."

- a. **It is a well stated**
- b. **It is poorly stated**

20. Which of the following quantitative research questions is superior?

a. "What is the effect of participation in various extracurricular activities on academic performance?"

b. "What effect does playing high school football have on students' overall grade point average during the football season?"

21. A statement of the quantitative research question should:

a. Extend the statement of purpose by specifying exactly the question(s) the researcher will address

b. Help the research in selecting appropriate participants, research methods, measures, and materials

c. Specify the variables of interest

d. All of the above

22. The research participants are described in detail in which section of the research plan?

a. Introduction

b. Method

c. Data analysis

d. Discussion

23. Research hypotheses are_____.

a. Formulated prior to a review of the literature

b. Statements of predicted relationships between variables

c. Stated such that they can be confirmed or refuted

d. b and c

24. Hypotheses in qualitative research studies usually_____.

a. Are very specific and stated prior to beginning the study

b. Are often generated as the data are collected, interpreted, and analyzed

c. Are never used

d. Are always stated after the research study has been completed

25. A research plan_____.

a. Should be detailed

b. Should be given to others for review and comments

c. Sets out the rationale for a research study

d. All of the above

26. The Method section of the research plan typically specifies

a. The research participants

b. The results of prior studies that address the phenomena of interest

c. The apparatus, instruments, and materials for the research study

d. The planned research procedures

e. **a, c and d**

27. The Introduction section of the research plan

a. Gives an overview of prior relevant studies

b. Contains a statement of the purpose of the study

c. Concludes with a statement of the research questions and, for quantitative research, it includes

the research hypothesis

d. **All of the above**

28. According to your text, which of the following is not a source of research ideas?

a. Everyday life

b. Practical issues

c. Past research

d. Theory

e. **All of the above ARE sources of research ideas**

On which component of his field notes was Mr. M focused when he expressed in his notes his thoughts and ideas about what he observed?

Reflection

Protocol

Formal data

Analysis

Which of the following is NOT a longitudinal study?

Trend study

Census study

Panel study

Cohort study

A census taker often collects data through which of the following?

Standardized tests

Interviews

Secondary data

Observations

What is opposite of a variable?

A constant

An extraneous variable

A dependent variable
A data set

A literature review requires;
planning
clear writing
good writing
All of the given option

When we say that science is parsimonious, we mean that:
Scientific theories are based on laws.
We must be careful because causes can occur after specific effects.
The best scientific theories are those that offer the simplest explanations for a law.
Science accurately describes a wide range of behavior.

If the control variable has no effect on the bivariate relationship then it is:
Spurious relationship.
Not spurious relationship.
Both A & B.
None of the above.

Which term technically describes a situation in which an observer's work in a first-grade classroom disrupts the normal routines due to the curiosity of the students?
Observer effect
Participant effect
Non participant bias
Observer bias

Testing is most likely to negatively affect internal validity when_____.
The information tested is attitudinal in nature
The time between pre- and posttest is short

The instrument is unreliable
The participants are very low scorers

A researcher is interested in nonverbal behavior among young adults. The researcher goes to public gathering places in town and observes smiles, gestures, gaze, and touch. This is an example of;

Blind observation

Quasi-experimentation

Naturalistic observation

Field experimentation

Which of the following is included in research proposal?

Data analysis

Results

Literature review

Conclusions section

“Skepticism” is a norm of science. It is better explained by which of the following statement?

Combining the previous knowledge

Critical reading of the previous researches

Providing the proper references of quoted text

Locating research reports in libraries

Which type of research address major societal change?

Experimental Research

Action Research

Social Research

Historical Comparative Research

Which of the following terms best describes data that were originally collected at an earlier time by a different person for a different purpose?

Primary data

Secondary data

Experimental data

Field notes

The person who leads a focus group discussion is called a_____.

Anchor

Facilitator

Moderator

Recorder

Categorical measures are forms of measurement classified as

Measures that reflect quantitative differences.

Measures that reflect qualitative differences

Measures that do not require mutual exclusivity or exhaustiveness when devising a measuring system.

Rationale measures.

If variables a and b are highly correlated, the

there is a strong relationship between a and b

a causes b

b causes a

there is no relationship between a and b.

In a study of the relationship between self-concept and resilience for males and for females, the minimal acceptable sample size for the whole study would be

10

30

60

90

Which section of a research report sets the stage for the report and indicates where in the report each component, tables, and figures can be found?

Preliminary pages

Table of contents

Main body

Appendices

Which of the following is the least obtrusive and most accurate method for recording data in an interview?

Note taking

Videotaping

Audiotaping

Writing notes after the interview.

Which of the following is an excellent way to enhance the validity of observational data collection?

Spend an extended period of time in the field.

Obtain participant trust.

Recognize your own biases.

All of the above.

Which of the following is a measure in which a researcher adds or combines several distinct indicators of a construct into a single score

Scale

Index

Unidimensionality

Weighting

Which type of research address major societal change

Experimental research

Action research

Social research

Historical comparative research

In which of the following sampling methods People are available such as volunteer or can be easily recruited?

Simple random sampling

Cluster sampling

Systematic sampling

Convenience sampling

Which of the following can be referred as semantic analysis?

Latent coding

Accretion

Count behaviors

Intensity

Which of the following group that does not receive the experimental treatment condition?

Experimental group

Control group

Treatment group

Independent group.

Which of the following is a measure of inflation?

Scale

Consumer price index

Weighting

Unidimensionality

Which of the following is newer method of survey?

Mail survey

E-mail survey

Field survey

If a measure is consistent over multiple occasions, it has: Select
correct option:

Inter-rater reliability

Construct validity

Internal validity

Test-retest reliability

Question # 3 of 15

Why do you need to review the existing literature? Select
correct option:

To give your dissertation a proper academic appearance, with lots of references Because
without it, you could never reach the required word-count

To find out what is already known about your area of interest To help
in your general studying

All of the following are true about theories, except; Select
correct option:

They organize and summarize existing knowledge about a topic.

They are tentative until the facts prove them true.

They provide possible explanations for the phenomenon under study They lead to testable hypotheses through the process of deduction. Question # 5 of 15 (Quantitative social researchers rarely claim to have established causality because:

Select correct option:

They are more concerned with publishing the results of their reliability tests. They do not believe that this is an appropriate goal to be striving for.

They keep forgetting which of the variables they have manipulated.

They tend to use cross-sectional designs, which produce only correlations.

Question # 6 of 15

skepticism is a norm of science. It is better explained by which of the following statement? Select correct option:

Combining the previous knowledge

Critical reading of the previous researches Providing

the proper references of quoted text Locating research reports in libraries

Question # 7 of 15

Which of the following provides a solid basis foundation for the theoretical framework? Select correct option:

Survey

Literature Review

Experiment

Referencing

Question # 8 of 15

-----surveys are more impersonal than face-to-face interviews. Select correct option:

Mail

Recorded Interview

Focus group

Telephone

Question# 9 of 15

Which of the following is not a feature of theoretical framework? Select correct option:

Making an inventory of variables

Specify the direction of relationship

Presenting findings

Making an inventory of propositions

Question # 10 of 15

In _____ definition, a concept is explained in terms of other concepts. Select correct option:

Operational definition

Working definition

Theoretical definition None

of the given options

Question # 11 of 15

To explain, predict, and/or control phenomena are the goal of-----

Select correct option:

Tradition

Inductive logic

Deductive logic

The scientific method

Question # 12 of 15

Which of the following is NOT a characteristic of a good research topic? Select correct option:

It is ethical.

It can be investigated through the collection and analysis of data.

It focuses on a philosophical or ethical issue.

It is theoretically or practically significant.

Question # 13 of 15

Which of the following is a concept?

Select correct option:

Leadership.

Total Quality Management. Human

Resource Management.

All of the given options

Question # 14 of 15

The most critical areas of an article to read is; Select correct option:

Results section

Introduction

Abstract

Limitations

Question # 15 of 15

Quantitative researcher's preoccupation with generalization is an attempt to:

Select correct option:

Develop the law like findings of the natural sciences. Boost their chances of publication.

Enhance the internal validity of their research. Demonstrate the complex techniques of statistical analysis.

Question # 1 of 15

The following journal article would be an example of _____ research; "The benefits of florescent lighting on production in a factory setting."

Select correct option:

Applied

Interview

Basic

Stupid

Question # 3 of 15

The key objective of data analysis is to:

Select correct option:

Calculate statistics

Understand relationships between variables

Obtain the distribution of responses for each question Create tables which display the survey results

Question # 4

An indicator of reliability based on the correlations of each item in a measure with every other item is called:

Select correct option:

Test-retest reliability

Cronbach's alpha

Split-half reliability

Inter item ratio

Question # 5 of 15 _____ meanings attached to a concept create problems of measurements.

Select correct option:

Unambiguous

Vague

Clear

Dictionary

Question # 6 of 15

High productivity is positively associated with Job commitment. The given hypothesis is a (an):

Select correct option:

Descriptive hypothesis

Explanatory hypothesis Non-

Directional hypothesis

Co-relational hypothesis

Question # 7 of 15

Which one of the following is not an assumption of science? Select correct option: There are reoccurring patterns in the world.

Events happen because of preceding causes.

We can discover solutions to problems of interest. Theoretical explanations must agree with common sense.

Question # 8 of 15

The _____ is only useful if the concepts, ideas, questions, etc. to be investigated are both testable and falsifiable. Select correct option:

Independent Variable

Dependent Variable

Experimental Method

Scientific Method

Question # 9 of 15

Which of the following is NOT a legitimate research problem as stated? Select correct option:

What is the relationship between the number of books children read and their reading scores?

Should competitive games be banned from elementary schools?

What does it mean to be a special needs child "included" in Ms. Amaraís fourth grade

class?

What are the major legal principles applied to educational cases decided by the Supreme Court?

Question # 10 of 15

If a researcher is studying the effect of using laptops in his classroom to ascertain their merit and worth, he is likely conducting which type of research?

Select correct option:

Basic

Applied

Evaluation

Experimental

Question # 12 of 15 (Start time: 01:52:24 AM) Total Marks: 1

Basic and Applied Research are the classifications of research on the basis of: Select correct option:

Use of the research Time

dimension Techniques used

Purpose of the research

Question # 13 of 15

In _____ we collect same type of information from different respondents in different times.

Select correct option:

Cohort study

Time series Research

Panel study

Case studies

Question # 15 of 15

Which of the following is the least appropriate research problem? Select correct option:

Does studying Latin improve the standardized vocabulary test scores of seventh grade students?

Does drilling fifth grade students with multiplication facts improve their standardized

test scores?

What is the relationship between students' math attitudes and math achievement?

Should students have access to controversial novels in school?

Question # 1 of 15

If an interview is conducted with a respondent who does not meet the qualifications for a study, what kind of bias has occurred?

Select correct option:

Respondent bias

Position bias

Non-response bias

Instrument bias

Question # 2 of 15

According to Empiricism, which of the following is the ultimate source of all our concepts and knowledge?

Select correct option:

Perceptions

Theory

Sensory experience

Logics and arguments

Question # 4 of 15

Which of the following is least likely to occur as an ethical problem with e-research? Select correct option:

People are not likely to be able to stop once they have begun participating. Informed

consent cannot be completely monitored.

Debriefing could be avoided.

Privacy could be invaded.

Question # 5 of 15

What is required if there is a chance that data could harm the respondents? Select correct option:

Change of results

A signed form detailing the types of limits Free

consent of respondents

All of the given options

Question # 7 of 15

A measure has high internal consistency reliability when:

Select correct option:

Multiple observers make the same ratings using the measure.

Participants score at the high end of the scale every time they complete the measure. Multiple observers obtain the same score every time they use the measure.

Each of the items correlates with other items on the measure.

Question # 8 of 15

Which of the following is NOT a characteristic of a good research topic? Select correct option:

It is ethical.

It can be investigated through the collection and analysis of data.

It focuses on a philosophical or ethical issue. It is theoretically or practically significant.

Question # 9 of 15

A review that only demonstrates familiarity with an area is rarely published but it often is part of an educational program is which type of review?

Select correct option:

Integrative reviews

Theoretical reviews

Self-study reviews

Historical reviews

Question # 10 of 15

Detailed and unambiguous instructions are particularly important for: Select correct option:

Computer-assisted telephone surveys

Mail surveys

Computer-assisted personal interviews

Internet surveys

Question # 11 of 15

Which of the following is NOT a longitudinal study?

Select correct option:

Trend study

Census study

Panel study

Cohort study

Question # 12 of 15 What is a cross-sectional research? Select

correct option:

A study of one particular section of society

A comparison of two or more variables over a long period of time

The collection of data from more than one case at one moment in time One that is conducted when environment is uncertain

Question # 13 of 15

The small scale trial run of a particular item is called_____.

Select correct option:

Test run

Pilot test Post

hoc test t-test

Question # 14 of 15

Which one of the following aspect to be evaluated during 'Pilot Testing'? Select correct option:

Reactions of Respondents
Discovering errors in the instrument
Sampling procedure can be checked

All of the given options

Question # 15 of 15

Research may differ along a series of dimensions. Which of the following may be applied to this statement?

Select correct option:

The type of data collected. The data-collection technique.
The level of manipulation used to elicit data collection.

All of the given options

Question # 1 of 15

Hypothesis refers to_____: Select correct option:

The outcome of an experiment
A conclusion drawn from an experiment
A form of bias in which the subject tries to outguess the experimenter

A tentative statement about the relationship

Question # 2 of 15

A review that only demonstrates familiarity with an area is rarely published but it often is part of an educational program is which type of review?

Select correct option:

Integrative reviews

Theoretical reviews

Self-study reviews

Historical reviews

Question # 4 of 15

In which of the following Tests, we give extra training to the interviewer in case of big research funded by an organization?

Select correct option:

Test Run

Pilot Test Post

Hoc Test T-

Test

Question # 5 of 15

The number of people who complete a survey in relation to the number of people contacted to participate is called the:

Select correct option:

Response set

Response rate

Response bias

Respondents

Question # 6 of 15

Research questions are crucial because they will: Select correct option:

Guide your decisions about what data to collect and from where. Help you decide which research area interests you.

Ensure that your findings have external validity. Prevent you from thinking about research strategies.

Question # 7 of 15

12. Which of the following true about the relationship between theory building and data collection?

Select correct option:

When studies come out as expected, inductive support for the theory is gained.

If an experiment fails, discarding the experiment is an example of affirming the consequent. When a hypothesis is not supported, virtually nothing has been learned about the theory.

A good theory will be inclusive enough to explain every possible research outcome.

Question # 9 of 15

The most critical areas of an article to read is; Select correct option:

Results section

Introduction

Abstract

Limitations

Question # 10 of 15

“Skepticism” is a norm of science. It is better explained by which of the following statement?

Select correct option:

Combining the previous knowledge

Critical reading of the previous researches Providing
the proper references of quoted text Locating research
reports in libraries

Question # 11 of 15

Before a researcher specified the relationship among variables, he must have a (an): Select
correct option:

Inventory of variables Inventory
of propositions Arrangement of
propositions Schematic diagram

Question # 12 of 15

Which of the following provides a solid basis foundation for the theoretical framework? Select correct option:

Survey

Literature Review

Experiment

Referencing

Question # 15 of 15

What is the variable called that a researcher manipulates in an experiment? Select correct option:

Dependent variable

Independent variable

Extraneous variable

None of the given options

Question # 1 of 15

What is required if there is a chance that data could harm the respondents? Select correct option:

Change of results

A signed form detailing the types of limits Free

consent of respondents

All of the given options

Question # 2 of 15

Which of the following is an advantage of open questions? Select correct option:

They allow respondents to answer in their own terms. They prevent respondents from giving unusual answers. They allow respondents to put less effort into their answer. They allow respondents to code their answers in advance.

Question # 3 of 15 Hypothesis refers to _____:

Select correct option:

The outcome of an experiment

A conclusion drawn from an experiment

A form of bias in which the subject tries to outguess the experimenter

A tentative statement about the relationship

Question # 4 of 15

Question # 6 of 15 (Start time: 09:05:12 PM) Total Marks: 1 A

measure has high internal consistency reliability when:

Select correct option:

Multiple observers make the same ratings using the measure

Participants score at the high end of the scale every time they complete the measure. Multiple observers obtain the same score every time they use the measure.

Each of the items correlates with other items on the measure.

Question # 8 of 15

What is the basis of the Scientific Method?

Select correct option:

To test hypotheses in conditions that are conducive to its success. To formulate a research problem and disprove the hypothesis.

To formulate a research problem, test the hypothesis in carefully controlled conditions that challenge the hypothesis.

To test hypotheses and if they are disproved, they should be abandoned completely.

Question # 9 of 15

Which of the following is the BEST hypothesis?

Select correct option:

Students taking formative quizzes will perform better on chapter exams than students not taking these quizzes.

Taller students will have higher test scores than shorter students.

Students taught in a cooperative group setting should do better than students in a traditional class.

Students using laptops will do well.

Question # 10 of 15

An advantage of computer-assisted telephone interviewing is: Select correct option:

Interviewing time is reduced

Data quality is enhanced

Questionnaires do not have to be coded There is little opportunity for interviewer bias

Question # 11 of 15

The following journal article would be an example of _____ research; "The benefits of florescent lighting on production in a factory setting."

Select correct option:

Applied

Interview

Basic

Stupid

Question # 12 of 15

Which of the following is not a feature of theoretical framework? Select correct option:

Making an inventory of variables

Specify the direction of relationship

Presenting findings

Making an inventory of propositions

Question # 13 of 15

Basic and Applied Research are the classifications of research on the basis of: Select correct option:

Use of the research Time

dimension Techniques used

Purpose of the research

Question # 14 of 15

Which of the following is the least obtrusive and most accurate method for recording data in an interview?

Select correct option:

Note taking Videotaping

Audiotaping

Writing notes after the interview

Question # 15 of 15

Which of following statement is true? Select correct option: Theory and Research are dichotomous

Theory and Research are interrelated

There is no difference between Theory and Research
None of the given statements is true

Question # 1 of 15

Research questions are crucial because they will: Select correct option:

Guide your decisions about what data to collect and from where. Help you decide which research area interests you.

Ensure that your findings have external validity. Prevent you from thinking about research strategies.

Question # 2 of 15

Which of the following is not a function of clearly identified research questions? Select correct option:

They guide your literature search.

They keep you focused throughout the data collection period.

They make the scope of your research as wide as possible.

They are linked together to help you construct a coherent argument.

Question # 3 of 15

What is opposite of a variable?

Select correct option:

A constant

An extraneous variable A

dependent variable A data

set

Question # 4 of 15

Quantitative social researchers rarely claim to have established causality because: Select correct option:

They are more concerned with publishing the results of their reliability tests. They do not believe that this is an appropriate goal to be striving for.

They keep forgetting which of the variables they have manipulated.

They tend to use cross-sectional designs, which produce only correlations.

Question # 5 of 15

Research may differ along a series of dimensions. Which of the following may be applied to this statement?

Select correct option:

The type of data collected. The data-collection technique.

The level of manipulation used to elicit data collection.

All of the given options

Question # 6 of 15

The following journal article would be an example of _____ research; "The benefits of florescent lighting on production in a factory setting."

Select correct option:

Applied

Interview

Basic

Stupid

Question # 8 of 15

In _____ definition, a concept is explained in terms of other concepts. Select correct option:

Operational definition

Working definition

Theoretical definition None

of the given option

Question # 9 of 15

An operational definition is:

Select correct option:

One that bears no relation to the underlying concept. An abstract, theoretical definition of a concept.

A definition of a concept in terms of specific, empirical measures.

One that refers to opera singers and their work.

Question # 10 of 15

Rationalism is the application of:

Select correct option:

Research solution

Logic and arguments

Reasoning

Previous findings

Question # 11 of 15

The term “Extrapolation” is better explained by the statement: Select correct option:

Facts lead to the rejection of theory

Identification of the gap in knowledge

Theory predicts facts

None of the given options

Question # 12 of 15

A variable is: Select correct option:

Any characteristic of interest that can take on more than one value Defined

as the groups manipulated in experimental research

The complete set of scores we use in statistical analysis

Completely specified only in observational research

Question # 13 of 15

The facts that should be collected to measure a variable, depend upon the Select correct option:

Conceptual understanding

Dictionary meaning

Operational definition

All of the above

Question # 14 of 15

What type of process research is?

Select correct option:

A process to discover the truth

A process to invent the machines A

process to make new medicines A

process to create theories

Question # 15 of 15

Ms. Laiba has decided to use the test at the end of the textbook to measure the achievement levels of the students in her study. Which of the following BEST describes the chapter test?

Select correct option:

Definition

Construct

Variable

Operationalized variable

Question # 1 of 15

Which of the following is not a concept?

Select correct option:

Leadership

Total Quality Management Human

Resource Management

IQ

Question # 2 of 15

Which of the following statements is false?

Select correct option:

Discrete variables allow measurement of an infinite number of fractions of units of measurement.

Discrete variables can only have whole number values.

Continuous numbers can only have whole number values.

Continuous measures do not allow for scores that fall between two number values.

Question # 3 of 15

The independent variable is;

Select correct option:

The variable manipulated in order to observe its effects

The variable that is measured

The free spirited variable A

confounding variable

Question # 4 of 15

Hypothesis refers to_____:

Select correct option:

The outcome of an experiment

A conclusion drawn from an experiment

A form of bias in which the subject tries to outguess the experimenter

A tentative statement about the relationship

Question # 5 of 15

All of these are characteristics of scientific methods of research except, it is;Select correct option:

Cumulative

Deterministic

Unethical

Rationalism

Question # 6 of 15

Question # 7 of 15

If a measure is consistent over multiple occasions, it has: Select correct option:

Inter-rater reliability

Construct validity

Internal validity

Test-retest reliability

Question # 8 of 15

Question # 9 of 15

If a nominal scale is used, it is permissible to calculate which of the following statistics?

Select correct option:

Mean

Range

Percentile

Mode

Question # 10 of 15

Basic and Applied Research are the classifications of research on the basis of:

Select correct option:

Use of the research

Time dimension

Techniques used

Purpose of the research

Question # 11 of 15

Which of the following is included in research proposal?

Select correct option:

Data analysis

Results

Literature review

Conclusions section

Question # 12 of 15

What is the variable called that a researcher manipulates in an experiment?

Select correct option:

Dependent variable

Independent variable

Extraneous variable

None of the given options

Question # 13 of 15

The most critical areas of an article to read is;

Select correct option:

Results section

Introduction

Abstract

Limitations

Question # 14 of 15

A review that only demonstrates familiarity with an area is rarely published but it often is part of an educational program is which type of review?

Select correct option:

Integrative reviews

Theoretical reviews

Self-study

reviews Historical

reviews

Question # 15 of 15

An operational definition is:

Select correct option:

One that bears no relation to the underlying concept.

An abstract, theoretical definition of a concept.

A definition of a concept in terms of specific, empirical measures.

One that refers to opera singers and their work.

Question # 1 of 15

Why, as scientists, do we not want to rely on authority for explanations?

Select correct option:

Those in authority are often wrong.

Those in authority cannot be challenged.

Those in authority rely too much on objective information.

Those in authority often have no common sense.

Question # 2 of 15

Which of the following is an example of a dilemma that might face feminist business researchers conducting qualitative interviews with women?

Select correct option:

What role to adopt when interviewing male managers?

How many female employees should be interviewed for a representative sample?

How to overcome the issue of false consciousness?

What data to use when publishing findings?

Question # 3 of 15 (Start time: 12:33:29 AM) Total Marks:

1 Which of the following is an example of value-free research? Select correct option:

Conscious favor

Sympathy for the loser

Unstructured interviewing

None of the given options

Question # 4 of 15

The validity of a measure refers to the:

Select correct option:

Particular type of construct specification

Comprehensiveness with which it measures the construct

Accuracy with which it measures the construct

Consistency of the measurement

Question # 6 of 15

An advantage of computer-assisted telephone interviewing is:

Select correct option:

Interviewing time is reduced

Data quality is enhanced

Questionnaires do not have to be coded There
is little opportunity for interviewer bias

Question # 7 of 15

îSkepticismî is a norm of science. It is better explained by which of the following
statement?

Select correct option:

Combining the previous knowledge

Critical reading of the previous researches

Providing the proper references of quoted text

Locating research reports in libraries

Question # 8 of 15

A researcher developed a measure of shyness and is now asking whether this measure does in fact measure a person's true state of shyness. This is a question of:

Select correct option:

Reactivity

Construct

validity

Reliability

Content validity

Question # 10 of 15

In the statement 'an examination of the effects of discretionary behaviour on employee performance' employee performance is the:

Select correct option:

Independent variable

Dependent variable

Extraneous variable

Causal variable

Question # 13 of 15

Which type of questions should be first in a questionnaire or interview?

Select correct option:

Questions about demographics such as age and gender

Questions about attitudes and behaviors

Most easy question

Difficult questions

Question # 14 of 15

Measurement reliability refers to the:

Select correct option:

Accuracy of the scores

Consistency of the scores

Dependency of the scores

Comprehensiveness of the scores

Question # 15 of 15

Which of the following is an advantage of open questions?

Select correct option:

They allow respondents to answer in their own terms. They prevent respondents from giving unusual answers. They allow respondents to put less effort into their answer. They allow respondents to code their answers in advance.

Question # 2 of 15

A Literature review that summarizes what is known at a point in time is known as:

Select correct option:

Narrative literature review

Systematic literature review

Integrative review

Historical review

Question # 3 of 15 Which of the following is the best hypothesis statement to address the research question,

"What impact will the new advertising campaign have on use of Brand B?"

Select correct option:

The new advertising campaign will impact Brand B usage.

The new advertising campaign will increase Brand B trial.

The new advertising campaign will cause increased Brand B usage at the expense of Brand C.

Question # 4 of 15

After a researcher has stated the specific problem to be studied in an experiment, he must then develop a(n):

Select correct option:

Theory

Conclusion

Hypothesis

Summary of the data

Question # 5 of 15

12. Which of the following true about the relationship between theory building and data collection? Select correct option:

When studies come out as expected, inductive support for the theory is gained.

If an experiment fails, discarding the experiment is an example of affirming the consequent.

When a hypothesis is not supported, virtually nothing has been learned about the theory.

A good theory will be inclusive enough to explain every possible research outcome.

Question # 7 of 15

The extensive use of chocolate causes pimples. The given hypothesis is a (an):

Select correct option:

Descriptive hypothesis

Explanatory hypothesis

Non-Directional

hypothesis Co-relational

hypothesis

Question # 8 of 15

What is ordinal data?

Select correct option:

Ordinary data

Well behaved data

Ranked data

Numbers

Question # 9 of 15

An operational definition is:

Select correct option:

One that bears no relation to the underlying concept. An abstract, theoretical definition of a concept.

A definition of a concept in terms of specific, empirical measures.

One that refers to opera singers and their work.

Question # 10 of 15

Basic and Applied Research are the classifications of research on the basis of:

Select correct option:

Use of the research

Time dimension

Techniques used

Purpose of the research

Question # 12 of 15

The elaboration of the variables in the theoretical framework addresses which type of questions?

Select correct option:

Why we expect certain relationships to exist

How we expect certain relationships to exist

Both of the given questions

None of the given questions

Question # 15 of 15

Which of the following is included in research proposal?

Select correct option:

Data analysis

Results

Literature review

Conclusions section

Question # 1 of 15

_____meanings attached to a concept create problems of measurements.

Select correct option:

Unambiguous

Vague

Clear

Dictionary

Question # 2 of 15

Which of the following statements is true?

Select correct option:

All concepts are variables and all variables are concepts

All variables are concepts but all concepts are not variable

All concepts are variable but all variables are not concepts

None of the above

Question # 3 of 15

Which of the following is Not a source of Literature review?

Select correct option:

Scholarly journals

Experiment

Dissertations

Bibliographical

indexes

Question # 4 of 15

What is a cross-sectional research?

Select correct option:

A study of one particular section of society

A comparison of two or more variables over a long period of time

The collection of data from more than one case at one moment in time

One that is conducted when environment is uncertain

Question # 5 of 15

What is required if there is a chance that data could harm the respondents?

Select correct option:

Change of results

A signed form detailing the types of limits

Free consent of respondents

All of the given options

Question # 6 of 15

The purpose of a literature review is to:

Select correct option:

Help you find out what is already known about this area.

Identify any inconsistencies or gaps in the literature.

Demonstrate an awareness of the theoretical context in which the current study can be located.

Find what is already known, identify gaps demonstrate awareness.

Question # 7 of 15

Which type of questions should be first in a questionnaire or interview?

Select correct option:

Questions about demographics such as age and gender

Questions about attitudes and behaviors

Most easy question

Difficult questions

Question # 8 of 15

A measure has high internal consistency reliability when: Select correct option:

Multiple observers make the same ratings using the measure.

Participants score at the high end of the scale every time they complete the measure.

Multiple observers obtain the same score every time they use the measure.

Each of the items correlates with other items on the measure.

Question # 9 of 15

Mr. Haris is interested in studying the shared beliefs and practices of the teachers in a small rural school. He is likely to use which research design?

Select correct option:

Action research

Historical research

Ethnography

Grounded theory

Question # 10 of 15

According to Empiricism, which of the following is the ultimate source of all our concepts and knowledge?

Select correct option:

Perceptions

Theory

Sensory experience

Logics and arguments

Question # 11 of 15

Which of the following is an example of an issue that would be checked in a pilot testing?

Select correct option:

Completion of all questions on a questionnaire

Legible writing

Single responses to all multiple choice questions

Logical answers between questions (i.e., attributes should be rated high if purchase interest is high)

Question # 14 of 15

The validity of a measure refers to the:

Select correct option:

Particular type of construct specification

Comprehensiveness with which it measures the construct

Accuracy with which it measures the construct

Consistency of the measurement

Question # 1 of 15

The scientific method is preferred over other ways of knowing because it is more;

Select correct option:

Reliable

Systematic

Accurate

All of the given options

Question # 3 of 15

Which of the following is Not a source of Literature review?

Select correct option:

Scholarly journals

Experiment

Dissertations

Bibliographical

indexes

Question # 5 of 15

Which one of the following is not an assumption of science?

Select correct option:

There are reoccurring patterns in the world.

Events happen because of preceding causes.

We can discover solutions to problems of interest.

Theoretical explanations must agree with common sense.

Question # 7 of 15

What is the first step in the research process?

Select correct option:

Preliminary data collection

Problem definition

Theoretical framework

Define broad problem area

Question # 8 of 15

A measure has high internal consistency reliability when:

Select correct option:

Multiple observers make the same ratings using the measure.

Participants score at the high end of the scale every time they complete the measure.

Multiple observers obtain the same score every time they use the measure.

Each of the items correlates with other items on the measure.

Question # 9 of 15

Which of the following is an example of value-free research?

Select correct option:

Conscious favor

Sympathy for the loser

Unstructured interviewing

None of the given options

Question # 10 of 15

Which of the following is NOT a legitimate research problem as stated?

Select correct option:

What is the relationship between the number of books children read and their reading scores?

Should competitive games be banned from elementary schools?

What does it mean to be a special needs child "included" in Ms. Amaraís fourth grade class?

What are the major legal principles applied to educational cases decided by the Supreme Court?

Question # 13 of 15

Why, as scientists, do we not want to rely on authority for explanations?

Select correct option:

Those in authority are often wrong.

Those in authority cannot be challenged.

Those in authority rely too much on objective information.

Those in authority often have no common sense.

Question # 14 of 15

Which of the following questions might invade the privacy of a research participant?

Select correct option:

How long have you worked for this organisation?

What is your home address?

What do you think about your direct line manager? What happened during your last performance appraisal?

Question # 2 of 15

Which of the following should not be a consideration in writing a proposal?

Select correct option:

Understanding the problem situation

The appearance/form of the proposal

Responding to every element exactly as specified by the client

Knowing as much as possible about the proposal recipients

Question # 3 of 15

Which of the following is NOT a legitimate research problem as stated?

Select correct option:

What is the relationship between the number of books children read and their reading scores?

Should competitive games be banned from elementary schools?

What does it mean to be a special needs child "included" in Ms. Amaraís fourth grade class?

What are the major legal principles applied to educational cases decided by the Supreme Court?

Question # 4 of 15

What is the reason for consulting handbooks, yearbooks, encyclopedias, or reviews in the initial stages of identifying a research topic? Select correct option:

They are readily available.

They provide an overview of the issues related to a topic.

They are primary sources.

They avoid reporting statistical data so one can interpret the results more easily.

Question # 5 of 15

Under which of the following research method is not applicable? Select correct option:

Health care

Business

Government offices

Imaginary worlds

Question # 6 of 15

Quantitative research has been criticised because:

Select correct option:

The measurement process suggests a spurious and artificial sense of accuracy.

The reliance on instruments and procedures makes it high in ecological validity.
It underestimates the similarities between objects in the natural and social worlds. It
has no validity.

Question # 9 of 15

How can we determine if a test has good validity?

Select correct option:

It produces the same result when it is given at different times to the same group of people

It produces the same result no matter which version of the test is used

It measures what it is supposed to measure

All of the questions on it can be answered accurately by the subject

Question # 10 of 15

What is the variable called that a researcher manipulates in an experiment?

Select correct option:

Dependent variable

Independent variable

Extraneous variable

None of the given options

Question # 11 of 15

All of the following are true about theories, except;

Select correct option:

They organize and summarize existing knowledge about a topic.

They are tentative until the facts prove them true.

They provide possible explanations for the phenomenon under study.

They lead to testable hypotheses through the process of deduction.

Question # 12 of 15

A theory is a coherent set of _____ used as principles of explanations of the apparent

relationship of certain observed phenomena.

Select correct option:

Disciplines

Propositions

Empirical

Realities

None of the given options

Question # 1 of 15

In which way does a ratio scale measurement differ from an interval measurement? Select correct *option*:

It measures larger or smaller scores on some underlying dimension.

It implies the existence of an absolute zero value.

It requires the mutual exclusivity of all cases.

It requires that exhaustiveness is applied to all observations.

Question # 2 of 15

A review that only demonstrates familiarity with an area is rarely published but it often is part of an educational program is which type of review?

Select correct option:

Integrative reviews

Theoretical reviews

Self-study

reviews Historical

reviews

Question # 3 of 15

Which of the following is a concept? Select correct option:

Leadership.

Total Quality

Management. Human

Resource Management.

All of the given options

Question # 4 of 15

If an interview is conducted with a respondent who does not meet the qualifications for a study, what kind of bias has occurred? Select correct option:

Respondent

bias

Position

bias

Non-response bias

Instrument bias

120 STA630 Solved MCQs Solved by Mehran Hasan Khan Niazi

1. Rationalism is the application of which of the following?

- **Logic and arguments**
- Research solution
- Reasoning
- Previous findings

2. On which of the following, scientific knowledge mostly relies?

- **Logical understanding**
- Identification of events
- Prior knowledge
- All of the given options

3. Which of the following refers to research supported by measurable evidence?

- Opinion
- **Empiricism**
- Speculation
- Rationalism

4. Research method is applicable in all of the following fields, EXCEPT;

- Health care
- **Religion**
- Business
- Government offices

5. All of the following are true statements about action research, EXCEPT;

- Data are systematically analyzed
- Data are collected systematically
- **Results are generalizable**
- Results are used to improve practice

6. Which of the following is characteristic of action research?

- Variables are tightly controlled
- Results are generalizable
- **Data are usually qualitative**
- Results demonstrate cause-and-effect relationships

7. If a researcher is studying the effect of using laptops in his classroom to ascertain their merit and worth, he is likely conducting which of the following types of research?

- Experimental
- Applied
- Basic
- **Evaluation**

8. Exploratory research addresses which of the following types of question?

- If
- How
- Why
- **What**

9. Which of the following is not the source for getting information for exploratory research?

- **Content analysis**
- Survey
- Case study
- Pilot study

10. Which of the following is the main quality of a good theory?

- **A theory that has survived attempts at falsification**
- A theory that is proven to be right
- A theory that has been disproved
- A theory that has been falsified

11. Which of the following is not a concept?

- Leadership
- Total Quality Management
- **Intelligence Quotient (IQ)**
- Human Resource Management

12. A variable that is presumed to cause a change in another variable is known as:

- Discontinuous variable
- Dependent variable
- **Independent variable**
- Intervening variable

13. Which of the following is the opposite of a variable?

- An extraneous variable
- A dependent variable
- A data set
- **A constant**

14. Which of the following can best be described as a categorical variable?

- Age
- Annual income
- Grade point average
- **Religion**

15. “Income distribution of employees” in a specific organization is an example of which of following type of variable?

- Discontinuous variable
- **Continuous variable**
- Dependent variable
- Independent variable

16. “There is no relationship between higher motivation level and higher efficiency” is an example of which type of hypothesis?

- Alternative
- **Null**
- Correlational
- Research

17. Which of the following is not a role of hypothesis?

- Guides the direction of the study
- **Determine feasibility of conducting the study**
- Identifies relevant and irrelevant facts
- Provides framework for organizing the conclusions

18. Hypothesis test may also be called as:

- Informal test
- **Significance test**
- Moderating test
- T-test

19. Which type of review compares how different theories address an issue?

- Context review
- Integrated review
- **Theoretical review**
- Methodological review

20. After you locate a source, you should write down all details of the reference, EXCEPT;

- Volumes
- Titles
- **Price**
- Full names of the authors

21. Two power bases of scientific knowledge are Empiricism and **Rationalism**
22. Action research is a type of **Applied research**
23. Three types of longitudinal research are time series, **panel** and cohort
24. The research proposal is just like a research report, but it is written **before** the research project begins.
25. Natural science concepts are often expressed in **symbolic** forms.

26. Discrete variable is also called.....

- Categorical variable
- Discontinuous variable
- **Both A & B**
- None of the above

**27. “Officers in my organization have higher than average level of commitment”
Such a hypothesis is an example of.....**

- **Descriptive Hypothesis**
- Directional Hypothesis
- Relational Hypothesis
- All of the above

28. ‘Science’ refers to.....

- A system for producing knowledge
- The knowledge produced by a system
- **Both A & B**
- None of the above

29. Which one of the following is not a characteristic of scientific method?

- Deterministic
- Rationalism
- Empirical
- **Abstraction**

30. The theoretical framework discusses the interrelationships among the.....

- **Variables**
- Hypothesis
- Concept
- Theory

31. The **double blind** experiment is designed to control experimenter expectancy.

32. Pilot testing is also called **pre-testing**.

33. The totality, out of which sample is drawn is referred to as **population**.

34. The physical setting of the interview creates **Situational** bias.

35. **Probing** is the verbal prompts made by field worker.

36. research is based on naturalism.

➤ **Field research**

- Descriptive research
- Basic research
- Applied research

37. Personal interviews conducted in shopping malls are known as.....

- Mall interviews
- **Mall intercept interviews**
- Brief interviews
- None of the given options

38. is used to obtain the freest opinion of the respondent, by asking general question before a specific question.

- Research technique
- Qualitative technique
- **Funnel technique**
- Quantitative technique

39. In, ... the interviewer and members jointly control the pace and direction of the interview.

➤ **Field interview**

- Telephonic interview
- Both A and B
- None of the given options

40. Randomization of test units is a part of

- Pretest
- Posttest
- Matching
- **Experiment**

41. _____ research is based on naturalism.

- **Field research**
- Descriptive research
- Basic research

- Applied research

42. Personal interviews conducted in shopping malls are known as _____

- Mall interviews
- **Mall intercept interviews**
- Brief interviews
- None of the given options

43. _____ is used to obtain the freest opinion of the respondent, by asking general question before a specific question.

- Research technique
- Qualitative technique
- **Funnel technique**
- Quantitative technique

44. In, _____ the interviewer and members jointly control the pace and direction of the interview.

- **Field interview**
- Telephonic interview
- Both A and B
- None of the given options

45. Randomization of test units is a part of _____

- Pretest
- Posttest
- Matching
- **Experiment**

46. Which one of the following sets is the measure of central tendency?

- Mean, standard deviation, mode
- Mean, median, standard deviation
- **Arithmetic mean, median, mode**
- Standard deviation, internal validity, mode

47. Internal validity refers to .

- **Researcher's degree of confidence.**
- Generalizability
- Operationalization
- All of the above

48. How many times the students appear in the research class is the example of _____.

- Intensity
- Space
- **Frequency**
- Direction

49. Time consumed in mall intercept interview is .

- High
- **Moderate**
- Low
- Nil

50. Departmental stores selected to test a new merchandising display system is the example of .

- Quota sampling

- Convenience sampling
- **Judgmental sampling**
- Purposive sampling

51. In _____, the researcher attempts to control and/ or manipulate the variables in the study.

- **Experiment**
- Hypothesis
- Theoretical framework
- Research design

52. In an experimental research study, the primary goal is to isolate and identify the effect produced by the _____.

- Dependent variable
- Extraneous variable
- **Independent variable**
- Confounding variable

53. A measure is reliable if it provides consistent _____.

- Hypothesis
- **Results**
- Procedure
- Sensitivity

54. The interview in which questions are already prepared is called _____.

- Telephonic interview
- Personal interview
- Unstructured interview
- **Structured interview**

55. The numerical description that describe sample may be expected to differ from those that describe population because of random fluctuations inherent in sampling process.

- Sampling design
- Non-probability sampling
- **Sampling error**
- Probability sampling

56. In _____, each population element has a known and equal chance of selection.

- Purposive sampling
- Quota sampling
- Stratified sampling
- **Simple random sampling**

57. _____ is the evidence that the instrument, techniques, or process used to measure concept does indeed measure the intended concepts.

- Reliability
- Replicability
- Scaling
- **Validity**

58. A researcher is interested in studying why the “new math” of the 1960s failed. She interviews several teachers who used the new math during the 1960s. These teachers are considered as:

- **Primary sources**
- Secondary Sources
- External critics

➤ Internal critics

59. Which of the following is NOT true about stratified random sampling?

- It involves a random selection process from identified subgroups
- **Proportions of groups in the sample must always match their population proportions**
- Disproportional stratified random sampling is especially helpful for getting large enough subgroup samples when subgroup comparisons are to be done
- Proportional stratified random sampling yields a representative sample

60. Experimental design is the only appropriate design where _____ relationship can be established.

- Strong
- Linear
- Weak
- **Cause and Effect**

61. Review of literature shows the incredibility of the body of knowledge and identifies the points at which the researcher made the research area ambiguous and unclear. **(False)**

62. The literature survey provides a solid foundation for developing the theoretical framework. **(True)**

63. The hypothesis should not only be specific to a place and situation but also these should be narrowed down with respect to its operation. **(True)**

64. A cohort analysis is similar to cross-sectional research. **(False)**

65. A literature review does not consider the prior studies, their agreements or disagreements in the field. **(False)**

66. **Research** hypothesis is formulated by the researcher which suggests the nature of relationship i.e. the direction of relationship.

67. Correlational hypothesis merely states that the variables occur together and does not imply that one **causes** the other.

68. **Longitudinal** type of research examine feature of any unit at more than one time.

68. **Historical** review helps to : traces the development of an idea or shows how a particular issue or theory has evolved over time.

69. **Which of the following is considered as one of the main parties in a research:**
Ans: The researcher (Lesson13-p41)

70. **Linking the** language of theory with the language of empirical measures is done in:
Ans: operationalization

71. Vague: meanings attached to a concept create problems of measurement.

70. Discontinuous variable is also known as **discrete/ categorical/ classificatory** variable.

71. Which is not a source of existing statistics?

- Government
- International agencies
- **Personal interviews**
- Private sources

72. Followings are the advantages of secondary data except

- Non-Reactivity
- **Selective survival**
- Low cost
- Spontaneity

73. Following are the disadvantages of secondary data except

- **Longitudinal analysis**
- Sampling bias
- Coding difficult
- Incompleteness

74. The coding of the secondary data may be difficult because of

- Differences in content or subject matter
- Lack of standardization
- Differences in length and format
- **All of these**

75. The researcher must be concerned about the following problems while using secondary data in research.

- Validity
- Reliability
- **Both of these**
- None of these

76. **Validity** problems occur when the researcher's theoretical definition does not match that of the government agency or organization that collected the information.

77. **Reliability** problems occur when official definition or the method of collecting Information changes over time.

78. **Secondary data** refer to information gathered by someone other than the researcher conducting the present study.

79. Experiments are best for topics where the researcher controls a situation and **manipulates** an Independent variable.

80. A **social indicator** is any measure of wellbeing used in policy.

81. All the persons involved in the collection of data and supervision of data collection process are called

- **Fieldworkers**
- Researchers
- Research assistants
- None of the given options

82. While terminating the interview, the fieldworker should **not** do one of the following:

- He should record all the responses made by the interviewee before leaving.
- He should thank the interviewee.
- **He should close the interview hastily.**
- He should answer all the questions the respondent asks concerning the nature and purpose of the study.

83. Which one of these is a type of Interviewee bias?

- **The respondent does not tell his true income, age, or contact information.**
- The fieldworker fails to probe the interviewee properly.
- The fieldworker contacted the wrong person for interview.
- The fieldworker asks the questions in wrong order.

84. A magazine conducts a survey and asks its readers to cut the questionnaire from the magazine, fill it and send it via mail. It is a type of

- Purposive sampling
- Snowball sampling
- Sequential sampling
- **Convenience sampling**

85. The height distribution of a few students in a school is an example of

- **Statistic**
- Population
- Parameter
- Element

86. A researcher wants to conduct a survey of the drug users. Which type of sampling technique will be most appropriate here?

- Sequential sampling
- **Snowball sampling**
- Quota sampling
- Convenience sampling

87. When there is a need to apply different data collection methods to different parts of the population, the best sampling method would be

- Double sampling
- Cluster sampling
- **Stratified random sampling**
- Systematic random sampling

88. The sampling technique in which every element of the population has an equal, nonzero probability of being selected in a sample, is called

- **Probability sampling**
- Convenience sampling
- Purposive sampling
- Quota sampling

89. Target population is also called

- Population
- **Survey population**
- Population element
- Population frame

90. Which one of them is the method for probing the respondent?

- Repeat the question
- Give an expectant pause
- Repeat the respondent's reply
- **All of the given options**

91. Which one of the following sets is the measure of central tendency?

- Mean, standard deviation, mode
- Mean, median, standard deviation

- Arithmetic mean, median, mode
- Standard deviation, internal validity, mode

92. In lab experiment the effect of _____ Variables is controlled to evaluate the causal relationship.

- Extraneous
- Moderate
- Intervening
- All of the above

93. Internal validity refers to _____.

- Researcher's degree of confidence.
- Generalizability
- Operationalization
- All of the above

94. Which of the following is the weakest experimental design?

- One group pretest-posttest design
- Quasi- experimental design
- Two group posttest only design
- Ex post facto design

95. How many times the students appear in the research class is the example of _____.

- Intensity
- Space
- Frequency
- Direction

96. Disadvantage of content analysis is _____.

- Researcher can increase the sample size
- Provides access on the subjects to which researcher does have physical access.
- Sometime documents provide incomplete account to the researcher
- Spontaneous feelings can be recorded when they occurred

97. Which of the following statement is incorrect with respect to “An experimental design is a set of procedures specifying:”

- How the test units (subjects) are to be divided into homogenous sub samples.
- What independent variables or treatments are to be measured?
- What dependent variables are to be measured?
- How the extraneous variables are to be controlled?

98. Time consumed in mall intercept interview is _____.

- High
- Moderate
- Low
- Nil

99. “Teacher should create a friendly environment in the classroom” this is the type of _____.

- Leading question
- Loaded question
- Double Barreled
- Burdensome question

100. Departmental stores selected to test a new merchandising display system is the example of ____.

- Quota sampling
- Convenience sampling
- **Judgmental sampling**
- Purposive sampling

101. Hypothesis refers to

- The outcome of an experiment
- A conclusion drawn from an experiment
- A form of bias in which the subject tries to outguess the experimenter
- **A tentative statement about the relationship**

102. Statistics is used by researchers to

- **Analyze the empirical data collected in a study**
- Make their findings sound better
- Operationally define their variables
- Ensure the study comes out the way it was intended

103. A literature review requires

- Planning
- Good & clear writing
- Lot of rewriting
- **All of the above**

104. A literature review is based on the assumption that

- Copy from the work of others
- **Knowledge accumulates and learns from the work of others**
- Knowledge disaccumulates
- None of the above option

105. A theoretical framework

- Elaborates the r/s among the variables
- Explains the logic underlying these r/s

- Describes the nature and direction of the r/s

➤ **All of the above**

106. Which of the following statement is not true?

- A research proposal is a document that presents a plan for a project
- A research proposal shows that the researcher is capable of successfully conducting the proposed research project

➤ **A research proposal is an unorganized and unplanned project**

- A research proposal is just like a research report and written before the research project

107. Preliminary data collection is a part of the

- Descriptive research

➤ **Exploratory research**

- Applied research
- Explanatory research

108. Conducting surveys is the most common method of generating

➤ **Primary data**

- Secondary data
- Qualitative data
- None of the above

109. After identifying the important variables and establishing the logical reasoning in theoretical framework, the next step in the research process is

- To conduct surveys

➤ **To generate the hypothesis**

- To focus group discussions
- To use experiments in an investigation

110. The appropriate analytical technique is determined by

- The research design

- Nature of the data collected
- Nature of the hypothesis

➤ **Both A & B**

111. Personal interviews conducted in shopping malls are known as:

- Mall interviews
- **Mall intercept interviews**
- Brief interviews
- None of the given options

112. WATS lines provided by long distance telephone service at fixed rates. In this regard, WATS is the abbreviation of:

- West Africa Theological Seminary
- Washtenaw Area Transportation Study
- **Wide Area Telecommunications Service**
- World Air Transport Statistics

113. A list of questions which is handed over to the respondent, who reads the questions and records the answers himself is known as the:

- Interview schedule
- **Questionnaire**
- Interview guide
- All of the given options

114. One of the most critical stages in the survey research process is:

- Research design
- **Questionnaire design**
- Interview design
- Survey design

115. Question that consists of two or more questions joined together is called a:

- **Double barreled question**
- General question
- Accurate question
- Confusing question

116. The number of questionnaires returned or completed divided by the total number of eligible people who were contacted or asked to participate in the survey is called the:

- **Response rate**
- Participation rate
- Inflation rate
- None of the given options

117. To obtain the freest opinion of the respondent, when we ask general question before a specific question then this procedure is called as the:

- Research technique
- Qualitative technique
- **Funnel technique**
- Quantitative technique

118. A small scale trial run of a particular component is known as:

- Pilot testing
- Pre-testing
- Lab experiments
- **Both A & B**

119. Field testing of the questionnaire shows that:

- **Respondents are willing to co-operate**
- Respondents are not willing to co-operate
- Respondents do not like any participation
- All of the given options

120. Service evaluation of hotels and restaurants can be done by the:

- **Self-administered questionnaires**
- Office assistant
- Manager
- None of the given options

1. Concepts like people subjective feeling
 - **Empirical**
2. approaches is usually used in quantitative research
 - **detective approach**
3. measurement of Reliability refers to the
 - **accuracy of the scores**
4. realities is observed through sensory experience are said to be ☐ **Empirical**
5. their introduction section of a research proposal contains information about all of the following except
 - **design of the study**
6. which of the following is the reason for deception
 - **All of above**
7. Context review help to
 - **summarize what is known at a point in time**
8. Which of the following represents a good qualitative problem statement
 - **Conveys a sense of emergent design**
9. If our research was today the use of various instructional approaches to the multiple intelligences of his students he is likely to be conducted in which type of research ☐ **Applied**
10. which of the following is / are the basic feature of a theoretical framework
 - **Make an Inventory of propositions**
11. A Literature review is built on the assumption that

- **Both a and b**

12. Which helps the researcher to capture the intensity of variable is called ☐ **Scale**
13. Which of the following is also referred to as working definition
 - **operational definition**
14. Hypothesis refer to
 - **a tentative statement about the relationship**
15. Which of the following is not a method of narrowing a topic ☐ **Pilot testing**
16. research methods help in all of the following ways except
 - **to avoid business**
17. Research that seeks to determine the answer to who, what, where and how comes under the domain of..... research
 - **Descriptive**
18. the definition of a behavioral factor to allow measurement of it is known
19. as ☐ **an operational definition**
20. Thereviewed literature must be
 - **relevant to the research project**
21. The introduction section of a research proposal contains information about all of the following except
 - **design of the study**
22. A clear, precise, and succinct statement of the question are issued that is to be investigated with the goal of finding and answer our solution is called
 - **problem statement**
23. A system of systematically interrelated concepts definition and proposition that are
 - **advanced to explain and Predict phenomena is known as**
24. rationalism is the application of
 - **logic and arguments**
25. The detail of reference should include all except
 - **volume, issue & page number**
26. There is no relationship between advertising and sales of product A given hypothesis is ☐ **Null hypothesis**
27. an operational definition is
 - **A Definition of concept in term of specific empirical measures**
28. There is no relationship between job satisfaction and the employees to Turnover rate in an example of which of the following Hypothesis
 - **null hypothesis**
29. operational define a concept involves a series of
 - **Steps**
30. All of the following are purposes of descriptive research accept
 - **the desire to know why**
31. which among the following is type of applied research
 - **impact assessment research**

32. Identify the term which is referred to as the conformation are dissertation of the observation through the scientific method by using sensory experience □ **Empirical**
33. Research study in which the unit of analysis remains same at specific interval over a longer period of time is known as
 - **the series study**
34. integrativereview helps to
 - **Summarizes what is known at a point in time**
35. Which of the following tasks is not accomplished by the theoretical framework
 - **Describes the nature and direction of the relationship among the variables**
36. Higher the level of job satisfaction higher will be the employees performance which type of relationship the moment of variable determines
 - **negative relationship**
37. is the purpose explanatory research
 - **the desire to know why**
38. The most critical areas of an article to read are
 - **methods and results**
39. Apart from that deception is unethical what is the other important disadvantage of deceiving people
 - **all of the given options**
40. logical relationship among the factors identified in the literature review is called
 - **Theoretical framework**
41. The higher the motivation the higher the efficiency is an example of hypothesis □
explanatory hypothesis
42. scientific research focuses on which of the following
 - **Objectives**
43. methodological review helps to
 - **Place a scientific project in the big picture**
44. The verifiable characteristics of scientific research deals with
 - **the results replication**
45. research in his questionnaire asked nature of business respondents are working in weather trade in one fracturing are servicing nature of business is likely to be measures on which type of following scales
 - **nominal scale**
46. which type of the following are considered essential steps of the research process □ **all of the above**
47. the definition of a behavioral factor to allow measurement of it is known as □ **An operational definition**
48. the term extrapolation is better explained by the statement
 - **theory predict facts**
49. An interval scale contains
 - **a fixed amount of difference between categories**
50. What does a researcher mean by empirical

- **observation through sensory experiences**
51. The validity of a Measure refers to the
- **accuracy with which it measures the construct**
52. Concepts created and developed for conducting any research study are
- **the building blocks of theory**
53. Which of the following is not a technique to narrow down the broad problem area ☐
- Decide about the sample**
54. which of the following is /are the basic features of our theoretical framework ☐ **all of above**
55. Research that is done to examine the findings of someone else by using the some variables but with different respondent comes under which of the following ☐ **Replication**
56. If the researchers use findings to generate theories and models to understand human behavior at societal level which of the following levels as it relates
- **micro level**
57. Unethical activities may involve
- **all of the given options**
58. What is the process of taken construct and refining it be giving conceptual or theoretical definition ☐ **conceptualization**
59. Which of following statement is true
- **theory and Research are interrelated**
60. Study conducted by Pepsi to find out impact of salary on employees turnover is studied at what level
- **Micro level**
61. A researcher can organize a computerized search by
- **all of above**
62. the operational definition is also known as
- **working definition**
63. Which of the following is an example of abstract concept
- **Racism**
64. in situations where respondents are are intentionally deceived they should be..... once the research is completed
- **Debriefed**
65. introduction section of a research proposal contains information about ☐ **all of above**
66. Which of the following best describes an operational definition
- **all of the given options**
67. The total number of basic features that should be incorporated in theoretical framework
- **6**
68. Companies have the right to dissociate themselves from the sponsorship of a research project This type of confidentially called
- **Sponsorship non-disclosure**
69. which of the following is a research strategy for locating literature review for a research project ☐ **all of the given options**

70. null hypothesis state:
- **absence of relationship**
71. Research can develop theoretical framework on the basis of
- **both a and b**
72. Which of the following is /are the common sources of literature review □ **all of the above**
73. Theory is full of all of the following options except
- **Guess**
74. scientific research focuses on which of the following
- **Objectivity**
75. While conducting a literature review the researcher engages in
- **an evaluation of the Literature**
76. All of the following are considered the steps of research process except □ **problem definition**
77. which of the following is not a feature of theoretical framework
- **presenting findings**
78. descriptive research can be either
- **Both qualitative and quantitative**
79. which of the following are considered essential step of research process □ **all of the above**
80. While discussing about ethics in research which of the following is not considered as concerned party
- **Government**
81. meanings attached to a concept create problems of measurements □ **vague**
82. Which of the following best describe an operational definition
- **all of the given options**
83. which of the following statement does best represent the purpose of research
- **An application of scientific methods to information collection and analysis**
84. theoretical framework provides the logical base for developing □ **Hypothesis**
85. Which of the following is not a proper way to write a literature review
- **organize common findings are arguments together**
86. The scientific method is preferred over other ways of knowing because it is more □ **all of the given options**
87. An Elementary or basic form of research in which little is known about the situation and previous theories or address do not apply is known as
- 88.
- **exploratory study**
89. Verifiable characteristic of scientific research deals with all of the following except □ **the result interpretation**
90. Which of the following best describes the concept of operationalizing
- **operationalizing Concepts involves making concepts measurable**
101. Which of the following is not a purpose of literature review

- **help you in developing theoretical framework**
102. Realities observed through sensor experience are said to be ☐ **Empirical**
103. What is the basis of scientific method
- **To formulate a research problem test hypothesis in carefully controlled condition that challenge the hypothesis**
104. Variable takes infinite number of values
- **continuous**
105. What course of action should be adopted by the researcher and order to safeguard the rights of respondent
- **researcher should obtain informed consent from the respondent**
109. What is ordinal data
- **numbers**
110. All of these are characteristics of scientific method research except
- **Intuitive**
111. To main processes used for measurement of concepts /variables in research are
- **conceptualization and operationalization**
112. Which of the following is the search strategy for locating literature review for research project ☐ **all of the given option**
113. Descriptive hypothesis contains
- **one or more variables**
114. The primary source of communication among researchers is
- **none of the above**
115. Details of reference should include all except
- **volume issue and page number**
 - **Absence of relationship**
116. Null hypothesis States
117. A logical relationship between two or more variables Express in the form of table statement is known as
- **Variable**

11 paper in one file

MIDTERM EXAMINATION

Spring 2010

STA630- Research Methods (Session - 4)

Question No: 1 (Marks: 1) - Please choose one

Research can help in the following ways for developing methodologies, EXCEPT;

- ❖ Tools of data collection
- ❖ New technique for gathering data
- ☒ Defining a problem
- ❖ Data analysis

Question No: 2 (Marks: 1) - Please choose one

Which of the following is the basis of the Scientific Method?

- ❖ To test hypothesis in conditions that is conducive to its success.
- ❖ To formulate a research problem and disprove the hypothesis.
- ☒ To formulate a research problem, test the hypothesis in carefully controlled conditions that challenge the hypothesis.
- ❖ To test hypothesis and if they are disproved, they should be abandoned completely.

Question No: 3 (Marks: 1) - Please choose one

Research method is applicable in all of the following fields, Except.

- ❖ Health care
- ❖ Business
- ❖ Government offices

❖ Religion

Question No: 4 (Marks: 1) - Please choose one

Which of the following BEST describes quantitative research?

- ❖ The collection of non numerical data
- ❖ An attempt to confirm the research's hypotheses
- ❖ Research that is exploratory
- ❖ Research that attempts to generate a new theory

Question No: 5 (Marks: 1) - Please choose one

Which of the following is the definition of an independent variable?

- ❖ A variable that is manipulated or controlled by the experimenter.
- ❖ A response variable.
- ❖ The behavioural measure made by the experimenter.
- ❖ A dependent variable that is controlled by the experimenter.

Question No: 6 (Marks: 1) - Please choose one

Why do you need to review the existing literature?

- ❖ To give your dissertation a proper academic appearance, with lots of references.
- ❖ Because without it, you could never reach the required word-count.
- ❖ To find out what is already known about your area of interest.
- ❖ To help in your general study.

Question No: 7 (Marks: 1) - Please choose one

A literature review should be characterized by all of the following, EXCEPT;

- ❖ Summarize and report each article.
- ❖ Use important topics as the organizing structure of the review.

55. Analyze all articles for similarities and differences related to major topics.

56. Discuss implications relative to the research problem.

Question No: 8 (Marks: 1) - Please choose one

Which of the following functions is performed by theoretical framework?

- ❖ Elaborates the relationship among the variables.
- ❖ Explains the logic underlying these relationships.
- ❖ Describes the nature, and direction of the relationships.
- ❖ All of the given options.

Question No: 9 (Marks: 1) - Please choose one

When there is a need of generating new ideas for hypotheses or to interpret the results of some research, which one is the best research design?

- ❖ Experiment
- ❖ Surveys
- ❖ Focus group discussion
- ❖ Communication analysis

Question No: 10 (Marks: 1) - Please choose one

What should the business researcher be aware of when signing a confidentiality agreement?

- ❖ Any clause which limits the length of a questionnaire.
- ❖ Any clause which allows the company to comment on findings that will be published.
- ❖ Any clause which increases the level of access for the researcher.
- ❖ Any clause which guarantees the anonymity of research participants.

Question No: 11 (Marks: 1) - Please choose one

Which of the following is an example of deception in business research?

- ❖ The obtaining of company material without permission.
- ❖ The researcher wearing a disguise during an observation.
- ☒ The researcher representing their research as being about a different topic.
- ❖ The researcher failing to ask permission to interview someone.

Question No: 12 (Marks: 1) - Please choose one

All of the following are part of the ethics code for animal research, **except**;

- ❖ The researcher must be an expert about the species being studied.
- ❖ Procedures using reinforcement are preferred over those using punishment.
- ❖ Animal studies that are purely educational in purpose cannot be done.
- ☒ If the animal must be killed at the end of the study, a painless procedure must be used.

Question No: 13 (Marks: 1) - Please choose one

Which of the following is not an example of deception?

- ❖ A part of the truth is not communicated to the respondent.
- ☒ To observe code of ethics.
- ❖ To leak out information regarding any confidential matter.
- ❖ To create bias between respondents before the survey.

Question No: 14 (Marks: 1) - Please choose one

Which of the following BEST describes an assessment that examines students' ability to conduct a chemistry experiment in the lab?

- ❖ Aptitude
- ❖ Interest inventory
- ☒ Performance assessment
- ❖ Standardized test

Question No: 15 (Marks: 1) - Please choose one

Which of the following is a legitimate purpose of a research plan?

It forces you to think through every aspect of a study.

It provides detailed procedures to guide the conduct of the study.

☒ It provides clear roadmap of the study.

Writing a plan facilitates the evaluation of it.

Question No: 16 (Marks: 1) - Please choose one

Which of the following surveys are more impersonal than face-to-face interviews?

Mail

Recorded Interview

Focus group

☒ Telephonic

Question No: 17 (Marks: 1) - Please choose one

All of the following are the characteristics of scientific methods of research, **EXCEPT**;

Cumulative

Deterministic

☒ Unethical

Rationalism

Question No: 18 (Marks: 1) - Please choose one

Which of the following is **NOT** the feature of theoretical framework?

Make an inventory of variables

☒ Statistical analysis

Specify the direction of relationship

Make an inventory of propositions

Question No: 19 (Marks: 1) - Please choose one

Which of the following study requires the collection of data at one point in time from a large number of respondents?

Case study

☒ Cross-sectional study

All of the given options

Longitudinal study

Question No: 20 (Marks: 1) - Please choose one

Which of the following is NOT the goal of the explanatory research?

Testing theory

☒ Establishing the relationship between different phenomenon

Generating new ideas about the topic

Replicating a theory to a new area

Question No: 21 (Marks: 1) - Please choose one

Basic research can also be called as

Practical research

☒ Fundamental Research

Action research

Assessment research

Question No: 22 (Marks: 1) - Please choose one

Descriptive hypothesis is also called:

Directional Hypothesis

Univariate Hypothesis

Non directional Hypothesis

All of the given options

Question No: 23 (Marks: 1) - Please choose one

Logical argument of the researcher can be based on:

Personal experience

Literature review

Arm chair thinking

All of the given options

Question No: 24 (Marks: 1) - Please choose one

Rationalism is the application of which of the following?

Research solution

Logic and arguments

Intuition

Previous findings

Question No: 25 (Marks: 1) - Please choose one

Which of the following is the characteristic/s of Hypotheses in qualitative research studies?

Hypotheses are very specific and stated prior to beginning the study.

Hypotheses are never used.

Hypotheses are often generated as the data are collected, interpreted, and analyzed.

Hypotheses are deductively tested

Question No: 26 (Marks: 1) - Please choose one

_____are more specific than dimensions:

Elements

Variables

Aspects of variables

Concepts

Question No: 27 (Marks: 1) - Please choose one

Which of the following is an indicator of the job stress?

Competitive pay

Role conflict

Fair policies

None of the given options

Question No: 28 (Marks: 1) - Please choose one

Which of the following functions is performed by the Ratio scale?

All of the given options

Distance

Order

Unique origin

Question No: 29 (Marks: 1) - Please choose one

Which of the following effect in internal validity occurs when test units with extreme scores are used.

Statistical regression

Selection Bias

Maturation

Instrumentation

Question No: 30 (Marks: 1) - Please choose one

The design where we have no control over the variables and report only what has happened or what is happening is called_____

Research design

Contrived design

Ex-post-facto design

Explanatory design

Question No: 31 (Marks: 1) - Please choose one

Which of the following disadvantage of personal interview can be overcome by rapport building?

Cost

Lack of anonymity of the respondents

Scarcity of highly trained interviewers

Callbacks

Question No: 32 (Marks: 1) - Please choose one

Large number of respondents are best interviewed in a (an)_____ way

Unstructured

Structured

Semi structured

Open ended

Question No: 33 (Marks: 1) - Please choose one

Which one of these is an interviewer-administered questionnaire?

Postal questionnaire

Delivery and collection questionnaire

Telephone questionnaire

On-line questionnaire

Question No: 34 (Marks: 1) - Please choose one

One of the disadvantages of the internet survey is:

All people cannot participate

Slow data collection speed

Less anonymity

High cost

Question No: 35 (Marks: 3)

Why preliminary notification is essential in self administered questionnaire?

Question No: 36 (Marks: 5)

A research was conducted by education department to see the impact of strict teaching practices on the rate of failure among the students.

Identify dependent and independent variables. (1)

Classify this research according to purpose of doing research; exploratory, descriptive or explanatory. Explain your choice.(2)

Classify this research according to use of research; Basic or Applied. Explain your choice.(2)

Question No: 37 (Marks: 5)

"Because literature survey is a time-consuming exercise, a good in-depth interview will be sufficient to develop a theoretical framework". Discuss this statement.

Question No: 1 (Marks: 1) - Please choose one

Who, among the following, is the writer of Business Research Methods?

Neuman, W.C.

Zikmund, W.

Sekaran, U.

Dessler, G.

To test hypothesis in conditions that is conducive to its success.

To formulate a research problem and disprove the hypothesis.

To formulate a research problem, test the hypothesis in carefully controlled conditions that challenge the hypothesis.

To test hypothesis and if they are disproved, they should be abandoned completely.

Question No: 3 (Marks: 1) - Please choose one

The action research method is depicting as a strengthening process because;

Data collection continues throughout data analysis.

The results are analyzed and used by other researchers to conduct additional investigations of the topic.

The action researcher continues to study other topics of interest after the initial study is completed.

The process continues even after the data are collected and analyzed, and actions are taken based on findings.

Data collection continues throughout data analysis.

Question No: 4 (Marks: 1) - Please choose one

Quantitative researcher's pre-occupation with generalization is an attempt to:

Develop the law like findings of the natural sciences.

Boost their chances of publication.

Enhance the internal validity of their research.

Demonstrate the complex techniques of statistical analysis.

Question No: 5 (Marks: 1) - Please choose one

“Income distribution of employees” in a specific organization is an example of which type of variable?

Discontinuous variable

Dependent variable

Continuous variable

Independent variable

Informal test

Moderating test

Significance test

t-test

Significance test

Question No: 7 (Marks: 1) - Please choose one

A formal statement of the research question or “purpose of research study” generally:

Is made prior to the literature review

Is made after the literature review

Will help guide the research process

Is made before or after literature review

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc3.htm>

Question No: 8 (Marks: 1) - Please choose one

What should the business researcher be aware of when signing a confidentiality agreement?

Any clause which limits the length of a questionnaire.

Any clause which allows the company to comment on findings that will be published.

Any clause which increases the level of access for the researcher.

Any clause which guarantees the anonymity of research participants.

Question No: 9 (Marks: 1) - Please choose one

Quantitative research has been criticised because:

The reliance on instruments and procedures makes it high in ecological validity.

The measurement process suggests a spurious and artificial sense of accuracy.

It underestimates the similarities between objects in the natural and social worlds.

It has no validity.

The measurement process suggests a spurious and artificial sense of accuracy.

Question No: 10 (Marks: 1) - Please choose one

Which of the following BEST describes an assessment that examines students' ability to conduct a chemistry experiment in the lab?

Aptitude

Interest inventory

Performance assessment

Standardized test

Aptitude

Question No: 11 (Marks: 1) - Please choose one

One of the preoccupations of quantitative researchers is with generalization, which is a sign of:

External validity

Internal reliability

External reliability

Internal validity

Question No: 12 (Marks: 1) - Please choose one

A study design in which the researcher might create_____ to establish cause-and-effect relationship is called Experimental Design.

An artificial setting, control some variables and manipulates the independent variable

A natural setting, control some variables and manipulates the dependent variables

An artificial setting, control some variables and manipulates the dependent variable

All of the given options

An artificial setting, control some variables and manipulates the independent variable

Question No: 13 (Marks: 1) - Please choose one

Which of the following types of survey research is often used for program evaluation or accreditation purposes?

Developmental surveys

Followup studies

Public opinion polls

No survey research is appropriate

Question No: 14 (Marks: 1) - Please choose one

What should the researcher do if they have achieved a low response rate?

Copy responses and paste them again.

Abandon the research project entirely.

Recognize and accept the possible limitations of a low response rate.

Fill in some more questionnaires themselves.

Question No: 15 (Marks: 1) - Please choose one

Which of the following characteristic of the scientific method is defined as the confirmation or refutation of the observation through the scientific method by using sensory experience?

Empirical

Verifiable

Observable

Cumulative

Question No: 16 (Marks: 1) - Please choose one

Which of the following study requires the collection of data at one point in time from a large number of respondents?

Case study

Cross-sectional study

All of the given options

Longitudinal study

Question No: 17 (Marks: 1) - Please choose one

Basic research can also be called as

Practical research

Fundamental Research

Action research

Assessment research

Evaluation of the previous research methodologies used by the researchers
page 27

Assessment of the models built by the previous researchers

Reviewing the review in the systematic manner

Studying the specific context under study

Evaluation of the previous research methodologies used by the researchers

Question No: 19 (Marks: 1) - Please choose one

The review that presents the current state of knowledge by combining different reports is called:

Self study review

Theoretical review

Systematic review

Integrative review

Question No: 20 (Marks: 1) - Please choose one

The best method to narrow down a topic is to:

Develop theoretical framework

Review literature

Test a hypothesis

Conduct a survey

Question No: 21 (Marks: 1) - Please choose one

Which of the following is not the part of the funded research proposal?

Research strategies

Significance of the research

Research Team

Theoretical framework

Question No: 22 (Marks: 1) - Please choose one

Why should we study research for our degree requirement?

Because we live in a society that is driven by research.

To improve our critical thinking skills.

To learn how to critically evaluate published research.

All of the given options

Question No: 23 (Marks: 1) - Please choose one

Which of the following is elaborative exploratory pilot study?

Focus group discussion 7 page

Literature review

Document analysis

Survey

It is difficult to control the external factors to research

It is possible to establish perfect cause and effect relationship

Survey method is not appropriate

It is similar to lab experiment

It is possible to establish perfect cause and effect relationship

Question No: 25 (Marks: 1) - Please choose one

Which of the following is the BEST hypothesis?

Students taking formative quizzes will perform better on exams at the end of the chapter than students not taking these quizzes.

Taller students will have higher test scores than shorter students.

Students taught in a cooperative group setting should do better than students in a traditional class.

Students using laptops will do well.

Students taught in a cooperative group setting should do better than students in a traditional class.

Question No: 26 (Marks: 1) - Please choose one

'There is no relationship between motivation level and efficiency' is an example of which type of hypothesis?

Alternative

Correlational

Null

Research

Null

Question No: 27 (Marks: 1) - Please choose one

Which of the following is not a characteristic of the operational definition?

It divides a concept into the empirical measures

It translates a broad phenomenon into specific concepts

page 18

It delineates the antecedents of the concept being operationalized

It provides the working definition of the concept

Question No: 28 (Marks: 1) - Please choose one

Which of the following types of scales is likely measuring students' deeply held beliefs about ideas, people, or objects?

The Study of Values

The Attitudes toward School Scale

The Strong Campbell Interest Inventory

The Minnesota Multiphasic Personality Inventory

The Attitudes toward School Scale

Question No: 29 (Marks: 1) - Please choose one

Which of the following statements is correct about validity and reliability?

When internal validity is high, external validity is low

When internal validity is high, there is no change in external validity

When internal validity is high, external validity is also high

All of the given options

All of the given options

Question No: 30 (Marks: 1) - Please choose one

Large number of respondents are best interviewed in a (an)_____ way

Unstructured

Structured

Semi structured

Open ended

Open ended

Question No: 31 (Marks: 1) - Please choose one

Different factors affect the outcome of survey. In a study using a self completion questionnaire, which of the following would probably NOT affect the outcome?

Interviewer training

Sample size

Incentive quality

Question wording

Interviewer training

Question No: 32 (Marks: 1) - Please choose one

The response rate of the internet survey can be increased due to:

Personality of the researcher

Maximum number of the questions 76 page

Sponsoring agency

All of the given options

Maximum number of the questions

What is the level of commitment of the officers in your organization?

What is the effect of organizational commitment on officer's productivity?

What are the factors that affect commitment of the officers?

All of the given options.

Question No: 34 (Marks: 1) - Please choose one

Which of the following does not represent the characteristic of a good quantitative problem statement?

Specifies the relationship between variables that the researcher expects to find.

Defines the independent and dependent variables.

Conveys a sense of emerging design.

Specifies a research hypothesis to be tested.

Specifies the relationship between variables that the researcher expects to find.

Question No: 35 (Marks: 3)

What is the primary difference between test/retest and internal consistency?

Question No: 36 (Marks: 5)

Researchers interviewed a group of people in a specific room. They were told that only their interaction with each other and their point of views on a specific issue are being studied but in fact high frequency sound waves were passed through that room and their effect on human behavior was being observed.

Answer the following questions:

Is it an act of deception? Give reason for your choice.

Do you think it was necessary to deceive the respondent in this experiment?

What can the researcher do after the completion of research to rectify the damage done to the respondents?

Question No: 37 (Marks: 5)

What is personal interviewing, how it can be conducted and at which places?

MIDTERM EXAMINATION

Fall 2009

STA630- Research Methods

Question No: 1 (Marks: 1) - Please choose one

Who, among the following, wrote the book "Research Methods for Business"?

Zikmund, W.

Sekaran, U.

Dessler, G.

Neuman, W.C.

Question No: 2 (Marks: 1) - Please choose one

What does an empiricist believe?

All the knowledge that we have of life after death can be used in research.

Knowledge in the form of 'facts' should be gained through sensory experience.

Research conducted within the British Empire was biased and unreliable.

Research should not always necessarily rely on the scientific methods.

Reference:

How do we actually know the things we know? People told us some of them, we read about some of them and others we saw, or felt for ourselves. This is at the heart of empiricism - we acquire knowledge through our sensory perceptions. It follows that the empiricist approach to research is to gather information through observation of the 'real' world and let theory emerge as a kind of conclusion. We should not start out with a theory, an empiricist might say, and find facts which seem to suit. Now, although this discussion might seem a bit too philosophical for some and consequently, a bit esoteric, most social research depends on 'empirical' data. What this means is that most research studies include quite a bit of primary data gathering and are not just limited to musing about what others have said.

Question No: 3 (Marks: 1) - Please choose one

Action research usually takes place in a single school because;

It is designed to answer questions about improving practice in a particular setting.

It is difficult to secure permission to study students in multiple schools.

Teachers do not have the necessary skills to conduct research across multiple settings.

Data collection methods used in action research are designed for single settings.

Question No: 4 (Marks: 1) - Please choose one Which of the following is characteristic of action research?

Variables are tightly controlled.

Results are generalizable.

Results demonstrate cause-and-effect relationships.

Data are usually qualitative.

Question No: 5 (Marks: 1) - Please choose one

Which of the following statements is TRUE for qualitative research question?

It asks a question about some process, or phenomenon to be explored.

It is generally an open-ended question.

It asks a question which may be open ended.

It asks a closed ended question.

Question No: 6 (Marks: 1) - Please choose one

Which of the following is NOT an example of quantitative variable?

Age
Grade point average
Gender
Motivation

Variable
Method
Constant
Control group

Question No: 8 (Marks: 1) - Please choose one

The cause variable or the one that identifies forces or conditions that act on something else is known as:

Moderating variable
Independent variable
Categorical variable
Dependent variable

Question No: 9 (Marks: 1) - Please choose one Which of the following statements best defines hypothesis?

A quantitative study.
A tentative prediction of the results of the research.
A qualitative research design.
The operational definition of the study.

Question No: 10 (Marks: 1) - Please choose one

Which of the following is the characteristic/s of Hypotheses in qualitative research studies?

Hypotheses are very specific and stated prior to beginning the study.
Hypotheses are never used.

Hypotheses are often generated as the data are collected, interpreted, and analyzed.

Hypotheses are always stated after the research study has been completed.

Informal test
Moderating test
Significance test
t-test

Question No: 12 (Marks: 1) - Please choose one

Which of the following refers to "A review that only demonstrates familiarity with an area is rarely published but it often is part of an educational program is which type of review"?

Integrative review
Theoretical review
Self-study review
Historical review

Question No: 13 (Marks: 1) - Please choose one

Which one of the following tasks is **NOT** accomplished by theoretical framework?

Elaborate the relationship among the variables

Explain the logic underlying the relationship between the variables.

Describe the nature, and direction of the relationships among the variables.

Relates the previous studies.

Question No: 14 (Marks: 1) - Please choose one

Which of the following strategies is useful when defining a particular research question?

To clearly articulate the research question, to provide operational, definitions and ensuring its testability.

To clearly articulate the research question, outlining the conditions in which the phenomena of interest are to be investigated.

To provide operational definitions of the ideas or concepts involved in the research.

Ensuring that their research question is empirically testable.

Question No: 15 (Marks: 1) - Please choose one

What should the business researcher be aware of when signing a confidentiality agreement?

Any clause which limits the length of a questionnaire.

Any clause which allows the company to comment on findings that will be published.

Any clause which increases the level of access for the researcher.

Any clause which guarantees the anonymity of research participants.

Question No: 16 (Marks: 1) - Please choose one

In a study of concept learning in first-graders, all of the following should happen, **except;**

To help make the experience enjoyable, children should be given substantial incentives to participate.

The children should be asked if they want to participate.

Teachers of the children in their classes should give informed consent.

Parents must give consent.

Question No: 17 (Marks: 1) - Please choose one

Which of the following is least likely to occur as an ethical problem with electronic research?

Privacy could be invaded.

People are not likely to be able to stop once they have begun participating.

Debriefing could be avoided.

Informed consent cannot be completely monitored.

The reliance on instruments and procedures makes it high in ecological validity.

The measurement process suggests a spurious and artificial sense of accuracy.

It underestimates the similarities between objects in the natural and social worlds.

It has no validity.

Question No: 19 (Marks: 1) - Please choose one

Which of the following is a characteristic of a standardized test?

The administration of the test is controlled carefully to ensure that all examinees experience the same conditions.

The test is developed by experts to ensure it is technically sound.

The scores are interpreted in standard ways.

All of the given options

Question No: 20 (Marks: 1) - Please choose one

Mr. Latif is measuring students' attitudes on a controversial topic. Which of the following would you recommend he use to control for the potential problem of students feeling the need to respond with socially acceptable responses?

Ensure construct validity

Allow anonymous responses

Ensure reliability

Ensure confidentiality

Question No: 21 (Marks: 1) - Please choose one Which of the following scales can measure the Temperature?

Nominal scale

Ordinal scale

Interval scale

All of the given options

Least powerful

Suggest no order

Provide categorical information

Provide magnitude of object

Question No: 23 (Marks: 1) - Please choose one Which of the following is NOT the implication of Ordinal scale?

Characteristics of nominal scale

Rank the object

Does not provide magnitude of object

Provide rate

Question No: 24 (Marks: 1) - Please choose one

Which of the following statements is correct about validity and reliability?

When internal validity is high, external validity is low

When internal validity is high, there is no change in external validity

When internal validity is high, external validity is also high

All of the given options

Question No: 25 (Marks: 1) - Please choose one

When you are confident that the experimental manipulation produced the changes you measured in the dependent variable, your study probably has good _____ validity.

Internal

External

Causal
Construct

Question No: 26 (Marks: 1) - Please choose one

Mr. Ali has conducted an extensive review of the literature and has deductively reasoned a hypothesis about his problem on the basis of this review. Which type of a research plan is Mr. Ali likely proposing?

Qualitative
Ethical
Both quantitative and qualitative
Quantitative

Question No: 27 (Marks: 1) - Please choose one

Which of the following is a legitimate purpose of a research plan?

It forces you to think through every aspect of a study.
It provides detailed procedures to guide the conduct of the study.
It provides clear roadmap of the study.
Writing a plan facilitates the evaluation of it.

Question No: 28 (Marks: 1) - Please choose one

In the statement 'Smoke badly destroys health of people' what is the unit of analysis?

Transportation
Individuals
Pollutants
Drugs

Question No: 29 (Marks: 1) - Please choose one

While studying supervisor-subordinate relationship in an organization, what is the unit of analysis?

Individual
Dyad
Employer-employee
Organization

Question No: 30 (Marks: 1) - Please choose one

Which of the following types of survey research is often used for program evaluation or accreditation purposes?

Developmental surveys
Followup studies
Public opinion polls
No survey research is appropriate

Question No: 31 (Marks: 1) - Please choose one

Which of the following is NOT an example of a problem with using survey research to investigate behaviour?

Respondents tend to answer by giving the most socially desirable answer.
Respondents may inadvertently omit key terms in the question.
Respondents may not give an honest reply to what they see as a threatening question.
Respondents may be unwilling to reveal information as they believe they are likely to be identified.

Question No: 32 (Marks: 1) - Please choose one

What should the researcher do if they have achieved a low response rate?

Copy responses and paste them again.

Abandon the research project entirely.

Recognize and accept the possible limitations of a low response rate.

Fill in some more questionnaires themselves.

Question No: 33 (Marks: 1) - Please choose one

Which of the following statements is correct about questionnaire?

A questionnaire should run to at least twenty pages.

The questions should have no spaces between them so that the whole questionnaire looks small.

Only questionnaires that are A3 size achieve high response rates.

Clear presentation is more important than overall size.

Question No: 34 (Marks: 1) - Please choose one

Critical decision area in questionnaire construction is which of the following?

Question content

Question wording

Response strategy

All of the given options

Introduction

Abstract

Results section

Limitations

Question No: 36 (Marks: 1) - Please choose one

Which of the following is/are advantage(s) of the self-completed questionnaire?

Inability to confirm who completed the questionnaire

Its unsuitability for some kinds of respondents

Inability to ask many questions that are not directly relevant to the respondent

Easy to justify the answer

Question No: 37 (Marks: 1) - Please choose one

Time consumed in mall intercept interview is representing which of the following type?

High

Moderate

Low

Null

Question No: 38 (Marks: 1) - Please choose one

Which of the following similarity is found in Qualitative research and Survey research?

Examine topics primarily from the participants' perspectives.

They are guided by predetermined variables to study.

They are descriptive research methods.

Have large sample sizes.

Question No: 39 (Marks: 1) - Please choose one

Which of the following represent a good qualitative problem statement?

Defines the independent and dependent variables.

conveys a sense of emerging design.

Specifies a research hypothesis to be tested.

Specifies the relationship between variables that the researcher expects to find.

Question No: 40 (Marks: 1) - Please choose one Which of the following makes research questions very crucial?

Guide your decisions about what data to collect and from where.

Help you decide which research area interests you.

Ensure that your findings have external validity.

Prevent you from thinking about research strategies.

Question No: 41 (Marks: 10)

How would you explain "Research Proposal" and its different sections?

MIDTERM EXAMINATION

Fall 2009

STA630- Research Methods (Session - 4)

Time: 60 min

Marks: 50

Question No: 1 (Marks: 1) - Please choose one

Under which of the following, research method is not applicable?

Business

Government offices

Imaginary worlds

Health care

Question No: 2 (Marks: 1) - Please choose one

An inductive logic is one that:

► Involves testing as explicitly defined hypothesis.

► **Does not allow for findings to feed back into the body of knowledge.**

► Uses quantitative methods whenever possible.

- ▶ Allows theory to emerge out of the data.

Question No: 3 (Marks: 1) - Please choose one

Action research usually takes place in a single school because;

- ▶ **It is designed to answer questions about improving practice in a particular setting.**
- ▶ It is difficult to secure permission to study students in multiple schools.
- ▶ Teachers do not have the necessary skills to conduct research across multiple settings.
- ▶ Data collection methods used in action research are designed for single settings.

Question No: 4 (Marks: 1) - Please choose one

Which of the following terms is NOT characteristic of action research?

- ▶ Collaboration
- ▶ Control
- ▶ Change
- ▶ **Commitment**

Question No: 5 (Marks: 1) - Please choose one

Which of the following statements is TRUE for qualitative research question?

- ▶ It asks a question about some process, or phenomenon to be explored.
- ▶ **It is generally an open-ended question.**
- ▶ It asks a question which may be open ended.
- ▶ It asks a closed ended question.

Question No: 6 (Marks: 1) - Please choose one

All of the following are true about theories, **except**:

- ▶ They organize and summarize existing knowledge about a topic.
- ▶ **They are tentative until the facts prove them true.**
- ▶ They provide possible explanations for the phenomenon under study.
- ▶ They lead to testable hypotheses through the process of deduction.

Question No: 7 (Marks: 1) - Please choose one

Which of the following refers to "A condition or characteristic that can take on different values or categories"?

- ▶ A constanttable

MIDTERM EXAMINATION
Fall 2009
STA630- Research Methods (Session – 5)

Time: 60 min
Marks: 50

Question No: 1 (Marks: 1) - Please choose one

Who, among the following, is the writer of Business Research Methods?

- Neuman, W.C.
- Zikmund, W.
- Sekaran, U.**
- Dessler, G.

Question No: 2 (Marks: 1) - Please choose one

Which of the omparati is not the objective of a research for a student of research methods course?

- Conducting research by following certain steps
- Preparing methodologies
- Ability to convert problem into researchable question
- Writing a book**

Question No: 3 (Marks: 1) - Please choose one

An inductive logic is one that:

- Involves testing as explicitly defined hypothesis.
- Does not allow for findings to feed back into the body of knowledge.
- Uses quantitative methods whenever possible.

Allows theory to emerge out of the data.

The usual application of inductive theory, however, is to allow theory to emerge from our findings. We find an interesting question, we gather data on it and we 'theorise' from our findings. It may be that these 'theories' are, in reality, simply 'interesting insights' rather than 'grand theories' but they can be valuable for all that. The methods used are "neither here nor there" although it may be more likely for deductive theory to use quantitative methods and for inductive approaches to use qualitative methods.

Question No: 4 (Marks: 1) - Please choose one

Action research usually takes place in a single school because;

It is designed to answer questions about improving practice in a particular setting.

It is difficult to secure permission to study students in multiple schools.

Teachers do not have the necessary skills to conduct research across multiple settings.

Data collection methods used in action research are designed for single settings.

Question No: 5 (Marks: 1) - Please choose one

'There is no relationship between higher motivation level and higher efficiency' is an example of which type of hypothesis?

Alternative

Correlational

Null

Research

Question No: 6 (Marks: 1) - Please choose one

Which of the following is the meaning of the term "To read critically"?

Skimming through the material because most of it is just padding.

Evaluating what you read in terms of your own research questions.

Being willing to criticize what you read.

Taking an opposing point of view to the ideas and opinions expressed.

Developing a critical approach to your reading is not necessarily one of simply criticizing the work of others" (Bryman and Bell, p.97). Not all of what you read will be relevant to your task, so you must have a clear focus on your research questions as you read. Taking notes of your reactions is advised, in addition to content.

Question No: 7 (Marks: 1) - Please choose one

Question No: 8 (Marks: 1) - Please choose one

Which one of the following tasks is **NOT** accomplished by theoretical framework?

Elaborate the relationship among the variables

Explain the logic underlying the relationship between the variables.

Describe the nature, and direction of the relationships among the variables.

Relates the previous studies.

Question No: 9 (Marks: 1) - Please choose one
Deductive research is useful in which of the following cases?

The researcher uses an existing theory to develop a hypothesis.

The researcher subjects a hypothesis to empirical scrutiny.

The researcher has to transform concepts within a hypothesis into researchable entities.

Use of existing theory, empirical scrutiny, transformation of concept.

Question No: 10 (Marks: 1) - Please choose one

When the research starts from the effects and tracing the reasons back in time, what does it called?

Case study

Experiment

Observation studies

Historical omparative research

Historical review traces the development of an issue over time. It traces the development of an idea or shows how a particular issue or theory has evolved over time. Researchers conduct historical review only on the most important ideas in a field.

Question No: 11 (Marks: 1) - Please choose one

When embarking upon a research project, which of the following issues should be considered?

That the data from the study will be treated anonymously and confidentially.

Coherent research question, pilot work and confidentially.

Pilot work should be carried out to assess the practical issues and feasibility of the research.

That the research should be based upon a coherent research question.

Question No: 13 (Marks: 1) - Please choose one

In a study of concept learning in first-graders, all of the following should happen, **except**;

To help make the experience enjoyable, children should be given substantial incentives to participate.

The children should be asked if they want to participate.

Teachers of the children in their classes should give informed consent.

Parents must give consent.

Question No: 15 (Marks: 1) - Please choose one

Which of the following is the difference between measures and indicators?

Measures are unambiguous quantities, whereas indicators are devised from common sense understandings.

Indicators have a more direct relationship to the underlying concept than measures.

Measures are intuitively devised and then applied as if they were direct indicators of a concept.

Indicators are unambiguous quantities, whereas measures are subjective and value-laden.

Measures include things like demographics (of age, income and so on), which can be counted. In fact, usually we think of measures as raw numbers. Often though, what we want to research does not lend itself immediately to straightforward calculation on numbers of things and how they vary but on slightly vaguer concepts. Like job satisfaction, for example. In this case we need a number of attitude statements, which, taken together, can be argued to represent the concept. These separate statements are indicators and often represent our 'common sense' understanding of a concept. Later, these can be coded to turn them into numbers for statistical analysis.

Question No: 16 (Marks: 1) - Please choose one

Norm-referenced test scores are interpreted relative to;

A standard or desired level of performance that describes what the student knows.

Scores of others who have taken the test.

Specific skills mastered by the student.

The percentage of items answered correctly.

Question No: 17 (Marks: 1) - Please choose one

Which of the following BEST describes an assessment that examines students' ability to conduct a chemistry experiment in the lab?

Performance assessment

Interest inventory

Aptitude

Standardized test

Question No: 18 (Marks: 1) - Please choose one Which of the following is the implication of the ordinal scale?

Characteristics of nominal scale

Rank the object

Does not provide magnitude of object

All of the given options

Question No: 19 (Marks: 1) - Please choose one Ordinal levels of measurement assume which of the following?

Mutual exclusivity to all cases.

Exhaustiveness is applied to all cases.

Categories are rank-ordered and share some underlying quality.

All of the given options

Question No: 20 (Marks: 1) - Please choose one

Question No: 21 (Marks: 1) - Please choose one

❖ Inter-rater reliability

❖ Construct validity

❖ Internal validity

❖ **Test-retest reliability**

Test-Retest Reliability

Used to assess the consistency of a measure from one time to another.

Test-retest Reliability: Test-retest method of determining reliability involves administering the same scale to the same respondents at two separate times to test for stability. If the measure is stable over time, the test, administered under the same conditions each time, should obtain similar results.

Question No: 22 (Marks: 1) - Please choose one

Survey research is cross-sectional and therefore:

❖ **High in replicability but low in internal validity.**

- ❖ High in internal validity but low in reliability.
- ❖ High in ecological validity but low in external validity.
- ❖ Low in reliability.

A survey attempts to discover the range of responses to a set of variables. The researcher can give a lot of details concerning procedures for selecting respondents, handling of the research instrument (perhaps a questionnaire) and the analysis methodology. In this way, replicability can be almost guaranteed. However, since the analysis can only pinpoint degrees of co-relation between variables, causality remains in the realm of inference, meaning low (or no) internal validity. Remember that internal validity depends on causality and reliability on replicability.

Question No: 23 (Marks: 1) - Please choose one

Mr. Ali has conducted an extensive review of the literature and has deductively reasoned a hypothesis about his problem on the basis of this review. Which type of a research plan is Mr. Ali likely proposing?

- ❖ **Qualitative**
- ❖ Ethical
- ❖ Both quantitative and qualitative
- ❖ Quantitative

Question No: 24 (Marks: 1) - Please choose one

Mr. Ali has described in great detail the major steps he will follow in conducting his study. This information is likely found in which section of his research plan?

- ❖ Introduction
- ❖ Participants
- ❖ **Methodology**
- ❖ Data Analysis

Question No: 25 (Marks: 1) - Please choose one

Which of the following is a legitimate purpose of a research plan?

- ❖ It forces you to think through every aspect of a study.
- ❖ It provides detailed procedures to guide the conduct of the study.
- ❖ **It provides clear roadmap of the study.**
- ❖ Writing a plan facilitates the evaluation of it.

Question No: 26 (Marks: 1) - Please choose one

While studying supervisor-subordinate relationship in an organization, what is the unit of analysis?

- ❖ Individual
- ❖ **Dyad**
- ❖ Employer-employee
- ❖ Organization

Question No: 27 (Marks: 1) - Please choose one

A study design in which the researcher might create _____ to establish cause-and-effect relationship is called Experimental Design.

❖ **An artificial setting, control some variables and manipulates the independent variable**

❖ A natural setting, control some variables and manipulates the dependent variables

❖ An artificial setting, control some variables and manipulates the dependent variable

❖ All of the given options

Question No: 28 (Marks: 1) - Please choose one

Which of the following is NOT a necessary component of survey research?

❖ **Triangulation of data**

❖ Literature review

❖ Data analysis

❖ Validity

Question No: 29 (Marks: 1) - Please choose one

Which of the following typically does NOT apply to observers in survey research studies?

❖ They observe predetermined activities.

❖ They are participant observers.

❖ **They obtain information by watching rather than asking.**

❖ They must be careful not to influence the activities they observe.

Survey is a research technique in which information is gathered from a sample of people using a questionnaire.(Hand utes page no 37)

Question No: 30 (Marks: 1) - Please choose one

Which of the following kinds of survey research gathers data through questionnaires administered once to the sample?

❖ Longitudinal, observation

❖ Cross-sectional, observation

❖ Longitudinal, self-report

❖ Cross-sectional, self-report

Answer Required

Question No: 31 (Marks: 1) - Please choose one

Which of the following is NOT an example of a problem with using survey research to investigate behaviour?

❖ Respondents tend to answer by giving the most socially desirable answer.

❖ Respondents may inadvertently omit key terms in the question.

❖ Respondents may not give an honest reply to what they see as a threatening question.

❖ Respondents may be unwilling to reveal information as they believe they are likely to be identified.

An advantage of social survey research is that the researcher can ensure that the anonymity of the respondent is maintained by administering the same questions to each individual.

Question No: 32 (Marks: 1) - Please choose one

What should the researcher do if they have achieved a low response rate?

- ❖ Copy responses and paste them again.
- ❖ Abandon the research project entirely.
- ❖ **Recognize and accept the possible limitations of a low response rate.**
- ❖ Fill in some more questionnaires themselves.

Question No: 33 (Marks: 1) - Please choose one

When constructing a questionnaire, there are few principles to which you should adhere. Which of the following is NOT one of those principles?

- ❖ Avoid using "leading" or "loaded" questions
- ❖ Avoid double-barreled questions
- ❖ Avoid ambiguity and confusion
- ❖ **Avoid arranging questions in a sequence**

Question No: 34 (Marks: 1) - Please choose one

- ❖ Introduction
- ❖ Abstract
- ❖ **Results section**
- ❖ Limitations

Question No: 36 (Marks: 1) - Please choose one

Time consumed in mall intercept interview is representing which of the following type?

- ❖ High
- ❖ Moderate
- ❖ **Low**
- ❖ Nil

MIDTERM EXAMINATION

Fall 2009

STA630- Research Methods (Session - 4)

Time: 60 min

Marks: 50

Question No: 1 (Marks: 1) - Please choose one

Under which of the following, research method is not applicable?

- ❖ Business
- ❖ Government offices
- ❖ **Imaginary worlds**
- ❖ Health care

Question No: 2 (Marks: 1) - Please choose one

An inductive logic is one that:

- ▶ Involves testing as explicitly defined hypothesis.
- ▶ **Does not allow for findings to feed back into the body of knowledge.**
- ▶ Uses quantitative methods whenever possible.
- ▶ Allows theory to emerge out of the data.

Question No: 3 (Marks: 1) - Please choose one

Action research usually takes place in a single school because;

- ▶ **It is designed to answer questions about improving practice in a particular setting.**
- ▶ It is difficult to secure permission to study students in multiple schools.

► Teachers do not have the necessary skills to conduct research across multiple settings.

► Data collection methods used in action research are designed for single settings.

Question No: 4 (Marks: 1) - Please choose one

Which of the following terms is NOT characteristic of action research?

- Collaboration
- Control
- Change
- **Commitment**

Question No: 5 (Marks: 1) - Please choose one

Which of the following statements is TRUE for qualitative research question?

- It asks a question about some process, or phenomenon to be explored.
- **It is generally an open-ended question.**
- It asks a question which may be open ended.
- It asks a closed ended question.

Question No: 6 (Marks: 1) - Please choose one

All of the following are true about theories, **except**:

- They organize and summarize existing knowledge about a topic.
- **They are tentative until the facts prove them true.**
- They provide possible explanations for the phenomenon under study.
- They lead to testable hypotheses through the process of deduction.

Question No: 7 (Marks: 1) - Please choose one

Which of the following refers to "A condition or characteristic that can take on different values or categories"?

- ▶ A constant
- ▶ A variable
- ▶ A cause and effect relationship
- ▶ **A descriptive relationship**

Question No: 8 (Marks: 1) - Please choose one

Which of the following is the opposite of a variable?

- ▶ **A constant**
- ▶ An extraneous variable
- ▶ A dependent variable
- ▶ A data set

Question No: 9 (Marks: 1) - Please choose one

"Downsizing in an organization in future is associated with the level of job security of the present employee in an organization" is an example of which of the following?

- ▶ Correlational hypothesis
- ▶ Descriptive hypothesis
- ▶ **Explanatory hypothesis**
- ▶ Non Descriptive hypothesis

Question No: 10 (Marks: 1) - Please choose one

Why do you need to review the existing literature?

- ❖ **To give your dissertation a proper academic appearance, with lots of references.**
- ❖ Because without it, you could never reach the required word-count.
- ❖ To find out what is already known about your area of interest.

- ❖ To help in your general study.

Question No: 11 (Marks: 1) - Please choose one

Which of the following functions is performed by theoretical framework?

- ❖ Elaborates the relationship among the variables.
- ❖ Explains the logic underlying these relationships.
- ❖ Describes the nature, and direction of the relationships.
- ❖ **All of the given options.**

Question No: 12 (Marks: 1) - Please choose one

Why is the statement "What are the effects of extracurricular activities on learning development of school age children" not a good statement of a quantitative research question?

- ❖ Because the study would be too difficult to do given all the different extracurricular activities.
- ❖ Because the statement was not specific enough to provide an understanding of the variables being investigated.
- ❖ **Because there are not enough school age children engaged in extracurricular activities to conduct the study.**
- ❖ Because there is no connection between extracurricular activities and learning development.

Question No: 13 (Marks: 1) - Please choose one

When the research starts from the effects and tracing the reasons back in time, what does it called?

- ❖ **Case study**
- ❖ Experiment
- ❖ Observation studies
- ❖ Historical comparative research

Question No: 14 (Marks: 1) - Please choose one

Which of the following questions might invade the privacy of a research participant?

- ❖ How long have you worked for this organisation?
- ❖ **What is your home address?**
- ❖ What do you think about your direct line manager?
- ❖ What happened during your last performance appraisal?

Question No: 15 (Marks: 1) - Please choose one

Which of the following statements would you be *least likely* to find in an informed consent form?

- ❖ Your data will be coded in a way that will protect your identity.
- ❖ This study has been approved by the university's Institutional Review Board.
- ❖ The full purpose of the study will be explained to you at the end of the session and the complete results of the study will be available to you when the study is over.
- ❖ **There is no penalty for not starting the study, but once you begin, you are obligated to complete the session.**

Question No: 16 (Marks: 1) - Please choose one

All of the following are part of the ethics code for animal research, **except;**

- ❖ The researcher must be an expert about the species being studied.
- ❖ Procedures using reinforcement are preferred over those using punishment.
- ❖ Animal studies that are purely educational in purpose cannot be done.
- ❖ **If the animal must be killed at the end of the study, a painless procedure must be used.**

Question No: 17 (Marks: 1) - Please choose one

Question No: 18 (Marks: 1) - Please choose one

Which of the following terms represents the most general, broad concept?

- ❖ Test
- ❖ **Assessment**
- ❖ Measurement
- ❖ Instrument

Question No: 19 (Marks: 1) - Please choose one

Which of the following types of scales is likely measuring students' deeply held beliefs about ideas, people, or objects?

- ❖ The Study of Values
- ❖ **The Attitudes toward School Scale**
- ❖ The Strong Campbell Interest Inventory
- ❖ The Minnesota Multiphasic Personality Inventory

Question No: 20 (Marks: 1) - Please choose one

Which of the following BEST describes an assessment that examines students' ability to conduct a chemistry experiment in the lab?

- ❖ Performance assessment
- ❖ Interest inventory
- ❖ **Aptitude**
- ❖ Standardized test

Question No: 21 (Marks: 1) - Please choose one

Which of the following functions is performed by the Nominal scale?

- ❖ **Categorize**
- ❖ Distance
- ❖ Order
- ❖ Unique origin

Question No: 22 (Marks: 1) - Please choose one

Which of the following functions is performed by the Ratio scale?

- ❖ Categorize
- ❖ Distance
- ❖ Order
- ❖ **Unique origin**

Question No: 23 (Marks: 1) - Please choose one

Which of the following is the implication of the ordinal scale?

- ❖ Characteristics of nominal scale
- ❖ Rank the object
- ❖ Does not provide magnitude of object
- ❖ **All of the given options**

Question No: 24 (Marks: 1) - Please choose one

Which one of the following is **not** a type of scales used in measurement of concepts?

- ❖ Normal Scale
- ❖ Ordinal Scale
- ❖ Interval scale
- ❖ **Ratio Scale**

Question No: 25 (Marks: 1) - Please choose one

Which of the following scales can measure the Temperature?

- ❖ Nominal scale
- ❖ Ordinal scale
- ❖ Interval scale
- ❖ **All of the given options**

Question No: 26 (Marks: 1) - Please choose one

Which of the following effect in internal validity occurs when test units with extreme scores move closer to the average score during the course of the experiment.

❖ Statistical regression

❖ **Selection Bias**

❖ Maturation

❖ Instrumentation

Question No: 27 (Marks: 1) - Please choose one

When you are confident that the experimental manipulation produced the changes you measured in the dependent variable, your study probably has good _____ validity.

❖ Internal

❖ **External**

❖ Causal

❖ Construct

Question No: 28 (Marks: 1) - Please choose one

Which of the following can be achieved by a longitudinal research design?

❖ Mapping of change in an organization.

❖ The change in employment relations over a number of years.

❖ The experiences of employees who begin work on the same day.

❖ **Mapping of change, change in employment relations and experiences of employees.**

Question No: 29 (Marks: 1) - Please choose one

Research may differ along a series of dimensions. Which of the following may be applied to this statement?

❖ The type of data collected.

❖ The data-collection technique.

❖ The level of manipulation used to elicit data collection.

❖ **All of the given options.**

Question No: 30 (Marks: 1) - Please choose one

Which of the following statement refers to cross-sectional design?

❖ **A comparison of two or more variables over a long period of time**

❖ The collection of data from more than one case at one moment in time

❖ One that is devised when the researcher is in a bad mood

❖ A study of one particular section of society, e.g. the middle classes

Question No: 31 (Marks: 1) - Please choose one

Which of the following is TRUE for research plan?

❖ It should be detailed.

❖ It should be given to others for review and comments.

❖ It sets out the rationale for a research study.

❖ **All of the given options**

Question No: 32 (Marks: 1) - Please choose one

The studies in which researchers do not interfere with natural environment are:

❖ Lab experiments

❖ Ex Post Facto

❖ Contrived

❖ **Field**

Question No: 33 (Marks: 1) - Please choose one

Which of the following types of survey research is often used for program evaluation or accreditation purposes?

❖ Developmental surveys

❖ Followup studies

❖ **Public opinion polls**

❖ No survey research is appropriate

Question No: 34 (Marks: 1) - Please choose one

Which of the following is **not** an advantage of the self-completion questionnaire over the structured interview?

- ❖ It is cheaper to administer.
- ❖ It is quicker to administer.
- ❖ It is easier to prompt the interviewee.
- ❖ **It is easier to remove interviewer effects.**

Question No: 35 (Marks: 1) - Please choose one

Which of the following is most beneficial to read in an article?

- ❖ **Methods**
- ❖ Introduction
- ❖ Figures
- ❖ References

Question No: 36 (Marks: 1) - Please choose one

Which of the following surveys are more impersonal than face-to-face interviews?

- ❖ Mail
- ❖ Recorded Interview
- ❖ Focus group
- ❖ **Telephonic**

Question No: 37 (Marks: 1) - Please choose one

Which of the following represent a good qualitative problem statement?

- ❖ Defines the independent and dependent variables.
- ❖ **Conveys a sense of emerging design.**
- ❖ Specifies a research hypothesis to be tested.
- ❖ Specifies the relationship between variables that the researcher expects to find.

Question No: 38 (Marks: 1) - Please choose one

Which of the following is to convince reviewers that the researcher is capable of successfully conducting the proposed research project?

- ❖ Literature review
- ❖ Research question
- ❖ **Research proposal**
- ❖ Research project

Question No: 39 (Marks: 1) - Please choose one

Which of the following is representing the responsibility of a respondent to provide true information?

- ❖ Right
- ❖ Obligation
- ❖ **Right as well as obligation**
- ❖ Neither right nor obligation

Question No: 40 (Marks: 1) - Please choose one

Which of the following refers to research supported by measurable evidence?

- ❖ Opinion
- ❖ Speculation
- ❖ **Empiricism**
- ❖ Rationalism

Question No: 41 (Marks: 10)

Being a researcher what techniques you would use to narrow down a broader problem into an investigable research question?

Answer:

Which Technique must use by researcher:

In my point of view researcher should use the Quantitative Research.

Quantitative Research

This research is used mostly even in social sciences, political science and in anthropology. Quantitative researchers 1st use deductive route. They start with

abstract idea, follow with measurement procedure and the end with that data that finalize the ideas.

There are two type of data produced by Quantitative Research:

❖ **SOFT DATA:**

Impressions, Words, Photo, Symbols show interpretive approach. The main aim of this is to develop an understanding of social life and come to know how people construct meanings in natural life.

B) HARD DATA:

It is positive approach to search in Researchers speech variables hard language and hypotheses. The researcher should try to establish causality.

Researcher to be well organized and prepared. It also means that the steps of project are not entirely predetermined but serve as an approximate guide or road map. Here is just the listing of these steps:

A proposal also very important for quantitative research has most of the parts of a research report, a title, abstract, a literature review, a method or design section, problem statement. It lacks results, discussion, and conclusions section. The proposal has a plan for the data collection and after that analysis the data. It mostly include a schedule of the steps to be undertaken and an estimate of the time required for each step.

MIDTERM EXAMINATION

Fall 2009

STA630- Research Methods

Question No: 1 (Marks: 1) - Please choose one

Who, among the following, wrote the book "Research Methods for Business"?

- ❖ Zikmund, W.
- ❖ **Sekaran, U.**
- ❖ Dessler, G.
- ❖ Neuman, W.C.

Google Search

Question No: 2 (Marks: 1) - Please choose one

What does an empiricist believe?

- ❖ All the knowledge that we have of life after death can be used in research.
- ❖ **Knowledge in the form of 'facts' should be gained through sensory experience.**
- ❖ Research conducted within the British Empire was biased and unreliable.
- ❖ Research should not always necessarily rely on the scientific methods.

Reference

Page No. 05

Two power bases of scientific knowledge:

- ❖ Empiricism i.e. sensory experiences or observation, and
- ❖ Rationalism i.e. the logical explanations for regularity and then consequential argumentation for making generalizations (theory).

Question No: 3 (Marks: 1) - Please choose one

Action research usually takes place in a single school because;

- ❖ It is designed to answer questions about improving practice in a particular setting.
- ❖ It is difficult to secure permission to study students in multiple schools.
- ❖ Teachers do not have the necessary skills to conduct research across multiple settings.
- ❖ Data collection methods used in action research are designed for single settings.

Reference:

Question No: 4 (Marks: 1) - Please choose one

Which of the following is characteristic of action research?

- Variables are tightly controlled.
- Results are generalizable.
- ❖ Results demonstrate cause-and-effect relationships.
- Data are usually qualitative.

Question No: 5 (Marks: 1) - Please choose one

Which of the following statements is TRUE for qualitative research question?

- ❖ It asks a question about some process, or phenomenon to be explored.
- ❖ It is generally an open-ended question.
- ❖ It asks a question which may be open ended.
- ❖ It asks a closed ended question.

Question No: 6 (Marks: 1) - Please choose one

Which of the following is NOT an example of quantitative variable?

- ❖ Age
- ❖ Grade point average
- ❖ Gender
- ❖ Motivation

Question No: 7 (Marks: 1) - Please choose one

In research, something that does not “vary” is known as:

- ❖ Variable
- ❖ Method
- ❖ Constant
- ❖ Control group

Question No: 8 (Marks: 1) - Please choose one

The cause variable or the one that identifies forces or conditions that act on something else is known as:

- ❖ Moderating variable

- ❖ Independent variable
- ❖ Categorical variable
- ❖ **Dependent variable**

Question No: 9 (Marks: 1) - Please choose one Which of the following statements best defines hypothesis?

- ❖ A quantitative study.
- ❖ **A tentative prediction of the results of the research.**
- ❖ A qualitative research design.
- ❖ The operational definition of the study.

Question No: 10 (Marks: 1) - Please choose one

Which of the following is the characteristic/s of Hypotheses in qualitative research studies?

- ❖ **Hypotheses are very specific and stated prior to beginning the study.**
- ❖ Hypotheses are never used.
- ❖ Hypotheses are often generated as the data are collected, interpreted, and analyzed.
- ❖ Hypotheses are always stated after the research study has been completed.

Question No: 11 (Marks: 1) - Please choose one

Hypothesis test may also be called as

- ❖ **Informal test**
- ❖ Moderating test
- ❖ Significance test
- ❖ t-test

Question No: 12 (Marks: 1) - Please choose one

Which of the following refers to "A review that only demonstrates familiarity with an area is rarely published but it often is part of an educational program is which type of review"?

- ❖ Integrative review
- ❖ Theoretical review
- ❖ Self-study review
- ❖ **Historical review**

Question No: 13 (Marks: 1) - Please choose one

Which one of the following tasks is **NOT** accomplished by theoretical framework?

- ❖ Elaborate the relationship among the variables
- ❖ **Explain the logic underlying the relationship between the variables.**
- ❖ Describe the nature, and direction of the relationships among the variables.
- ❖ Relates the previous studies.

Question No: 14 (Marks: 1) - Please choose one

Which of the following strategies is useful when defining a particular research question?

- ❖ To clearly articulate the research question, to provide operational, definitions and ensuring its testability.
- ❖ **To clearly articulate the research question, outlining the conditions in which the phenomena of interest are to be investigated.**
- ❖ To provide operational definitions of the ideas or concepts involved in the research.
- ❖ Ensuring that their research question is empirically testable.

Question No: 15 (Marks: 1) - Please choose one

What should the business researcher be aware of when signing a confidentiality agreement?

- ❖ Any clause which limits the length of a questionnaire.
- ❖ Any clause which allows the company to comment on findings that will be published.
- ❖ **Any clause which increases the level of access for the researcher.**
- ❖ Any clause which guarantees the anonymity of research participants.

Question No: 16 (Marks: 1) - Please choose one

In a study of concept learning in first-graders, all of the following should happen, **except;**

- ❖ To help make the experience enjoyable, children should be given substantial incentives to participate.
- ❖ The children should be asked if they want to participate.
- ❖ **Teachers of the children in their classes should give informed consent.**
- ❖ Parents must give consent.

Question No: 17 (Marks: 1) - Please choose one

Which of the following is least likely to occur as an ethical problem with electronic research?

- ❖ **Privacy could be invaded.**
- ❖ People are not likely to be able to stop once they have begun participating.
- ❖ Debriefing could be avoided.
- ❖ Informed consent cannot be completely monitored

Question No: 18 (Marks: 1) - Please choose one

Quantitative research has been criticised because:

- ❖ **The reliance on instruments and procedures makes it high in ecological validity.**
- ❖ The measurement process suggests a spurious and artificial sense of accuracy.
- ❖ It underestimates the similarities between objects in the natural and social worlds.
- ❖ It has no validity.

Question No: 19 (Marks: 1) - Please choose one

Which of the following is a characteristic of a standardized test?

- ❖ The administration of the test is controlled carefully to ensure that all examinees experience the same conditions.
- ❖ The test is developed by experts to ensure it is technically sound.

- ❖ The scores are interpreted in standard ways.
- ❖ All of the given options

Question No: 20 (Marks: 1) - Please choose one

Mr. Latif is measuring students' attitudes on a controversial topic. Which of the following would you recommend he use to control for the potential problem of students feeling the need to respond with socially acceptable responses?

- ❖ Ensure construct validity
- ❖ Allow anonymous responses
- ❖ Ensure reliability
- ❖ Ensure confidentiality

Question No: 21 (Marks: 1) - Please choose one Which of the following scales can measure the Temperature?

- ❖ Nominal scale
- ❖ Ordinal scale
- ❖ Interval scale
- ❖ All of the given options

Question No: 22 (Marks: 1) - Please choose one

Following are the properties of nominal scale, **except**;

- ❖ Least powerful
- ❖ Suggest no order
- ❖ Provide categorical information
- ❖ Provide magnitude of object

Question No: 23 (Marks: 1) - Please choose one

Which of the following is NOT the implication of Ordinal scale?

- ❖ Characteristics of nominal scale
- ❖ Rank the object
- ❖ Does not provide magnitude of object
- ❖ Provide rate

Question No: 24 (Marks: 1) - Please choose one

Which of the following statements is correct about validity and reliability?

- ❖ When internal validity is high, external validity is low
- ❖ When internal validity is high, there is no change in external validity
- ❖ When internal validity is high, external validity is also high
- ❖ All of the given options

Question No: 25 (Marks: 1) - Please choose one

When you are confident that the experimental manipulation produced the changes you measured in the dependent variable, your study probably has good _____ validity.

- ❖ Internal
- ❖ External
- ❖ Causal

❖ Construct

Question No: 26 (Marks: 1) - Please choose one

Mr. Ali has conducted an extensive review of the literature and has deductively reasoned a hypothesis about his problem on the basis of this review. Which type of a research plan is Mr. Ali likely proposing?

- Qualitative
- Ethical
- Both quantitative and qualitative
- ❖ Quantitative

Question No: 27 (Marks: 1) - Please choose one

Which of the following is a legitimate purpose of a research plan?

- ❖ It forces you to think through every aspect of a study.
- ❖ It provides detailed procedures to guide the conduct of the study.
- ❖ It provides clear roadmap of the study.
- ❖ Writing a plan facilitates the evaluation of it.

Question No: 28 (Marks: 1) - Please choose one

In the statement 'Smoke badly destroys health of people' what is the unit of analysis?

- ❖ Transportation
- ❖ Individuals
- ❖ Pollutants
- ❖ Drugs

Question No: 29 (Marks: 1) - Please choose one

While studying supervisor-subordinate relationship in an organization, what is the unit of analysis?

- ❖ Individual
- ❖ Dyad
- ❖ Employer-employee
- ❖ Organization

Question No: 30 (Marks: 1) - Please choose one

Which of the following types of survey research is often used for program evaluation or accreditation purposes?

- ❖ Developmental surveys
- ❖ Followup studies
- ❖ Public opinion polls
- ❖ No survey research is appropriate

Question No: 31 (Marks: 1) - Please choose one

Which of the following is NOT an example of a problem with using survey research to investigate behaviour?

- ❖ Respondents tend to answer by giving the most socially desirable answer.
- ❖ Respondents may inadvertently omit key terms in the question.
- ❖ Respondents may not give an honest reply to what they see as a threatening question.
- ❖ Respondents may be unwilling to reveal information as they believe they are likely to be identified.

Question No: 32 (Marks: 1) - Please choose one

What should the researcher do if they have achieved a low response rate?

- ❖ Copy responses and paste them again.
- ❖ Abandon the research project entirely.
- ❖ Recognize and accept the possible limitations of a low response rate.
- ❖ Fill in some more questionnaires themselves.

Question No: 33 (Marks: 1) - Please choose one

Which of the following statements is correct about questionnaire?

- ❖ A questionnaire should run to at least twenty pages.
- ❖ The questions should have no spaces between them so that the whole questionnaire looks small.
- ❖ Only questionnaires that are A3 size achieve high response rates.
- ❖ Clear presentation is more important than overall size.

Question No: 34 (Marks: 1) - Please choose one

Critical decision area in questionnaire construction is which of the following?

- ❖ Question content
- ❖ Question wording
- ❖ Response strategy
- ❖ All of the given options

Question No: 35 (Marks: 1) - Please choose one

The most critical area of an article to read is;

- ❖ Introduction
- ❖ Abstract
- ❖ Results section
- ❖ Limitations

Question No: 36 (Marks: 1) - Please choose one

Which of the following is/are advantage(s) of the self-completed questionnaire?

- ❖ Inability to confirm who completed the questionnaire
- ❖ Its unsuitability for some kinds of respondents
- ❖ Inability to ask many questions that are not directly relevant to the respondent
- ❖ Easy to justify the answer

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Time consumed in mall intercept interview is representing which of the following type?

- ❖ High
- ❖ Moderate
- ❖ Low
- ❖ Nil

Question No: 38 (Marks: 1) - Please choose one

Which of the following similarity is found in Qualitative research and Survey research?

- ❖ Examine topics primarily from the participants' perspectives.
- ❖ They are guided by predetermined variables to study.
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- ❖ Have large sample sizes.

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- ❖ Specifies the relationship between variables that the researcher expects to find.

Question No: 40 (Marks: 1) - Please choose one

Which of the following makes research questions very crucial?

- ❖ Guide your decisions about what data to collect and from where.
- ❖ Help you decide which research area interests you.
- ❖ Ensure that your findings have external validity.
- ❖ Prevent you from thinking about research strategies.

Question No: 41 (Marks: 10)

How would you explain "Research Proposal" and its different sections?

MIDTERM EXAMINATION
Fall 2009
STA630- Research Methods

Question No: 1 (Marks: 1) - Please choose one

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- ❖ Dessler, G.
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- ❖ Results demonstrate cause-and-effect relationships.
- ❖ Data are usually qualitative.

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Which of the following statements is TRUE for qualitative research question?

- ❖ It asks a question about some process, or phenomenon to be explored.
- ❖ It is generally an open-ended question.
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The most critical area of an article to read is;

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- ❖ Help you decide which research area interests you.
- ❖ Ensure that your findings have external validity.
- ❖ Prevent you from thinking about research strategies.

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MIDTERM EXAMINATION

Spring 2010

STA630- Research Methods (Session - 3)

Question No: 1 (Marks: 1) - Please choose one

Who, among the following, is the writer of Business Research Methods?

- ❖ Neuman, W.C.
- ❖ Zikmund, W.

❖ Sekaran, U.

❖ Dessler, G.

Question No: 2 (Marks: 1) - Please choose one

Which of the following is the basis of the Scientific Method?

- ❖ To test hypothesis in conditions that is conducive to its success.
- ❖ To formulate a research problem and disprove the hypothesis.
- ❖ **To formulate a research problem, test the hypothesis in carefully controlled conditions that challenge the hypothesis.**
- ❖ To test hypothesis and if they are disproved, they should be abandoned completely.

Question No: 3 (Marks: 1) - Please choose one

The action research method is depicting as a strengthening process because;

- ❖ Data collection continues throughout data analysis.
- ❖ The results are analyzed and used by other researchers to conduct additional investigations of the topic.
- ❖ The action researcher continues to study other topics of interest after the initial study is completed.
- ❖ The process continues even after the data are collected and analyzed, and actions are taken based on findings.
- ❖ Data collection continues throughout data analysis.

Question No: 4 (Marks: 1) - Please choose one

Quantitative researcher's pre-occupation with generalization is an attempt to:

- ❖ **Develop the law like findings of the natural sciences.**
- ❖ Boost their chances of publication.
- ❖ Enhance the internal validity of their research.
- ❖ Demonstrate the complex techniques of statistical analysis.

Question No: 5 (Marks: 1) - Please choose one

“Income distribution of employees” in a specific organization is an example of which type of variable?

❖ Discontinuous variable

❖ Dependent variable

❖ **Continuous variable**

❖ Independent variable

❖ Informal test

❖ Moderating test

❖ Significance test

❖ **t-test**

Significance test

Question No: 7 (Marks: 1) - Please choose one

A formal statement of the research question or “purpose of research study” generally:

❖ Is made prior to the literature review

❖ **Is made after the literature review**

❖ Will help guide the research process

❖ Is made before or after literature review

Question No: 8 (Marks: 1) - Please choose one

What should the business researcher be aware of when signing a confidentiality agreement?

❖ Any clause which limits the length of a questionnaire.

❖ **Any clause which allows the company to comment on findings that will be published.**

- ❖ Any clause which increases the level of access for the researcher.
- ❖ Any clause which guarantees the anonymity of research participants.

Question No: 9 (Marks: 1) - Please choose one

Quantitative research has been criticised because:

- ❖ The reliance on instruments and procedures makes it high in ecological validity.
- ❖ **The measurement process suggests a spurious and artificial sense of accuracy.**
- ❖ It underestimates the similarities between objects in the natural and social worlds.
- ❖ It has no validity.
- ❖ The measurement process suggests a spurious and artificial sense of accuracy.

Question No: 10 (Marks: 1) - Please choose one

Which of the following BEST describes an assessment that examines students' ability to conduct a chemistry experiment in the lab?

- ❖ Aptitude
- ❖ Interest inventory
- ❖ **Performance assessment**
- ❖ Standardized test
- ❖ Aptitude

Question No: 11 (Marks: 1) - Please choose one

One of the preoccupations of quantitative researchers is with generalization, which is a sign of:

- ❖ **External validity**
- ❖ Internal reliability
- ❖ External reliability
- ❖ Internal validity

Question No: 12 (Marks: 1) - Please choose one

A study design in which the researcher might create_____ to establish cause-and-effect relationship is called Experimental Design.

❖ **An artificial setting, control some variables and manipulates the independent variable**

- ❖ A natural setting, control some variables and manipulates the dependent variables
- ❖ An artificial setting, control some variables and manipulates the dependent variable
- ❖ All of the given options
- ❖ An artificial setting, control some variables and manipulates the independent variable

Question No: 13 (Marks: 1) - Please choose one

Which of the following types of survey research is often used for program evaluation or accreditation purposes?

❖ Developmental surveys

❖ **Followup studies**

- ❖ Public opinion polls
- ❖ No survey research is appropriate

Question No: 14 (Marks: 1) - Please choose one

What should the researcher do if they have achieved a low response rate?

- ❖ Copy responses and paste them again.
- ❖ Abandon the research project entirely.

❖ **Recognize and accept the possible limitations of a low response rate.**

- ❖ Fill in some more questionnaires themselves.

Question No: 15 (Marks: 1) - Please choose one

Which of the following characteristic of the scientific method is defined as the confirmation or refutation of the observation through the scientific method by using sensory experience?

❖ **Empirical**

- ❖ Verifiable
- ❖ Observable
- ❖ Cumulative

Question No: 16 (Marks: 1) - Please choose one

Which of the following study requires the collection of data at one point in time from a large number of respondents?

- ❖ Case study

❖ **Cross-sectional study**

- ❖ All of the given options
- ❖ Longitudinal study

Question No: 17 (Marks: 1) - Please choose one

Basic research can also be called as

- ❖ Practical research

❖ **Fundamental Research**

- ❖ Action research
- ❖ Assessment research

Question No: 18 (Marks: 1) - Please choose one

Methodological reviews can be best explained as:

❖ **Evaluation of the previous research methodologies used by the researchers** page 27

- ❖ Assessment of the models built by the previous researchers

- ❖ Reviewing the review in the systematic manner
- ❖ Studying the specific context under study
- ❖ Evaluation of the previous research methodologies used by the researchers

Question No: 19 (Marks: 1) - Please choose one

The review that presents the current state of knowledge by combining different reports is called:

- ❖ Self study review
- ❖ Theoretical review
- ❖ Systematic review
- ❖ **Integrative review**

Question No: 20 (Marks: 1) - Please choose one

The best method to narrow down a topic is to:

- ❖ Develop theoretical framework
- ❖ **Review literature**
- ❖ Test a hypothesis
- ❖ Conduct a survey

Question No: 21 (Marks: 1) - Please choose one

Which of the following is not the part of the funded research proposal?

- ❖ Research strategies
- ❖ Significance of the research
- ❖ Research Team
- ❖ Theoretical framework

Question No: 22 (Marks: 1) - Please choose one

Why should we study research for our degree requirement?

- ❖ Because we live in a society that is driven by research.
- ❖ To improve our critical thinking skills.
- ❖ To learn how to critically evaluate published research.
- ❖ **All of the given options**

Question No: 23 (Marks: 1) - Please choose one

Which of the following is elaborative exploratory pilot study?

❖ **Focus group discussion** 7 page

- ❖ Literature review
- ❖ Document analysis
- ❖ Survey

Question No: 24 (Marks: 1) - Please choose one

Which of the following is true for field experiment?

- ❖ It is difficult to control the external factors to research
- ❖ **It is possible to establish perfect cause and effect relationship**
- ❖ Survey method is not appropriate
- ❖ It is similar to lab experiment
- ❖ It is possible to establish perfect cause and effect relationship

Question No: 25 (Marks: 1) - Please choose one

Which of the following is the BEST hypothesis?

❖ Students taking formative quizzes will perform better on exams at the end of the chapter than students not taking these quizzes.

❖ Taller students will have higher test scores than shorter students.

❖ Students taught in a cooperative group setting should do better than students in a traditional class.

❖ Students using laptops will do well.

❖ Students taught in a cooperative group setting should do better than students in a traditional class.

Question No: 26 (Marks: 1) - Please choose one

‘There is no relationship between motivation level and efficiency’ is an example of which type of hypothesis?

❖ Alternative

❖ Correlational

❖ Null

❖ Research

❖ Null

Question No: 27 (Marks: 1) - Please choose one

Which of the following is not a characteristic of the operational definition?

❖ It divides a concept into the empirical measures

❖ It translates a broad phenomenon into specific concepts page 18

❖ It delineates the antecedents of the concept being operationalized

❖ It provides the working definition of the concept

Question No: 28 (Marks: 1) - Please choose one

Which of the following types of scales is likely measuring students' deeply held beliefs about ideas, people, or objects?

❖ The Study of Values

- ❖ The Attitudes toward School Scale
- ❖ The Strong Campbell Interest Inventory
- ❖ The Minnesota Multiphasic Personality Inventory
- ❖ The Attitudes toward School Scale

Question No: 29 (Marks: 1) - Please choose one

Which of the following statements is correct about validity and reliability?

- ❖ When internal validity is high, external validity is low
- ❖ When internal validity is high, there is no change in external validity
- ❖ When internal validity is high, external validity is also high
- ❖ All of the given options
- ❖ All of the given options

Question No: 30 (Marks: 1) - Please choose one

Large number of respondents are best interviewed in a (an)_____ way

- ❖ Unstructured
- ❖ Structured
- ❖ Semi structured
- ❖ Open ended

Open ended

Question No: 31 (Marks: 1) - Please choose one

Different factors affect the outcome of survey. In a study using a self completion questionnaire, which of the following would probably NOT affect the outcome?

- ❖ Interviewer training
- ❖ Sample size
- ❖ Incentive quality

- ❖ Question wording
- ❖ Interviewer training

Question No: 32 (Marks: 1) - Please choose one

The response rate of the internet survey can be increased due to:

- ❖ Personality of the researcher

❖ Maximum number of the questions 76 page

- ❖ Sponsoring agency
- ❖ All of the given options
- ❖ Maximum number of the questions

Question No: 33 (Marks: 1) - Please choose one

Which of the following hypothesis is a descriptive one?

❖ What is the level of commitment of the officers in your organization?

- ❖ What is the effect of organizational commitment on officer's productivity?
- ❖ What are the factors that affect commitment of the officers?
- ❖ All of the given options.

Question No: 34 (Marks: 1) - Please choose one

Which of the following does not represent the characteristic of a good quantitative problem statement?

- ❖ Specifies the relationship between variables that the researcher expects to find.
- ❖ Defines the independent and dependent variables.
- ❖ Conveys a sense of emerging design.**
- ❖ Specifies a research hypothesis to be tested.

- ❖ Specifies the relationship between variables that the researcher expects to find.

Question No: 35 (Marks: 3)

What is the primary difference between test/retest and internal consistency?

Question No: 36 (Marks: 5)

Researchers interviewed a group of people in a specific room. They were told that only their interaction with each other and their point of views on a specific issue are being studied but in fact high frequency sound waves were passed through that room and their effect on human behavior was being observed.

Answer the following questions:

Is it an act of deception? Give reason for your choice.

Do you think it was necessary to deceive the respondent in this experiment?

What can the researcher do after the completion of research to rectify the damage done to the respondents?

Question No: 37 (Marks: 5)

What is personal interviewing, how it can be conducted and at which places?

Midterm Examination
Fall 2009
STA630 Research Methods (Session – 4)

Marks: 50

Question No:1 (Marks: 1) - Please choose one

On which of the following, Scientific knowledge mostly relies?

- ❖ Identification of events
- ❖ Logical understanding
- ❖ Prior knowledge
- ❖ All of the given options

Question No: 2 (Marks: 1) - Please choose one

What does an empiricist believe?

All the knowledge that we have of life after death can be used in research.

Knowledge in the form of 'facts' should be gained through sensory experience.

Research conducted within the British Empire was biased and unreliable.

Research should not always necessarily rely on the scientific methods.

Question No: 3 (Marks: 1) - Please choose one

All of the following are true about theories, except:

They organize and summarize existing knowledge about a topic.

They are tentative until the facts prove them true.

They provide possible explanations for the phenomenon under study.

They lead to testable hypotheses through the process of deduction.

Question No: 4 (Marks: 1) - Please choose one Which of the following statements is TRUE for operational definition?

It is one that bears no relation to the underlying concept.

It is an abstract, theoretical definition of a concept

A definition of a concept in terms of specific and empirical measures.

It is one that refers to opera singers and their work.

Question No: 5 (Marks: 1) - Please choose one

Which of the following statements is false about variables?

Discrete variables allow measurement of an infinite number of fractions of units of measurement.

Discrete variables can only have whole number values.

Continuous numbers can only have whole number values.

Continuous measures do not allow for scores that fall between two number values.

Question No: 6 (Marks: 1) - Please choose one

A variable that is presumed to cause a change in another variable is known as:

Discontinuous variable

Dependent variable

Independent variable

Intervening variable

Question No: 7 (Marks: 1) - Please choose one

Which of the following can best be described as a categorical variable?

Age

Annual income

Grade point average

Religion

Question No: 8 (Marks: 1) - Please choose one

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Question No: 9 (Marks: 1) - Please choose one

“The higher the level of job satisfaction of the of ficers the lower the rate of turnover in an organization”, is a:

Descriptive hypothesis

Relational hypothesis

Relational and directional hypothesis

Relational and non directional hypothesis

Question No: 10 (Marks: 1) - Please choose one

Which two of the following are legitimate frameworks for setting out a literature review:

❖ Constructing intertextual coherence, 2. Deconstruction of textual coherence,

❖ Problematizing the situation, 4. Resolving discovered problems?

❖ and 2

❖ and 3

❖ and 3

❖ and 4

Question No: 11 (Marks: 1) - Please choose one

Which of the following refers to "A review that only demonstrates familiarity with an area is rarely published but it often is part of an educational program is which type of review"?

Integrative review

Theoretical review

Self-study review

Historical review

Question No: 12 (Marks: 1) - Please choose one

Question No: 13 (Marks: 1) - Please choose one

Which of the following functions is performed by theoretical framework?

Elaborates the relationship among the variables.

Explains the logic underlying these relationships.

Describes the nature, and direction of the relationships.

All of the given options.

Question No: 14 (Marks: 1) - Please choose one

When embarking upon a research project, which of the following issues should be considered?

That the data from the study will be treated anonymously and confidentially.

Coherent research question, pilot work and confidentiality.

Pilot work should be carried out to assess the practical issues and feasibility of the research.

That the research should be based upon a coherent research question.

Question No: 15 (Marks: 1) - Please choose one

Which of the following is least likely to occur as an ethical problem with electronic research?

Privacy could be invaded.

People are not likely to be able to stop once they have begun participating.

Debriefing could be avoided.

Informed consent cannot be completely monitored.

Question No: 16 (Marks: 1) - Please choose one

Mr. Ali has decided to use the tests given at the end of each chapter of the textbook to measure the achievement levels of the students in his study. Which of the following BEST describes the end of chapter test?

Operationalized variable

Independent variable

Variable

Construct

Question No: 17 (Marks: 1) - Please choose one

Which type of measurement scale describes the typical test scores that range from 0 to 100?

Nominal

Ordinal

Interval

Ratio

Question No: 18 (Marks: 1) - Please choose one

Mr. Hasan's son has applied to a high school in Florida, but the application was denied solely on his low score on the Iowa Test of Basic Skills (ITBS). His son wants to attend this school and contends his current grades and other standardized test scores speak well to both his past work and future academic capability. Which of the following characteristics of the ITBS is being questioned by this student? Construct validity

Content validity

Predictive validity

Concurrent validity

Question No: 19 (Marks: 1) - Please choose one

Which of the following is the appropriate way in which to view the reliability of

observational data?
Test-retest
Parallel forms
Internal consistency
Interobserver reliability

Question No: 20 (Marks: 1) - Please choose one

Which of the following BEST describes an assessment that examines students' ability to conduct a chemistry experiment in the lab?

Performance assessment
Interest inventory
Aptitude
Standardized test

Question No: 21 (Marks: 1) - Please choose one

Which of the following functions is performed by the Ordinal scale?

Categorize
Distance
Order
Unique origin

Question No: 22 (Marks: 1) - Please choose one

In which way does a ratio scale measurement differ from an interval measurement?

It implies the existence of an absolute zero value.
It measures larger or smaller scores on some underlying dimension.
It requires the mutual exclusivity of all cases.
It requires that exhaustiveness is applied to all observations.

Question No: 23 (Marks: 1) - Please choose one

Which of the following is NOT the implication of Ordinal scale?

Characteristics of nominal scale
Rank the object
Does not provide magnitude of object
Provide rate

Question No: 24 (Marks: 1) - Please choose one

Which of the following statements is correct about validity and reliability?

When internal validity is high, external validity is low
When internal validity is high, there is no change in external validity
When internal validity is high, external validity is also high
All of the given options

Question No: 25 (Marks: 1) - Please choose one

Which of the following is a threat to the internal validity of an experimental design?

Maturation
Interaction of setting and treatment
Interaction effects of pre-testing
Reactive effects of experimental arrangements

Question No: 26 (Marks: 1) - Please choose one

Which of the following statements relates to concurrent validity?

The measure apparently reflects the content of the concept in question.

A criterion is employed on which cases are known to differ.

A future criterion is employed on which cases are known to differ.

A measure is gauged by comparing it to measures of the same concept developed through other methods.

Question No: 27 (Marks: 1) - Please choose one

A measure has high internal consistency reliability when:

Multiple observers make the same ratings using the measure.

Participants score at the high end of the scale every time they complete the measure.

Multiple observers obtain the same score every time they use the measure.

Each of the items correlates with other items on the measure.

Question No: 28 (Marks: 1) - Please choose one

Research may differ along a series of dimensions. Which of the following may be applied to this statement?

- ❖ The type of data collected.
- ❖ The data-collection technique.
- ❖ The level of manipulation used to elicit data collection.
- ❖ All of the given options.

Question No: 29 (Marks: 1) - Please choose one

Which of the following statement refers to cross-sectional design?

- ❖ A comparison of two or more variables over a long period of time
- ❖ The collection of data from more than one case at one moment in time
- ❖ One that is devised when the researcher is in a bad mood
- ❖ A study of one particular section of society, e.g. the middle classes

Question No: 30 (Marks: 1) - Please choose one

Which of the following is a legitimate purpose of a research plan?

- ❖ It forces you to think through every aspect of a study.
- ❖ It provides detailed procedures to guide the conduct of the study.
- ❖ It provides clear roadmap of the study.
- ❖ Writing a plan facilitates the evaluation of it.

Question No: 31 (Marks: 1) - Please choose one

A study design in which the researcher might create_____ to establish cause-and-effect relationship is called Experimental Design.

- ❖ An artificial setting, control some variables and manipulates the independent variable
- ❖ A natural setting, control some variables and manipulates the dependent variables
- ❖ An artificial setting, control some variables and manipulates the dependent variable
- ❖ All of the given options

Question No: 32 (Marks: 1) - Please choose one

Which of the following kinds of survey research gathers data through questionnaires administered once to the sample?

- ❖ Longitudinal, observation
- ❖ Cross-sectional, observation
- ❖ Longitudinal, self-report
- ❖ Cross-sectional, self-report

Question No: 33 (Marks: 1) - Please choose one

Which of the following is NOT an example of a problem with using survey research to investigate behaviour?

- ❖ Respondents tend to answer by giving the most socially desirable answer.
- ❖ Respondents may inadvertently omit key terms in the question.
- ❖ Respondents may not give an honest reply to what they see as a threatening question.
- ❖ Respondents may be unwilling to reveal information as they believe they are likely to

Question No: 34 (Marks: 1) - Please choose one

Which of the following statements might assist response rates?

- ❖ Please photocopy the questionnaire five times and pass on to your work colleagues.
- ❖ Please make sure that the questionnaire is completed with a fountain pen.
- ❖ Please read the attached journal article on the ontological foundations of positivism prior to completing the questionnaire.
- ❖ Please put the completed questionnaire in the enclosed stamped addressed envelope

Question No: 35 (Marks: 1) - Please choose one

Which of the following is NOT a source of literature review?

- ❖ Scholarly Books
- ❖ Dissertations
- ❖ Policy Reports and Presented Papers
- ❖ Story book

Question No: 36 (Marks: 1) - Please choose one

The most critical area of an article to read is;

- ❖ Introduction

- ❖ Abstract
- ❖ Results section
- ❖ Limitations

Question No: 37 (Marks: 1) - Please choose one

The Introduction section of the research plan;

- ❖ Gives an overview of prior relevant studies.
- ❖ Contains a statement of the purpose of the study.
- ❖ Relates previous studies, denote purpose and research questions.
- ❖ Concludes with a statement of the research questions and, for quantitative research, it includes the research hypothesis.

Question No: 38 (Marks: 1) - Please choose one

Time consumed in mall intercept interview is representing which of the following type?

- ❖ High
- ❖ Moderate
- ❖ Low
- ❖ Nill

Question No: 39 (Marks: 1) - Please choose one

Which of the following is True for survey research?

- ❖ Survey research is a subset of experimental research.
- ❖ Survey research is often used in experimental research.
- ❖ Survey research is never used in experimental research.
- ❖ Survey research is always used in experimental research.

Question No: 40 (Marks: 1) - Please choose one

Which of the following is to convince reviewers that the researcher is capable of successfully conducting the proposed research project?

- ❖ Literature review
- ❖ Research question
- ❖ **Research proposal**
- ❖ Research project

Question No: 41 (Marks: 10)

What are various type of variables that can be identified during research. Explain with suitable example.

MIDTERM EXAMINATION

Spring 2010

STA630- Research Methods (Session - 4)

Question No: 1 (Marks: 1) - Please choose one

Research can help in the following ways for developing methodologies, EXCEPT;

- ❖ Tools of data collection
- ❖ New technique for gathering data
- ❖ Defining a problem
- ❖ Data analysis

Question No: 2 (Marks: 1) - Please choose one

Question No: 3 (Marks: 1) - Please choose one

Research method is applicable in all of the following fields, Except.

- ❖ Health care
- ❖ Business
- ❖ Government offices
- ❖ Religion

Question No: 4 (Marks: 1) - Please choose one

Which of the following BEST describes quantitative research?

- ❖ The collection of non numerical data
- ❖ An attempt to confirm the research's hypotheses
- ❖ Research that is exploratory

- ❖ Research that attempts to generate a new theory

Question No: 5 (Marks: 1) - Please choose one

Which of the following is the definition of an independent variable?

- ❖ A variable that is manipulated or controlled by the experimenter.
- ❖ A response variable.
- ❖ The behavioural measure made by the experimenter.
- ❖ A dependent variable that is controlled by the experimenter.

Question No: 7 (Marks: 1) - Please choose one

A literature review should be characterized by all of the following, EXCEPT;

- ❖ Summarize and report each article.
- ❖ Use important topics as the organizing structure of the review.
- ❖ Analyze all articles for similarities and differences related to major topics.
- ❖ Discuss implications relative to the research problem.

Question No: 8 (Marks: 1) - Please choose one

Which of the following functions is performed by theoretical framework?

- ❖ Elaborates the relationship among the variables.

- ❖ Explains the logic underlying these relationships.
- ❖ Describes the nature, and direction of the relationships.
- ❖ All of the given options.

Question No: 9 (Marks: 1) - Please choose one

When there is a need of generating new ideas for hypotheses or to interpret the results of some research, which one is the best research design?

- ❖ Experiment
- ❖ Surveys
- ❖ **Focus group discussion**
- ❖ Communication analysis

Question No: 10 (Marks: 1) - Please choose one

What should the business researcher be aware of when signing a confidentiality agreement?

- ❖ Any clause which limits the length of a questionnaire.
- ❖ Any clause which allows the company to comment on findings that will be published.
- ❖ Any clause which increases the level of access for the researcher.
- ❖ Any clause which guarantees the anonymity of research participants.

Question No: 11 (Marks: 1) - Please choose one

Which of the following is an example of deception in business research?

- ❖ The obtaining of company material without permission.
- ❖ The researcher wearing a disguise during an observation.
- ❖ The researcher representing their research as being about a different topic.
- ❖ The researcher failing to ask permission to interview someone.

Question No: 12 (Marks: 1) - Please choose one

All of the following are part of the ethics code for animal research, **except;**

- ❖ The researcher must be an expert about the species being studied.
- ❖ Procedures using reinforcement are preferred over those using punishment.
- ❖ Animal studies that are purely educational in purpose cannot be done.
- ❖ If the animal must be killed at the end of the study, a painless procedure must be used.

Question No: 13 (Marks: 1) - Please choose one

Which of the following is not an example of deception?

- ❖ A part of the truth is not communicated to the respondent.
- ❖ To observe code of ethics.
- ❖ To leak out information regarding any confidential matter.
- ❖ To create bias between respondents before the survey.

Question No: 14 (Marks: 1) - Please choose one

Which of the following BEST describes an assessment that examines students' ability to conduct a chemistry experiment in the lab?

- ❖ Aptitude
- ❖ Interest inventory
- ❖ Performance assessment
- ❖ Standardized test

Question No: 15 (Marks: 1) - Please choose one

Which of the following is a legitimate purpose of a research plan?

- ❖ It forces you to think through every aspect of a study.

- ❖ It provides detailed procedures to guide the conduct of the study.
- ❖ It provides clear roadmap of the study.
- ❖ Writing a plan facilitates the evaluation of it.

Question No: 16 (Marks: 1) - Please choose one

Which of the following surveys are more impersonal than face-to-face interviews?

- ❖ Mail
- ❖ Recorded Interview
- ❖ Focus group
- ❖ Telephonic

Question No: 17 (Marks: 1) - Please choose one

All of the following are the characteristics of scientific methods of research, **EXCEPT**;

- ❖ Cumulative
- ❖ Deterministic
- ❖ Unethical
- ❖ Rationalism

Question No: 18 (Marks: 1) - Please choose one

Which of the following is **NOT** the feature of theoretical framework?

- ❖ Make an inventory of variables
- ❖ Statistical analysis
- ❖ Specify the direction of relationship
- ❖ Make an inventory of propositions

Question No: 19 (Marks: 1) - Please choose one

Which of the following study requires the collection of data at one point in time from a large number of respondents?

- ❖ Case study
- ❖ Cross-sectional study
- ❖ All of the given options
- ❖ Longitudinal study

Question No: 20 (Marks: 1) - Please choose one

Which of the following is NOT the goal of the explanatory research?

- ❖ Testing theory
- ❖ Establishing the relationship between different phenomenon
- ❖ Generating new ideas about the topic
- ❖ Replicating a theory to a new area

Question No: 21 (Marks: 1) - Please choose one

Basic research can also be called as

- ❖ Practical research
- ❖ Fundamental Research
- ❖ Action research
- ❖ Assessment research

Question No: 22 (Marks: 1) - Please choose one

Descriptive hypothesis is also called:

- ❖ Directional Hypothesis
- ❖ Univariate Hypothesis
- ❖ Non directional Hypothesis

- ❖ All of the given options

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Question No: 23 (Marks: 1) - Please choose one

Logical argument of the researcher can be based on:

- ❖ Personal experience
- ❖ Literature review
- ❖ Arm chair thinking
- ❖ All of the given options

Question No: 24 (Marks: 1) - Please choose one

Rationalism is the application of which of the following?

- ❖ Research solution
- ❖ Logic and arguments
- ❖ Intuition
- ❖ Previous findings

Question No: 25 (Marks: 1) - Please choose one

Which of the following is the characteristic/s of Hypotheses in qualitative research studies?

- ❖ Hypotheses are very specific and stated prior to beginning the study.
- ❖ Hypotheses are never used.
- ❖ Hypotheses are often generated as the data are collected, interpreted, and analyzed.
- ❖ Hypotheses are deductively tested

Question No: 26 (Marks: 1) - Please choose one

_____are more specific than dimensions:

- ❖ Elements
- ❖ Variables
- ❖ Aspects of variables
- ❖ Concepts

Question No: 27 (Marks: 1) - Please choose one

Which of the following is an indicator of the job stress?

- ❖ **Competitive pay**
- ❖ Role conflict
- ❖ Fair policies
- ❖ None of the given options

Question No: 28 (Marks: 1) - Please choose one

Which of the following functions is performed by the Ratio scale?

- ❖ All of the given options
- ❖ Distance
- ❖ Order
- ❖ Unique origin

Question No: 29 (Marks: 1) - Please choose one

Which of the following effect in internal validity occurs when test units with extreme scores are used.

- ❖ Statistical regression
- ❖ Selection Bias
- ❖ Maturation
- ❖ Instrumentation

Question No: 30 (Marks: 1) - Please choose one

The design where we have no control over the variables and report only what has happened or what is happening is called_____

- ❖ Research design
- ❖ Contrived design
- ❖ Ex-post-facto design
- ❖ Explanatory design

Question No: 31 (Marks: 1) - Please choose one

Which of the following disadvantage of personal interview can be overcome by rapport building?

- ❖ Cost
- ❖ Lack of anonymity of the respondents
- ❖ Scarcity of highly trained interviewers
- ❖ Callbacks

Question No: 32 (Marks: 1) - Please choose one

Large number of respondents are best interviewed in a (an)_____ way

- ❖ Unstructured
- ❖ Structured
- ❖ Semi structured
- ❖ Open ended

Question No: 33 (Marks: 1) - Please choose one

Which one of these is an interviewer-administered questionnaire?

- ❖ Postal questionnaire
- ❖ Delivery and collection questionnaire
- ❖ Telephone questionnaire

❖ On-line questionnaire

Question No: 34 (Marks: 1) - Please choose one

One of the disadvantages of the internet survey is:

- ❖ All people cannot participate
- ❖ Slow data collection speed
- ❖ Less anonymity
- ❖ High cost

Question No: 35 (Marks: 3)

Why preliminary notification is essential in self administered questionnaire?

Question No: 36 (Marks: 5)

A research was conducted by education department to see the impact of strict teaching practices on the rate of failure among the students.

Identify dependent and independent variables. (1)

Classify this research according to purpose of doing research; exploratory, descriptive or explanatory. Explain your choice.(2)

Classify this research according to use of research; Basic or Applied. Explain your choice.(2)

Question No: 37 (Marks: 5)

"Because literature survey is a time-consuming exercise, a good in-depth interview will be sufficient to develop a theoretical framework". Discuss this statement.

Quiz #2 STA 630

If a nominal scale is used, it is permissible to calculate which of the following statistics?

Select correct option:

Mean

Range

Percentile

Mode

The key objective of data analysis is to:

Select correct option:

Calculate statistics

Understand relationships between variables

Obtain the distribution of responses for each question

Create tables which display the survey results

Question # 3 of 15

Bias is defined as;

Select correct option:

The distortion of responses based on gender, ethnicity, race, or language

A lack of validity

A lack of reliability

A poor interpretation of a student's score

Question # 4 of 5

Which of the following is a research method that allows a researcher to get information

about a large number of subjects relatively inexpensively and easily?

Select correct option:

Naturalistic observation

Case study

Laboratory observation

Survey

Question # 5 of 15

What is the first step in the research process?

Select correct option:

Preliminary data collection

Problem

definition Theoretical framework

Define broad problem area

Step I: Formulating a Research Problem

Formulating a research problem is the first and most important step in the research process.

A research problem identifies your destination: it should tell you, your research supervisor and your readers what you intend to research.

Question # 6 of 15

When you are confident that the experimental manipulation produced the changes you

measured in the dependent variable, your study probably has good _____ validity.

Select correct option:

Construct Internal

External

Causal

Question # 7 of 15

What is a relationship between the literature survey and the theoretical framework?

Select correct option:

Provides a solid foundation for developing the latter

Literature survey helps in the identification of the relevant variables

The theoretical framework explains the theory underlying these relations

All of the given options

There is a relationship between the literature survey and the theoretical framework whereby the former provides a solid foundation for developing the latter. Literature survey helps in the identification of the relevant variables, as determined by the previous researches. This in addition to other logical connections that can be conceptualized forms the basis for the theoretical model. The theoretical framework elaborates the relationships among the variables, explains the theory underlying these relations, and describes the nature and direction of the relationships.

Question # 8 of 15

In which way does a ratio scale measurement differ from an interval measurement?

Select correct option:

It measures larger or smaller scores on some underlying dimension.

It implies the existence of an absolute zero value.

It requires the mutual exclusivity of all cases.

It requires that exhaustiveness is applied to all observations.

Question # 9 of 15

All of these are characteristics of scientific methods of research except, it is

Select correct option:

Cumulative
Deterministic

Unethical (handouts pg#5)

Rationalism

Question # 10 of 15

The elaboration of the variables in the theoretical framework addresses which type of questions?

Select correct option:

Why we expect certain relationships to exist
How we expect certain relationships to exist

Both of the given questions

None of the given questions

Question # 11 of 15

Which of the following is the least appropriate research problem?

Select correct option:

Does studying Latin improve the standardized vocabulary test scores of seventh grade students?

Does drilling fifth grade students with multiplication facts improve their standardized test

scores?

What is the relationship between students' math attitudes and math achievement?

Should students have access to controversial novels in school?

Question # 12 of 15

A _____ scale only assigns numbers to objects to classify the objects according to the characteristic of interest.

Select correct option:

Ratio **No**

minal

Interval

Dichotomous

Question # 13 of 15

Which of the following is NOT a characteristic of a good research topic?

Select correct option:

It is ethical.

It can be investigated through the collection and analysis of data.

It focuses on a philosophical or ethical issue. It is theoretically or practically significant.

Question # 14 of 15

Which of the following should not be a consideration in writing a proposal?

Select correct option:

Understanding the problem situation
The appearance/form of the proposal

Responding to every element exactly as specified by the client

Knowing as much as possible about the proposal recipients

Question # 15 of 15

The extent to which we can generalize the results of a study to other participants is called

Select correct option:

Sampling validity

External validity

Construct validity

Internal validity

. External validity refers to: the extent to which we can generalize the results of a study to other populations and settings

Sta 2010 solve by my self

1.Which research paradigm is based on the pragmatic view of reality

- a. quantitative research
- b. qualitative research
- c. mixed researchd.
- none of the above

❖ **Which research paradigm is least concerned about generalizing its findings?**

- a. quantitative research
- b. qualitative research
- c. mixed researchd.
- none of the above

❖ **Which of the following best describes quantitative research?**

- a. the collection of nonnumerical data
- b. an attempt to confirm the researcher's hypotheses
- c. research that is exploratory
- d. research that attempts to generate a new theory

❖ **A condition or characteristic that can take on different values or categories is called ____.**a.

- a constant
- b. a variable
- c. a cause-and-effect relationship
- d. a descriptive relationship

❖ **A variable that is presumed to cause a change in another variable is called a(n)**

- a. categorical variable
- b. dependent variable
- c. independent variable
- d. intervening variable

❖ **All of the following are common characteristics of experimental research except:**

- a. it relies primarily on the collection of numerical data
- b. it can produce important knowledge about cause and effect
- c. it uses the deductive scientific method. it rarely is conducted in a controlled setting or environment
- d. it rarely is conducted in a controlled setting or environment

❖ **Qualitative research is often exploratory and has all of the following characteristics except:**

- a. it is typically used when a great deal is already known about the topic of interest
- b. it relies on the collection of nonnumerical data such as words and pictures
- c. it is used to generate hypotheses and develop theory about phenomena in the world
- d. it uses the inductive scientific method

❖ **Which type of research provides the strongest evidence about the existence of cause-and-effect relationships?** a. nonexperimental Research

b. experimental Research

❖ **What is the key defining characteristic of experimental research?**

- a. extraneous variables are never present
- b. a positive correlation usually exists
- c. a negative correlation usually exists
- d. manipulation of the independent variable

❖ **In _____, random assignment to groups is never possible and the researcher cannot manipulate the independent variable.**

- a. basic research
- b. quantitative research

- c. experimental research
- d. causal-comparative and correlational research

❖ **What is the defining characteristic of experimental research?**

- a. resistance to manipulation
- b. manipulation of the independent variable
- c. the use of open-ended questions
- d. focuses only on local problems

12.. A positive correlation is present when _____.

- a. two variables move in opposite directions
- .b. two variables move in the same direction.
- c. one variable goes up and one goes down
- d. several variables never change.

❖ **Research in which the researcher uses the qualitative paradigm for one phase and the quantitative paradigm for another phase is known as _____.**

- a. action research
- b. basic research
- c. quantitative research
- d. mixed method research
- e. mixed model research

❖ **Research in which the researcher uses both qualitative and quantitative research within a stage or across two of the stages in the research process is known as _____.**

- a. action research
- b. basic research
- c. quantitative research
- d. mixed method research
- e. mixed model research

15.. Research that is done to understand an event from the past is known as _____?

- a. experimental research
- b. historical research

❖ replication

❖ archival research

❖ _____ research occurs when the researcher manipulates the independent variable

- a. causal-comparative research

b. experimental research

❖ ethnography

❖ correlation research

17.. Which of the following includes examples of quantitative variables?

a. age, temperature, income, height

b. grade point average, anxiety level, reading performance

c. gender, religion, ethnic group d. both a and b

18.. What is the opposite of a variable?

❖ constant

b. an extraneous variable

c. a dependent variable

d. a data set

❖ **Which of the following is the type of nonexperimental research in which the primary independent variable of interest is categorical?**

a. causal-comparative research

b. experimental research

c. qualitative research

d. mixed research

❖ **Which of the following can best be described as a categorical variable?**

a. age

b. annual income

c. grade point average

d. religion

❖ **In research, something that does not "vary" is called a**

_____.

a. variable

b. method

c. constant

d. control group

❖ **When interpreting a correlation coefficient expressing the**

relationship between two variables, it is very important to avoid _____

- a. checking the strength of relationship
- b. **jumping to the conclusion of causality**
- c. checking the direction of the relationship
- d. expressing a relationship with a correlation coefficient

❖ **A researcher studies achievement by children in poorly funded elementary schools. She develops a model that posits parent involvement as an important variable. She believes that parent involvement has an impact on children by increasing their motivation to do school work. Thus, in her model, greater parent involvement leads to higher student motivation, which in turn creates higher student achievement. Student motivation is what kind of variable in this study?**

- a. Manipulated variable
- b. Extraneous variable
- c. Confounding variable
- . **Mediating or intervening variable**

❖ **The strongest evidence for causality comes from which of the following research methods?**

- a. **Experimental**
- b. Causal-comparative
- c. Correlational
- d. Ethnography

❖ **Which correlation is the strongest**

?a. $+ .10$

❖ $-.95$

❖ $+.90$

❖ **-1.0026 . The correlation between intelligence test scores and grades is: a. 26. The correlation between intelligence test scores and grades is:**

❖ **Positive**

❖ Negative

❖ Perfect

❖ They are not correlated

❖ **Which of the following is necessary in obtaining informed consent?**

- a. A description of the statistical analyses that will be carried out
- b. **A description of the purpose of the research**
- c. A description of the reliability and validity of test instruments
- d. A list of publications that the researcher has had in the last ten years

❖ **Which of the following need(s) to be obtained when doing research with children?**

- a. Informed consent from the parent or guardian
- b. Assent from the child if he or she is capable
- c. Informed consent from the child
- d. **Both a and b**

❖ **Which of the following is true about the use of deception in research?**

- a. It should never be used
- b. It can be used anytime
- c. If there is deception in a study, the participants may need to be debriefed
- d. The use of deception must be outweighed by other benefits of the study
- e. **Both c and d are true**

❖ **Which of the following generally cannot be done in qualitative studies conducted in the field?**

- a. Getting informed consent
- b. Keeping participants from physical harm
- c. Maintaining consent forms
- d. **Having full anonymity rather than just confidentiality**

31.. What is the primary approach that is used by the IRB to assess the ethical acceptability of a research study?

- a. **Utilitarianism**
- ❖ Deontology
- ❖ Ethical skepticism
- ❖ Comparativeism

32.. Which of the following approaches says that ethical issues should be judged on the basis of some universal code?

- a. **Deontological**
- b. Ethical skepticism
- c. Utilitarianism

33 Which of the following is not an ethical guideline for conducting research with humans?

- a. Getting informed consent of the participant
- b. **Telling participants they must continue until the study has been completed**
- c. Keeping participants' identity anonymous
- d. Telling participants they are free to withdraw at any time

❖ **Which of the three ethics approaches says research ethics should be a matter of the individual's conscience?**

- a. Deontological approach
- b. **Ethical skepticism**
- c. Utilitarianism
- d. Ontological skepticism

❖ **Which of the following is not true?**

- a. Misrepresenting and creating fraudulent data is dishonest
- b. **Misrepresenting data is very easy to detect**
- c. Misrepresenting data can be difficult to detect
- d. Breaking confidentiality is not a problem

❖ **Ideally, the research participant's identity is not known to the researcher. This is called:**

- a. **Anonymity**
- b. Confidentiality
- c. Deception
- d. Desensitizing

❖ **Which of the following approaches taken by people to resolve ethical issues is the primary approach used by the**

federal government and most professional organizations?

- a. Deontological approach
- b. Ethical skepticism
- c. **Utilitarianism**
- d. None of the above

❖ **What is it called when the participants are not revealed to any one but researcher and staff?**

- a. **Confidentiality**
- b. Anonymity
- c. Ethics
- d. Discretion

❖ **Research participants must give what before they can participate in a study?**

- a. Guidelines
- b. A commitment
- c. **Informed consent**
- d. Private information

❖ **There are three basic approaches that people tend to adopt when considering ethical issues in research. Which one of the following is not one of the approaches?**

- a. Ethical skepticism
- b. Deontology
- c. **Ontology**
- d. Utilitarianism

Q.41 What is Descriptive research ? What is Goals of Descriptive Research ? Marks 10

Descriptive research present a picture of the specific details of a situation social setting or relationship . The major purpose of descriptive research as the term implies is to describe characteristics of a population or phenomenon. Descriptive research seeks to derermine the answer to who what when where and how question . labor force survey population cencus and educational census are examples of such research Descriptive study offers to ther researcher a profile or description of relvernt aspect of the phenomena of interest . look at the class in research methods and try to give its profile the characteristics of the students when we start to look at the relationship of the variables then it may help in diagnosis analysis

Goals of descriptive research

- ❖ *Describe the situation in terms of its characteristics i.e provide an accurate profile of a group'*
- ❖ *Give a verbal or numerical picture% of the situation*
- ❖ *Present background information*
- ❖ *Create a set of categories or classify the information*
- ❖ *Clarify sequence set of stages and*
- ❖ *Focus on who what when where and how but not why?*

STA630 Research Method solved MCQs set 2

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The independent variable in an experiment is

Answer: the variable that the experimenter chooses to manipulate.

In order to summarize or organize a series of observations in some meaningful way, psychologists may develop

Answer: theories.

Basic ethical guidelines for psychological researchers include

Answer: providing results and interpretations to participants.

What best describes a double-blind experimental procedure?

Answer: Half the subjects get the experimental procedure, half the placebo; which they receive is not known to subjects or experimenters.

A set of exact procedures that represent particular variables is called a(n)

Answer: operational definition.

A friend states that since he has been taking vitamin C, he has not had a single cold. His

observation has little value in assessing the effects of vitamin C because

Answer: there was no control group for comparison.

A simple experiment has two groups of subjects called

Answer: the control group and the experimental group.

An example of the "experimenter effect" would be a situation in which the experimenter

Answer: unknowingly hints to subjects what is expected of them.

Which of the following is considered by the text to be a pseudo-psychology?

Answer: astrology

To investigate the effects of a particular study method on student performance, two different methods are tried, each with a different group of subjects. If only the experimenter knows which method is under investigation, the procedure being used is described as

Answer: a single blind.

The results of carefully controlled observations of Clever Hans and his ability to solve math problems showed

Answer: he was cued by the owner looking up or down.

The study of unusual events is to _____ as information from a large number of people is to _____.

Answer: clinical method; survey method

One of the limitations of the survey method is

Answer: that replies may not be accurate.

I work at a university, and my research is designed to be of immediate use in the classroom. My research would be called

Answer: applied.

In terms of critical thinking and testing, results should be

Answer: metaanalytical.

A variable, such as the personality of a subject, that might affect the outcome of an experiment would be controlled by

Answer: random assignment of subjects.

In my experiment, I am going to investigate how sleep affects anxiety. The number of hours of sleep the subjects have is called the _____ variable.

Answer: independent

With respect to astrology, palmistry, and phrenology, it can be said that

Answer: all are pseudo-psychology's.

A major problem with the survey method is

Answer: obtaining a representative sample of subjects to be questioned.

An observation that the higher the air temperature, the lower the activity of test animals would be an example of a

Answer: negative correlation.

To assess clients' abilities, a phrenologist would want to

Answer: examine their skulls.

To replicate an experiment means to

Answer: repeat the experiment using either identical or improved research methods.

The conditions that a researcher wishes to prevent from affecting the experiment are called

Answer: extraneous variables.

One of the characteristics of the scientific method is

Answer: repeatable results.

In the simplest experiment, the two groups of subjects are treated exactly alike except for the _____ variable.

Answer: independent

The steps involved in the scientific method include?

Answer: experimentation

_____ is an inherent part of the scientific method.

Answer: observation

The story of Clever Hans, the mathematical horse, illustrates the use of controlled observation to test a series of

Answer: hypotheses.

When subjects in an experiment are chosen so that each has an equal chance of being in either the experimental group or the control group, we say that the subjects have been assigned

Answer: randomly.

The survey method involves

Answer: careful questioning of a representative sample of people.

What type of method can be used in order to create a real world laboratory.

Answer: field experiment

To be confident that a cause-and-effect relationship exists, it is necessary to

Answer: perform a controlled experiment.

An experiment is performed to test the effects of sleep deprivation on rote memory. In this experiment, the dependent variable is the

Answer: rote memory scores.

The fortune teller who studies your palm carefully before announcing that "great fortune lies in your immediate future" is practicing _____ psychology.

Answer: pseudo

Research on the benefit of aspirin to prevent heart attacks used only male subjects in the sample. Both men and women are given this advice. The problem with this recommendation reflects

Answer: gender bias.

To estimate the degree of the relationship between birth order and achievement motivation, a researcher would do a(n) _____ study.

Answer: correlational

In the method of naturalistic observation, psychologists

Answer: set out to actively observe subjects in their natural environments.

Two variables may be said to be causally related if

Answer: all extraneous variables are controlled, and the independent variable creates consistent differences in behavior of the experimental group.

The problems of observers seeing only what they expect to see is called

Answer: observer bias.

Giving placebos in drug experiments is necessary to

Answer: control for the effects of suggestion and expectation.

The following could serve as an _____ "College women who are anxious tend to want to be together."

Answer: experimental hypothesis

Theories explain results, predict future outcomes, and

Answer: guide research for future studies.

A correlation coefficient of -1.09 indicates a(n)

Answer: error in computation.

A representative sample is an essential element of the

Answer: survey method.

The effects of brain injury on personality would usually be investigated by the use of the

Answer: case study method.

One of the limitations of the case study is that

Answer: there are no control groups.

A scientist wants to find out if there is empirical evidence for a relationship between caffeine and aggressive behavior. She would

Answer: test the idea by conducting an experiment.

The essence of the experimental method is

Answer: using control to identify cause-and-effect connections.

If you're trying to establish a causal relationship between a reinforcer and increased performance, you should use a(n) _____ method.

Answer: experimental

In a weight-reduction experiment, an overweight individual was given what the researcher called a new type of diet pill that would help curb the desire to eat. In fact, the pill really contained powdered milk, but ever since the individual started taking the diet pill, he has reported that his desire to eat has decreased. This illustrates the

Answer: placebo effect.

An educated guess about what is controlling some behavior is called

Answer: a hypothesis.

A correlation coefficient is best characterized as a(n)

Answer: measure of the extent of the relationship between two variables.

In order to determine the cause of behavior, the questions we ask must be

Answer: testable.

A common sense approach to psychology is

Answer: often contradicted by empirical evidence.

Responding to a substance like a sugar pill as if it were a drug is called

Answer: the placebo effect.

The control group and the experimental group in an experiment are treated exactly the same except for the

Answer: independent variable

A field experiment is one that

Answer: uses the "real world" as a laboratory.

Characteristics of the scientific method include

Answer: controlled observation.

A correlational study is one that determines

Answer: the relationship between two events

STA630 Research Method MCQs Solved 1-30 MCQ

[0 Comments](#)

1. A psychologist using the method of naturalistic observation would

a.carefully design controlled situations in which to observe behavior.

b.rely on observations of subjects' responses to questionnaires.

[c.observe behavior as it happens outside the laboratory or clinic.](#)

d.make records of the behavior of clients treated in therapy.

2. In a study of effects of alcohol on driving ability, the control group should be given

a.a high dosage of alcohol.

b.one-half the dosage given the experimental group.

c.a driving test before and after drinking alcohol.

[d.no alcohol at all.](#)

3. A scientific explanation that remains tentative until it has been adequately tested is called a(n)

a.theory.

b.law.

[c.hypothesis.](#)

d.experiment.

4. A study to determine the degree of relationship between two events is called

a.naturalistic observation.

[b.the correlational method.](#)

c.a controlled experiment.

d.the survey method.

5. _____ is an ability to evaluate, compare, analyze, critique, and synthesize information.

a.Critical thinking

- b. Transductive thinking
- c. Deductive thinking
- d. Creative thinking

6. The phrase "a theory must also be falsifiable" means

- a. researchers misrepresent their data.
- b. a theory must be defined so it can be disconfirmed.**
- c. theories are a rich array of observations regarding behavior but with few facts to support them.
- d. nothing.

7. The products of naturalistic observation are best described in terms of

- a. explanation.
- b. theory.
- c. prediction.
- d. description.**

8. A teacher believes that one group of children is very bright and that a second is below average in ability. Actually, the groups are identical, but the first group progresses more rapidly than the second. This demonstrates

- [b. the self-fulfilling prophecy.](#)
- b. the placebo effect in a natural experiment.
- c. observer bias in naturalistic observation.
- d. the ethical problems of field experiments.

9. A psychologist observes the confrontation between two rival neighborhood gangs from the window of an abandoned building. This method of collecting observations is best described as

- a. experimental regression.
- [b. naturalistic observation.](#)
- c. controlled experimentation.
- d. clinical case study.

10. In an experiment to find out if taking ginseng increases IQ scores, the IQ scores would be

- a. the independent variable.
- b. a control variable.
- c. an extraneous variable.
- [d. the dependent variable.](#)

11. Which of the following is considered a disadvantage of naturalistic observation?

- a. It provides an overabundance of information.
- b. It deals with behavior not tampered with by outside influences.
- c. It limits biased observations through careful record keeping.
- [d. It does not identify the cause of observed behavior.](#)

12. Subjects are said to be assigned randomly when

- a. they are assigned to experimental and control groups from a sample which is representative of the larger population.
- b. they each have an equal chance of being assigned to either the experimental or control group.
- c. they are assigned to experimental and control groups so that the groups differ on some critical variable before the experiment begins.
- d. neither the experimenter nor the subject knows whether the subject is in the experimental or control group.

13. A psychologist watches the rapid eye movements of sleeping subjects and wakes them to find they report that they were dreaming. She concludes that dreams are linked to rapid eye movements. This conclusion is based on

- a. pure speculation.
- b. direct observation.
- c. deduction from direct observation.**
- d. prior prediction.

14. To prevent ethical abuse in psychological research, the APA has suggested that

- a. psychologists must treat all subjects with respect and concern for the subject's dignity.**
- b. psychologists must avoid deception with using human subjects.
- c. all data collected from a person must be made public.
- d. all psychological harm to subjects must be corrected by counseling.

15. A common method for selecting representative samples is to select them

- a. randomly from the larger population.**
- b. strictly from volunteers.
- c. by threatening or coercing institutionalized populations.
- d. from confidential lists of mail order firms.

16. Three major ethical concerns of psychological researchers are deception, lasting harm to subjects, and

- a. morality of the question under investigation.
- b. loss of future research possibilities.
- c. falsified results.
- d. invasion of privacy.

17. An experimenter conducts an experiment on the effects of a drug to control hallucinations. He declares the results to be "statistically significant," which usually means that

- a. even though appropriate statistics were used, no differences could be detected between experimental and control groups.
- b. the results have important implications for theory or practice.
- c. differences between experimental and control groups of this size occur by chance only 5 times out of 100 (or less).

d.differences between experimental and control groups were so large they could never occur by chance alone.

18. We wish to test the hypothesis that music improves learning. We compare test scores of students who study to music with those who study in silence. Which of the following is an extraneous variable in this experiment?

- a.the presence or absence of music
- b.the students' test scores
- [c.the amount of time allowed for the studying](#)
- d.silence

19. The statistical technique that combines results of a large number of studies is called

- a.experimental correlation.
- b.statistical linear analysis.
- [c.meta-analysis.](#)
- d.hypothetical analysis.

20. An experiment is performed to see if background music improves learning. Two groups study the same material, one while listening to music and another without music. The independent variable is

- a.learning.
- b.the size of the group.
- c.the material studied.
- [d.music.](#)

21 The chief function of the control group in an experiment is that it

- a. allows mathematical relationships to be established.
- [b. provides a point of reference against which the behavior of the experimental group can be compared.](#)
- c. balances the experiment to eliminate all extraneous variables.
- d.is not really necessary.

22. Which of the following coefficients of correlation indicates the strongest relationship between two sets of variables?

- [a.-0.98](#)
- b. 0.90
- c. 0.00
- d. 1.20

23. The most powerful research tool is a (an)

- a.clinical study.
- b.experiment.
- c.survey.
- d.correlational study.

ANSWER: B

24. A major disadvantage of the experimental method is that

- a.private funding can never be obtained.
- b.APA Ethical Review Committees often do not approve of the research techniques.
- c.there is a certain amount of artificiality attached to it.
- d.subjects are difficult to find for research projects.

ANSWER: C

25. A researcher determines that the crime rate in a large city fluctuates with the phases of the moon. He concludes that the gravitational pull of the moon influences human behavior. He has committed what error?

- a.He incorrectly inferred correlation from causation.
- b.He incorrectly inferred causation from correlation.
- c.He failed to measure the gravitational pull to test his hypothesis.
- d.He has overlooked the placebo effect.

ANSWER: B

26. Students who do better in high school tend to do better in college. This is an example of

- a.a negative correlation.
- b.a zero correlation.
- c.a positive correlation.
- d.a perfect correlation.

ANSWER: C

27. In the traditional learning experiment, the effect of practice on performance is investigated. Performance is the _____ variable.

- a.independent
- b.extraneous
- c.dependent
- d.control

ANSWER: C

28. Collection of observable evidence, precise definition, and replication of results all form the basis for

- a.scientific observation.
- b.the scientific method.
- c.defining a scientific problem.
- d.hypothesis generation.

ANSWER: B

29. An advantage of the experimental method in psychology is

- a.the identification of a cause- and-effect relationship.
- b.similar to the correlational method in that causality is determined.
- c.that the surroundings are always similar to real life experiences.
- d.that it is an informal way to investigate behavior.

ANSWER: A

30. A correlation coefficient of 0 means that there is

- a. a strong negative relationship between the two variables.
- b. a strong positive relationship between the two variables.
- c. a perfect positive relationship between the two variables.
- d. no relationship between the two variables.

ANSWER: D

Research Methods –STA630

Solved MCQ's BANK A

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1. A good qualitative problem statement:

- a. Defines the independent and dependent variables
- b. **Conveys a sense of emerging design**
- c. Specifies a research hypothesis to be tested
- d. Specifies the relationship between variables that the researcher expects to find

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2. The “tool” function of theory is to:

- a. Summarize existing knowledge
- b. Summarize existing hypotheses
- c. **Suggest new relationships and make new predictions**
- d. Suggest new theories

3. The statement of purpose in a research study should:

- a. Identify the design of the study
- b. **Identify the intent or objective of the study**
- c. Specify the type of people to be used in the study
- d. Describe the study

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4. Why is the statement “What are the effects of extracurricular activities on cognitive development of school age children” not a good statement of a quantitative research question?

- a. Because there is no connection between extracurricular activities and cognitive development
- b. Because there are not enough school age children engaged in extracurricular activities to conduct the study
- c. Because the study would be too difficult to do given all the different extracurricular activities
- d. **Because the statement was not specific enough to provide an understanding of the variables being investigated**

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5. A qualitative research question:

- a. Asks a question about some process, or phenomenon to be explored
- b. Is generally an open-ended question
- c. **both a and b are correct**
- d. None of the above

6. According to the text, which of the following orders is the recommended in the flowchart of the development of a research idea?

- a. **Research topic, research problem, research purpose, research question, hypothesis**
- b. Research topic, research purpose, research problem, research question, hypothesis
- c. Research topic, research problem, research purpose, research question, hypothesis
- d. Research topic, hypothesis, research problem, research question, research purpose

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7. It is essential that you evaluate the quality of internet resources because information obtained via the internet ranges from very poor to very good.

- a. **True**
- b. False

8. One step that is not included in planning a research study is:

- a. Identifying a researchable problem
- b. A review of current research
- c. Statement of the research question
- d. **Conducting a meta-analysis of the research**
- e. Developing a research plan

9. Sources of researchable problems can include:

- a. Researchers' own experiences as educators
- b. Practical issues that require solutions
- c. Theory and past research
- d. **All of the above**

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10. A key characteristic of past research that guides researchers in new research questions is that:

- a. Extensive research conclusively and definitively answers research questions
- b. **Studies typically generate more research questions than they answer**

11. Which of the following is a function of theory?

- a. Integrating and summarizing current knowledge
- b. Making predictions
- c. Explaining phenomena
- d. **All of the above are important functions of theory**

12. A review of the literature prior to formulating research questions allows the researcher to do which of the following?
- a. To become familiar with prior research on the phenomenon of interest
 - b. To identify potential methodological problems in the research area
 - c. To develop a list of pertinent problems relative to the phenomenon of interest
 - d. **All of the above**

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13. Sometimes a comprehensive review of the literature prior to data collection is not recommended by grounded theorists.

- a. **True**
- b. False

14. What kind of ideas can't be empirically researched?

- a. Effectiveness of different methods of instruction
- b. Description of educational practices
- c. **Issues of values and morality such as the correctness of having prayer in schools**
- d. Factors helpful in predicting future drug use

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15. Which of the following is not a database containing information to be used during the literature review?

- a. ERIC
- b. PsychINFO
- c. SocioFILE
- d. **all of the above are potentially useful data bases**

16. Computer database searches can be done:

- a. With a computer with CD-ROM drive
- b. At the library
- c. Online
- d. **All of the above**

17. The feasibility of a research study should be considered in light of:

- a. Cost and time required to conduct the study
- b. Skills required of the researcher
- c. Potential ethical concerns
- d. **All of the above**

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18. A formal statement of the research question or "purpose of research study" generally_____.

- a. Is made prior to the literature review
- b. Is made after the literature review
- c. Will help guide the research process

- d. All of the above
- e. **b and c**

19. Is the following qualitative research purpose statement “well stated” or “poorly stated”? “The focus of the present study was to explore distressing and nurturing encounters of patients with caregivers and to ascertain the meanings that are engendered by such encounters. The study was conducted on one of the surgical units and the obstetrical/gynecological unit of a 374-bed community hospital.”

- a. **It is a well stated**
- b. It is poorly stated

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20. Which of the following quantitative research questions is superior?

- a. “What is the effect of participation in various extracurricular activities on academic performance?”
- b. **“What effect does playing high school football have on students’ overall grade point average during the football season?”**

21. A statement of the quantitative research question should:

- a. Extend the statement of purpose by specifying exactly the question(s) the researcher will address
- b. Help the research in selecting appropriate participants, research methods, measures, and materials
- c. Specify the variables of interest
- d. **All of the above**

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22. The research participants are described in detail in which section of the research plan?

- a. Introduction
- b. **Method**
- c. Data analysis
- d. Discussion

23. Research hypotheses are_____.

- a. Formulated prior to a review of the literature
- b. Statements of predicted relationships between variables
- c. Stated such that they can be confirmed or refuted
- d. **b and c**

24. Hypotheses in qualitative research studies usually_____.

- a. Are very specific and stated prior to beginning the study
- b. **Are often generated as the data are collected, interpreted, and analyzed**
- c. Are never used

d. Are always stated after the research study has been completed

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25. A research plan_____.

- a. Should be detailed
- b. Should be given to others for review and comments
- c. Sets out the rationale for a research study
- d. **All of the above**

26. The Method section of the research plan typically specifies

- a. The research participants
- b. The results of prior studies that address the phenomena of interest
- c. The apparatus, instruments, and materials for the research study
- d. The planned research procedures
- e. **a, c and d**

27. The Introduction section of the research plan

- a. Gives an overview of prior relevant studies
- b. Contains a statement of the purpose of the study
- c. Concludes with a statement of the research questions and, for quantitative research, it includes the research hypothesis
- d. **All of the above**

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28. According to your text, which of the following is not a source of research ideas?

- a. Everyday life
- b. Practical issues
- c. Past research
- d. Theory
- e. **All of the above ARE sources of research ideas**

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Answers:

- 1. b
- 2. c
- 3. b
- 4. d
- 5. c
- 6. a
- 7. a
- 8. d
- 9. d
- 10. b
- 11. d
- 12. d

- 13. a
- 14. c
- 15. d
- 16. d
- 17. d
- 18. e
- 19. a
- 20. b
- 21. d
- 22. b
- 23. d
- 24. b
- 25. d
- 26. e
- 27. d
- 28. e

Solved by vuZs Team

<http://groups.google.com/group/vuZs>

<http://www.vuzs.info/>

Which of the following is an example of deception in business research?

Select correct option:

The obtaining of company material without permission.

The researcher wearing a disguise during an observation.

The researcher representing their research as being about a different topic.

The researcher failing to ask permission to interview someone.

Measurement reliability refers to the:

Select correct option:

Accuracy of the scores

Consistency of the scores

Dependency of the scores

Comprehensiveness of the scores

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By informing participants that the research is about something different than it actually is, the researcher is purposefully deceiving the participant. To some degree this is prevalent in all research so that researchers can maximise the natural response to the questions asked.

The validity of a measure refers to the:

Select correct option:

Particular type of construct specification

Comprehensiveness with which it measures the construct

Accuracy with which it measures the construct

Consistency of the measurement

Quantitative social researchers rarely claim to have established causality because:

Select correct option:

They are more concerned with publishing the results of their reliability tests.

They do not believe that this is an appropriate goal to be striving for.

They keep forgetting which of the variables they have manipulated.

They tend to use cross-sectional designs, which produce only correlations.

An experimental design allows us to test for causal connections between variables, because one of the variables (the 'independent' variable) is manipulated to track changes in the other (the 'dependent' variable). However, most social survey research uses cross-sectional designs, where such manipulation is not possible. Consequently, degrees of co-relation between variables can be determined but causality remains inferential. If you gave answer (b), you should recognize that very few researchers are interested in mere descriptions of things. They usually want to find out why things are the way they are so that they can be remedied or replicated. Causality is an appropriate goal, simply difficult to achieve.

Ms. Laiba has decided to use the test at the end of the textbook to measure the achievement levels of the students in her study. Which of the following BEST describes the chapter test?

Select correct option:

Definition

Construct

Variable

Operationalized variable

http://wps.prenhall.com/chet_airasian_edresearch_8/0,11083,2525945-content,00.utf8.html

How can we determine if a test has good validity?

Select correct option:

It produces the same result when it is given at different times to the same group of people

It produces the same result no matter which version of the test is used

It measures what it is supposed to measure

All of the questions on it can be answered accurately by the subject

<http://www.sparknotes.com/psychology/psych101/researchmethods/quiz.html>

The issue here is with the application of the research findings to people who were not part of the research focus. If we select our sample of respondents randomly from the population as a whole, we can be quite

sure that the findings can be applied to the whole population. But if we interviewed people casually, we could not generalize our findings beyond the actual people interviewed. This is the essence of external validation of research: how universally can the research findings be applied? It must be said that even with random sampling, we have no right to apply our findings to other populations, no matter how strong the temptation.

A _____ scale only assigns numbers to objects to classify the objects according to the characteristic of interest.

Select correct option:

Ratio

Nominal

Interval

Dichotomous

Bias is defined as;

Select correct option:

The distortion of responses based on gender, ethnicity, race, or language

A lack of validity

A lack of reliability

A poor interpretation of a student's score

How can we determine if a test has good validity?

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All of the questions on it can be answered accurately by the subject

A telephone company is interested in obtaining customers' reactions to a new service package. Which of the following primary research methods would be most effective in reaching this audience to obtain their feedback?

Select correct option:

An Internet survey

Telephone interviews

A mail survey

Focus groups

The researcher protects the confidentiality in following ways, Except;

Select correct option:

Obtaining signed nondisclosure documents.

Restricting access to data instruments where the respondent is identified.

Disclosure of data subsets.

Restricting access to respondent identification.

Reference

The researcher protects participant's confidentiality in several ways:

Obtaining signed nondisclosure documents.

Restricting access to participant identification.

Revealing participant information only with written consent.

Restricting access to data instruments where the participant is identified.

Not disclosing data subset.

STA630 MCQs from Quiz 2 C solved by vuZs

0 Comments

Solved by vuZs Team

<http://www.vuzs.info>

Which of the following is not a feature of theoretical framework?

Making an inventory of variables

Specify the direction of relationship

Presenting findings

Making an inventory of propositions

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Ratio
Nominal
Interval
Dichotomous

Bias is defined as;

The distortion of responses based on gender, ethnicity, race, or language

A lack of validity
A lack of reliability
A poor interpretation of a student's score

The elaboration of the variables in the theoretical framework addresses which type of questions?

Why we expect certain relationships to exist
How we expect certain relationships to exist
Both of the given questions
None of the given questions

What is the final step of a scientific investigation?

Analyze data
Collect data
Report the findings
Determine whether the hypothesis was supported

An indicator of reliability based on the correlations of each item in a measure with every other item is called:

Test-retest reliability
Cronbach's alpha
Split-half reliability
Inter item ratio

http://methods.fullerton.edu/quiz_ch5.html

The number of people who complete a survey in relation to the number of people contacted to participate is called the:

Response set

Response rate

Response bias

Respondents

http://methods.fullerton.edu/quiz_ch7.html

Which of the following is likely to reduce the validity of a test?

Unclear test directions

Ambiguous test items

Untaught items

All of the given options

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1488/381171.cw/index.html

Which of the following is likely to reduce the validity of a test?

Unclear test directions

Ambiguous test items

Untaught items

All of the given options

STA630 Solved MCQs from Book 100%

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STA630

<http://groups.google.com/group/vuZs>

<http://www.vuzs.info/>

What is the basis of the Scientific Method?

- a) To test hypotheses in conditions that are conducive to its success.
- b) To formulate a research problem and disprove the hypothesis.

c) **To formulate a research problem, test the hypothesis in carefully controlled conditions that challenge the hypothesis.**

d) To test hypotheses and if they are disproved, they should be abandoned completely

The scientific method requires the formulation and testing of a problem in a variety of controlled conditions. The hypothesis should be challenged in a negative sense. If the hypothesis can be supported (proven), then it can be suggested that implementation of the scientific method improves the predictive power of the theoretical model.

1. Mrs. Smith is writing her daily observations of a student and writes, without interpretation, that the student is not completing the class work and is constantly speaking out of turn. Which of the following objectives does she appear to be using?

a. prediction

b. description

c. explanation

d. exploration

2. Which of the following is a form of research typically conducted by teachers, counselors, and other professionals to answer questions they have and to specifically help them solve local problems?

a. action research

b. basic research

c. predictive research

d. orientational research

3. How much confidence should you place in a single research study?

a. you should completely trust a single research study.

b. you should trust research findings after different researchers have found the same findings

c. neither a nor b

d. both a and b

4. The development of a solid foundation of reliable knowledge typically is built from which type of research?

a. basic research

b. action research

c. evaluation research

d. orientational research

5. Which form of reasoning is the process of drawing a specific conclusion from a set of premises?

a. rationalism

b. deductive reasoning

c. inductive reasoning

d. probabilistic

6. The idea that when selecting between two different theories with equal explanatory value, one should select the theory that is the most simple, concise, and succinct is known as _____.

a. criterion of falsifiability

b. critical theory

c. guide of simplicity

d. rule of parsimony

7. Research that is done to examine the findings of someone else using the "same variables but different people" is which of the following?

a. exploration

- b. hypothesis
- c. replication**
- d. empiricism

8. _____ is the idea that knowledge comes from experience.

- a. rationalism
- b. deductive reasoning
- c. logic
- d. empiricism**

9. According to your text, what are the five key objectives of science?

- a. prediction, summary, conclusion, explanation, description
- b. influence, prediction, questions, exploration, answers
- c. exploration, description, explanation, prediction, influence**
- d. questions, answers, prediction, explanation, summary

10. A researcher designs an experiment to test how variables interact to influence how well children learn spelling words. In this case, the main purpose of the study was:

- a. Explanation**
- b. Description
- c. Influence
- d. Prediction

11. There is a set of churches in the U.S. where part of the service involves snake handling. The researcher wants to find out why the people attending these churches do this and how they feel and think about it. In this case, the primary purpose of the study is:

- a. Exploration**
- b. Description
- c. Influence
- d. Prediction

12. Which of the following is not a characteristic of a good theory or explanation?

- a. It is parsimonious
- b. It is testable
- c. It is general enough to apply to more than one place, situation, or person
- d. All of the above are characteristics of good theories**

13. Which of the following is not a basic assumption of science?

- a. Science cannot provide answers to all questions
- b. It is possible to distinguish between more and less plausible claims
- c. Researchers should follow certain agreed upon norms and practices
- d. Science is best at solving value conflicts, such as whether abortion is immoral**

14. What general type of research is focused on collecting information to help a researcher advance an ideological or political position?

- a. Evaluation research
- b. Basic research

c. Action research

d. Orientational research

15. Which “scientific method” follows these steps: 1) observation/data, 2) patterns, 3) theory?

a. Inductive

b. Deductive

c. Imductive

d. Top down

16. Rene Descartes is associated with which of the following approached to knowledge generation?

a. Empiricism

b. Rationalism

c. Expert opinion

d. None of the above

17. Which scientific method is a top-down or confirmatory approach?

a. Deductive method

b. Inductive method

c. Hypothesis method

d. Pattern method

18. Which scientific method is a bottom-up or generative approach to research?

a. Deductive method

b. Inductive method

c. Hypothesis method

d. Pattern method

19. Which scientific method focuses on testing hypotheses developed from theories?

a. Deductive method

b. Inductive method

c. Hypothesis method

d. Pattern method

20. Which scientific method often focuses on generating new hypotheses and theories?

a. Deductive method

b. Inductive method

c. Hypothesis method

d. Pattern method

21. Which of the following statements is true of a theory?

a. it most simply means “explanation”

b. it answers the “how” and “why” questions

c. it can be a well developed explanatory system

d. all of the above are correct

STA630 100% solved MCQ from Book C

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Chapter 07

Instructions

<http://groups.google.com/group/vuZs>
www.vuZs.info

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 01

What is a sampling frame?

- a) The report of a pilot study.
- b) The selection of specific individuals to participate in the research.
- c) A summary of the research process.
- d) **The listing of all units in the population from which the sample will be selected.**

It is important to identify a sampling frame so that a representative sample can then be taken from within a specified unit.

Question 02

How will a researcher usually prevent a significant sampling error?

- a) Interview all respondents in advance.
- b) Issue questionnaires to the entire sampling frame.
- c) Put all the names in a hat.
- d) **Use probability sampling.**

Probability sampling allows the researcher to apply tests of statistical significance which then allow inferences to be made about the overall sampling frame.

Question 03

If an organisation has 12,000 employees and the researcher is able to interview 250 the probability of inclusion in the sample is?

- a) 1 in 96.
- b) 1 in 20.
- c) **1 in 48.**
- d) 1 in 250.

Simple random sampling assumes that each member of the population has an equal probability of inclusion in the sample. The probability is calculated via a sampling fraction with the total population being divided by the sample size.

Question 04

If a researcher wishes to obtain a nationally representative sample of trade union members but does not have the resources to travel long distances what method of sampling could they use?

- a) Stratified random sampling.
- b) Multi-stage cluster sampling.**
- c) Simple random sampling.
- d) Snowball sampling.

Multi-stage cluster sampling allows interviewers to concentrate their research more than simple random or stratified sampling.

Question 05

Which of the following is not something a researcher will have to consider when thinking about their sample size?

- a) Time and cost.
- b) Non-response.
- c) Length of questionnaire.**
- d) Heterogeneity of population.

In general bigger is better when considering sample size however all researchers need to be aware of the limitations of their resources.

Question 06

Which of the following is an example of convenience sampling?

- a) A stratified random sample of CEO's drawn from the top 100 UK companies.
- b) A random sample of employees who are absent from work through stress.
- c) Managers attending a seminar on corporate social responsibility organised by the researcher.**
- d) Illegal workers.

It is possible that the researcher could take the opportunity of issuing a questionnaire to these managers whilst they are at the seminar. It is unlikely that the researcher will come across the other options in as convenient a manner.

Question 07

<http://groups.google.com/group/vuZs>
www.vuZs.info

Which of the following is not a benefit of snowball sampling?

- a) It can be used when there is difficulty in creating a sampling frame.
- b) It is always representative of the population.**
- c) It can be used within a qualitative research strategy.
- d) It can be used to reflect relationships between people by tracing connections.

Snowball sampling is unlikely to be representative of the population because of the difficulty in establishing a sampling frame. The sampling frames that apply when snowball sampling is relevant are usually fluid and constantly shifting.

Question 08

Quota sampling is used intensively in which type of research?

a) Market research.

b) Experimental research.

c) Action research.

d) Ethnographic research.

Commercial research and political opinion polling are other types of research that use quota sampling.

Question 09

The findings from a study of decision making processes within a UK financial services company can be generalized to:

a) decision making processes in all financial services companies.

b) decision making processes in the all UK companies.

c) decision making processes in the researched companies.

d) none of the above.

Business and management researchers should be cautious of overgeneralizing findings beyond the researched organization to alternative cultures.

Question 10

As part of survey research design the sample was selected by the HR manager. What sort of error could this lead to?

a) Sampling error.

b) Sampling related error.

c) Data collection error.

d) Data processing error.

The choices made by the HR manager may have been non-random and could also have reflected a bias on the part of the individual making the choices.

Chapter 08

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 01

What is the benefit of standardizing the asking of questions?

- a) Each interview will last for exactly the same length of time.
- b) A survey questionnaire can be delivered to a room full of people.
- c) **Answer variation will be 'true' and not due to the interview context.**
- d) The interviewer can predict the answers that the interviewee will give.

Standardization means that any variation between respondents cannot be put down to the way that the question was asked or the answers recorded in the course of the administration of the survey.

Question 02

A closed question means:

- a) **the respondent is given a limited choice of possible answers.**
- b) the final question of the interview.
- c) the interviewer can embellish the interviewee's answer.
- d) the responses are difficult to codify.

By limiting the number of possible answers that the interviewee can give, their answers are easier to code and it also reduces the potential for interviewer variability.

Question 03

<http://groups.google.com/group/yuZs>
www.yuZs.info

Which of the following is not a disadvantage of telephone interviewing?

- a) The telephone interviewer cannot use visual aids.
- b) It is difficult to ascertain if the correct person is replying.
- c) People who do not have access to a telephone cannot be interviewed.
- d) **Telephone interviews are cheap and quick to administer.**

This factor is more pronounced when the sample is geographically spread.

Question 04

Which of the following issues should not be mentioned in an introductory statement?

- a) The information will be kept confidential.
- b) **What the findings of the research are.**
- c) Who is funding the research.
- d) Why the respondent has been chosen.

It is not possible to indicate the findings of the research during the data collection period. It is very important that the other issues are mentioned in an introductory statement.

Question 05

Which of the following questions should come at the start of a question section on corporate social responsibility?

- a) How strongly do you feel about corporate social responsibility?
- b) Are you in favour of corporate social responsibility?
- c) **Have you heard of corporate social responsibility?**
- d) Why are you in favour of corporate social responsibility?

Within each section general questions should precede specific ones. If the interviewee has not heard of corporate social responsibility the additional questions will become irrelevant.

Question 06

The benefit of using a show card to prompt the interviewee is:

- a) that the interviewee does not have to speak.
- b) the interview can be conducted over the telephone.
- c) **the interviewer does not have to read the same thing out on numerous occasions.**
- d) the interviewer can demonstrate their artistic skills.

When using something like a Likert scale having the possible answers written out will prevent the interviewer from having to repeat the scale for each question.

Question 07

Which of the following is an example of critical incident method?

- a) Asking respondents to describe their response to different advertisements.
- b) Asking respondents to talk aloud whilst they are completing a performance appraisal form.
- c) **Asking respondents to tell a story of an interaction they had with senior management.**
- d) None of the above.

Critical incident technique can be used either as part of a quantitative or qualitative research strategy. It involves interviewing respondents about particular events in order to understand their significance.

Question 08

The repertory grid method is based on which theory?

- a) Personal motivation theory.
- b) Personal destruction theory.
- c) Personal consumption theory.
- d) **Personal construct theory.**

Personal construct theory (Kelly:1955) is an attempt to identify the interpretative processes whereby an individual constructs meaning in relation to his or her social context.

Question 09

Which of the following is an example of acquiescence?

a) The interviewee answers in a way that they think is socially desirable.

b) **The interviewee tends to agree or disagree with a set of questions.**

c) The interviewee draws on and creates meaning at the same time.

d) The interviewee agrees to do anything that the interviewer asks them.

Acquiescence can be overcome by ensuring that some questions within a particular set imply an opposite stance.

Question 10

Which of the following is not part of the feminist critique of structured interviewing?

a) **All structured interviews are conducted with men.**

b) When women interview women using this method it implies a hierarchical relationship.

c) It gives the impression of exploitation.

d) It prevents the feminist researcher from developing genuine relationships with respondents.

The feminist critique of structured interviewing has much in common with wider criticisms of quantitative research and has led to many feminist researchers adopting a qualitative research strategy.

Chapter 09

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 01

Which of the following is not an advantage of the self-completion questionnaire over the structured interview?

a) It is cheaper to administer.

b) It is quicker to administer.

c) **It is easier to prompt the interviewee.**

d) It is easier to remove interviewer effects.

Because the self-completion questionnaire is completed without the researcher present it is not possible for them to assist respondents who are struggling to understand a specific question.

Question 02

Which of the following are disadvantages of the self-completed questionnaire?

- a) Inability to confirm who completed the questionnaire.
- b) Its unsuitability for some kinds of respondents.
- c) Inability to ask many questions that are not directly relevant to the respondent.
- d) **All of the above.**

A number of the disadvantages of self-completed questionnaires stem from the absence of the interviewer.

Question 03

Which of the following statements might assist response rates?

- a) Please photocopy the questionnaire five times and pass on to your work colleagues.
- b) Please make sure that the questionnaire is completed with a fountain pen.
- c) Please read the attached journal article on the ontological foundations of positivism prior to completing the questionnaire.
- d) **Please put the completed questionnaire in the enclosed stamped addressed envelope and place in the mail out tray.**

Enclosing a stamped addressed envelope is very important if the researcher wishes to achieve an acceptable response rate.

Question 04

<http://groups.google.com/group/vuZs>
www.vuZs.info

What should the researcher do if they have achieved a low response rate?

- a) Fill in some more questionnaires themselves.
- b) Abandon the research project entirely.
- c) **Recognize and accept the possible limitations of a low response rate.**
- d) None of the above.

A substantial amount of published material is based on research that has a low response rate. The researcher in this situation should include a discussion of what the implications of a low response rate are for their research.

Question 05

One of the following statements is correct.

- a) A questionnaire should run to at least twenty pages.
- b) The questions should have no spaces between them so that the whole questionnaire looks small.
- c) Only questionnaires that are A3 size achieve high response rates.
- d) **Clear presentation is more important than overall size.**

If questions are cramped together so that they are difficult to differentiate from each other this is more likely to reduce the completion rate than if the questionnaire is a little bit longer.

Question 06

Should closed answers be arranged:

- a) horizontally.
- b) vertically.
- c) diagonally.
- d) circuitously.

Question 07

Which of the following is likely to happen if clear instructions are not given as how the respondent should answer the question?

- a) Respondents may delete inappropriate answers rather than select appropriate ones.
- b) Respondents may choose only one answer when they need to choose as many as apply.
- c) Respondents may complete questions that are not relevant to them.
- d) **All of the above.**

Clear instructions are vital as they allow for the respondent to move quickly and efficiently through the questionnaire which may in turn aid response rate.

Question 08

Which of the following is not a major use of diaries in business research?

- a) The diary as a method of data collection.
- b) The diary as a document.
- c) **The diary as a log of researcher's literature search.**
- d) The diary as a log of the researcher's activities.

A diary can be an effective way of gaining an accurate record of respondent's daily routine.

Question 09

Which of the following is not a suitable topic for research using a diary?

- a) The amount of time managers spend on particular activities.
- b) The frequency with which managers undertake particular tasks.
- c) The locations in which a trade union representative has discussions with individual members.
- d) **The volume of female managers in the retail industry.**

Stewart (1967) used the diary method to look at managerial time.

Question 10

Which of the following comments demonstrates a process of attrition on the part of a diary respondent?

- a) 'the researcher never checks that I am completing my diary correctly'.
- b) **'I can't be bothered to complete this diary anymore'.**
- c) 'I keep forgetting to include the number of phone calls I make each day'.
- d) 'I have decided to use the diary to record all of my personal thoughts and feelings'.

There is a danger that the respondent will lose interest in completing the diary and so will fail to record accurate data.

Chapter 10

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 01

Which of the following is an advantage of open questions?

- a) They allow respondents to answer in their own terms.**
- b) They prevent respondents from giving unusual answers.
- c) They allow respondents to put less effort into their answer.
- d) They allow respondents to code their answers in advance.

An open question means that the respondent is not forced to use terminology that is decided by the researcher in advance.

Question 02

What is the difference between a closed question and an open question?

- a) A closed question means that the chances of unreliable post-coding is small, whereas an open question means that there is a possibility of data processing error.
- b) A closed question allows for the researchers terminology to be used, whereas an open question allows the respondent to use terms they are familiar with.
- c) A closed question allows for easy processing, whereas coding an open question can be very time consuming.
- d) All of the above.**

Both closed and open questions have a range of advantages and disadvantages and their use depends upon the research strategy and research design that have been selected.

Question 03

Which of the following is an example of a question about normative standards and values?

- a) How many workers are employed at this plant?
- b) What is your attitude towards the management at this plant?
- c) Do you always cast your vote in trade union elections?**
- d) Are you aware of the main features of the European Union Directive for informing and consulting employees?

Answer (c) is asking for the respondent to reveal a behavioural norm. These types of questions are closely related to question about attitudes and beliefs.

Question 04

If one of your research questions is 'what role do HR Departments play in manufacturing companies?' which of the following questions should you include in your questionnaire?

- a) Does your organisation manufacture red cars or blue cars?
- b) How much corporation tax did your organisation pay in the last financial year?
- c) **Does your organisation employ a Director of HR?**
- d) Does the HR Department have an annual Christmas party?

It is important to keep in mind your overall research questions so that you ask questions that will contribute to your answering of these questions.

Question 05

<http://groups.google.com/group/yuZs>
www.yuZs.info

Why is it important to avoid ambiguous terms when designing questions?

- a) Respondents may not understand the question.
- b) **Respondents may operate with a different frame of reference.**
- c) Respondents may think the question is less important.
- d) Respondents may have to ask for help when completing the questionnaire.

An ambiguous term such as 'often' or 'management' may mean different things to different respondents.

Question 06

Which of the following is a double-barrelled question?

- a) How satisfied are you with the performance appraisal system?
- b) **How satisfied are you with investment levels in new and existing software packages?**
- c) How satisfied are you with the organisations marketing strategy?
- d) How satisfied are you with the levels of customer satisfaction?

Double-barrelled questions are ones that ask about two things. This question should in fact be split into two, one about existing software and one about new software.

Question 07

Questions that include negatives should be avoided because:

- a) The respondent may miss out the negative word.
- b) The respondent may be unsure how to answer if the question includes a double negative.
- c) The respondent may be led by the question.
- d) **All of the above.**

When using a Likert scale it can be difficult to avoid asking a question with a negative, however the researcher should attempt to avoid them if possible.

Question 08

Why is asking a vignette question about ethical behavior beneficial?

- a) Because it allows for an abstract discussion of ethical values.
- b) Because it ensures that the respondent does not have to reflect on their own ethicality.
- c) **Because it anchors the choice in a situation and prevents an unreflective reply.**
- d) Because it prevents the researcher from discussing sensitive issues.

By discussing a specific situation it is more likely that the respondent will reflect on their actual behaviour rather than simply give a reply that matches normative values.

Question 09

Piloting questions is important because:

- a) **it enables the researcher to clear up any confusion.**
- b) it enables the researcher to collect additional data.
- c) it enables the researcher to get an idea of likely response rate.
- d) it enables the researcher to see if their questions can fly.

Piloting can be crucial in seeing not just that the survey questions work well, but also that the research instrument is suitable.

Question 10

Which of the following is not an advantage of using existing questions?

- a) They will have already been piloted for you.
- b) You will be able to investigate any reliability and validity testing that has taken place.
- c) **You will be able to claim your work is entirely original.**
- d) You will be able to make comparisons with other research.

You are advised to contact the researchers concerned in order to seek permission to use questions that they have devised.

Chapter 11

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 01

Which of the following is not an example of a problem with using social survey research to investigate behaviour?

- a) Respondents tend to answer by giving the most socially desirable answer.
- b) Respondents may inadvertently omit key terms in the question.
- c) Respondents may not give an honest reply to what they see as a threatening question.

d) Respondents may be unwilling to reveal information as they believe they are likely to be identified.

An advantage of social survey research is that the researcher can ensure that the anonymity of the respondent is maintained by administering the same questions to each individual.

Question 02

What is structured observation?

- a) The analysis of tall buildings.
- b) A technique in which the researcher observes behaviour from one position in the workplace.
- c) A technique in which the researcher uses specific rules for behavior observation.
- d) A technique in which the researcher observes behavior from a covert location.

Structured observation involves the researcher formulating in advance the rules of an observation. These rules inform observers about what behaviors they should look for and how they should record them.

Question 03

In Mintzberg's (1973) study of managerial work, structured data were collected by which method?

- a) A mail record which described each piece of mail and the action taken to respond to it.
- b) A travel record which described the number of times a manager travelled between regional offices.
- c) A lunch record which described the time managers took for lunch breaks.
- d) A banter record which described all of the informal humorous conversations managers had with subordinates.

Mintzberg also used a chronology record and a contact record during his study of managers. These described that activity patterns and the verbal contact of managers.

Question 04

When devising an observation schedule it is important that the observer:

- a) has a clear focus about who or what they are observing.
- b) uses a recording system that is easy to operate.
- c) uses mutually exclusive and inclusive categories.
- d) all of the above.

Even if the observer is able to achieve each of these things there will still be an element of interpretation on their part when completing the schedule.

Question 05

Which of the following is a strategy for observing the behaviour of a bank manager in a structured fashion?

- a) A daily observation of their morning briefing to the branch.
- b) Observations of their interactions with customers.
- c) Four observations during the day lasting twenty-five minutes each.

d) Observation of all filing conducted by the manager each day.

By spacing observations throughout the day it is more likely that the observer will be able to ensure the generalizability of the research into bank managers.

Question 06

Following Martin & Bateson (1986) an observation of a specific individual for a set period of time is an example of:

a) scan sampling.

b) focal sampling.

c) ad libitum sampling.

d) behaviour sampling.

Focal sampling involves the observer recording all examples of whatever forms of behaviour are under review.

Question 07

The difference between inter-observer consistency and intra-observer consistency is:

a) inter-observer consistency refers to the degree to which different observers agree, whereas intra-observer consistency refers to the degree one observer remains consistent over time.

b) inter-observer consistency refers to the need for all observations to be conducted at identical times, whereas intra-observer consistency refers to the need for one observer to observe only one behaviour.

c) inter-observer consistency refers to the practice of observers observing each other, whereas intra-observer consistency refers to the practice of observer self-assessment.

d) inter-observer consistency refers to the degree the subjects demonstrate the same behaviours, whereas intra-observer consistency refers to the degree that the subjects demonstrate different behaviours.

Both inter-observer consistency and intra-observer consistency are important tests for the reliability of structured observations.

Question 08

What is the benefit of a conducting a structured observation using a field stimulation?

a) It is an overtly ethical form of research.

b) It ensures that the subjects are fully informed of the research.

c) It reduces the problem of subject reactivity.

d) It is usually conducted outdoors.

A researcher using a field stimulation such as mystery shopping is more likely to observe natural behavior because the subject does not know they are being observed; something which can lead to ethical concerns.

Question 09

Which issues can be observed more effectively during an organisational simulation than in a 'real' organizational setting?

a) Time managers spend on customer complaints.

b) Distance managers walk each day.

c) Decision making and problem solving.

d) Attitudes towards health and safety.

By contriving a situation the researcher can not only look in more detail at issues such as problem solving and decision making but they also have the ability to collect a large amount of data in a relatively short period of time.

Question 10

A criticism of structured observation is that it:

a) neglects the context within which behaviour occurs.

b) neglects the links between behaviour and personality.

c) neglects the role of the structures of capitalism that influence behaviour.

d) neglects the importance of language in organizational settings.

By ignoring the wider context within which subjects operate there is a tendency for structured observation to aim at universal explanations for behaviour which may play down differences between, for example, different occupations.

Chapter 12

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 01

Which of the following questions can be answered using content analysis?

a) How do managers behave in the face of employment insecurity?

b) How do the media report corporate re-branding exercises?

c) What effect does organizational size have on marketing strategy?

d) What are the most popular leisure activities amongst the over-50s?

Content analysis is often used to examine the mass media and the manner in which it covers certain issues.

Question 02

Which of the following is not a main characteristic of content analysis?

a) Quantification of the content of selected texts.

b) Systematic analysis.

c) Discursive deconstruction.

d) Objectivity.

Content analysis can either focus on the apparent content of a text or its latent content, however either way its focus remains very much on the quantification of the data.

Question 03

What is the first stage of sampling when conducting a content analysis on media reports?

- a) Record all television news programmes for a week.
- b) Define which part of the media is going to be analysed.
- c) Assess the timescales within which you are going to select texts.
- d) **Identify how each variable will be coded.**

It is important when undertaking a content analysis of the mass media that the first task undertaken, when identifying a sample, is which type of media will the research focus upon.

Question 04

What is the benefit of focussing a content analysis on specific words?

- a) It enables the researcher to assess a text's grammatical sophistication.
- b) It enables the researcher to measure the time taken to construct the text.
- c) **It enables the researcher to show which interpretative frameworks are used in the text.**
- d) It enables the researcher to judge the future use of specific words in specific contexts.

Researchers who use content analysis to count the frequency of certain words, sentences or phrases are then able to infer from this which interpretative frameworks different authors are drawing from.

Question 05

What is a coding schedule?

- a) **A form into which all the data relating to an item is entered.**
- b) A form ensuring that all of the different categories are mutually exclusive.
- c) A form which sets out the interpretative framework of the researcher.
- d) A form which measures the relationship between different categories.

A coding schedule is the item that the coder will use to record all of the information relevant in a specific text. A new schedule is required for each text.

Question 06

What does a coding manual contain?

- a) Information about the research questions.
- b) Information about the research subjects.
- c) **Information about how the different coding categories are to be defined.**
- d) Information about how many times the different coding categories are used in a text.

The coding manual is sometimes referred to as the content analysis dictionary. It is a statement of instructions to coders that specifies the categories that will be used to classify the text.

Question 07

What must a researcher be aware of when using a term such as management in a coding scheme?

- a) **Potential confusion because the term management can have different meanings.**

- b) Potential confusion because management does not form one single unit of analysis.
- c) Potential confusion because management has different meaning in different languages.
- d) All of the above.

Because a term such as management can have different meanings it is vital that a coding scheme is clear about the manner in which it is to be used.

Question 08

Which of the following is an advantage of content analysis?

- a) It is a very transparent form of research.
- b) It is able to easily incorporate a longitudinal element.
- c) It minimises the impact of the researcher on the subject of study.
- d) **All of the above.**

Content analysis is a flexible method that allows for information about a wide range of issues to be generated.

Question 09

Which of the following is true?

- a) It is impossible to issue the same instructions to all coders.
- b) **It is impossible to devise coding manuals that do not require coders to undertake some interpretation.**
- c) It is impossible to understand the social world by studying the mass media.
- d) It is impossible to use content analysis to look at elite groups.

This is one of the disadvantages of content analysis because coders act as knowledge participants whose interpretations may not necessarily correspond.

Question 10

Content analysis can be criticised because:

- a) it is an obscure and opaque method.
- b) it focuses solely on questions of why in business research.
- c) relevant documents are hard to obtain.
- d) **it is atheoretical as it focuses on what can be measured not what is theoretically important.**

By focusing on what can be measured content analysis can be accused of diminishing the importance of theoretically significant information. This is not necessarily true of all content analyses.

STA630 Research Methods solved MCQs from Book E

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Chapter 17

Question 01

Organizational ethnography is distinctive because:

- a) it is concerned with social behaviour.
- b) it is conducted across a larger number of environments.
- c) **it is concerned with social relations that are related to goal-directed activities.**
- d) its methodological reputation is subject to more intense challenge.

Rosen (1991) argues that organizational ethnography is concerned with social relations that are related to goal-directed activities, whereas traditional anthropology is more concerned with social relations in general.

Question 02

What is the difference between ethnography and participant observation?

- a) Ethnography is concerned with an organisations culture, whereas participant observation is concerned with an organisations strategy.
- b) **Ethnography refers to the method and the written product of the research, whereas participant observation refers only to the method.**
- c) Ethnography is more subjective, whereas participant observation is more objective.
- d) Ethnography allows for a longer period of immersion in a particular context than participant observation.

Distinguishing between ethnography and participant observation is often very difficult. However, one important difference is that ethnography can sometimes be a more holistic term relating the product of the research as well as the method.

Question 03

Which of the following is not an example of a 'classic' organizational ethnography?

- a) Beynon's (1975) study of the Ford Motor Company's Halewood plant.
- b) **Wylie's (1972) study of door to door salesmen.**
- c) Roy's (1958) period as a machine operator.
- d) Watson's (1994) investigation into managerial identity.

(a), (b), and (c) are all essential reading for any business researcher wishing to undertake a period as either ethnographer or participant observer.

Question 04

When arranging access which attribute should ethnographers be prepared to adopt?

- a) Ignorance.
- b) Arrogance.
- c) Invisibility.
- d) **Opportunism.**

Buchanan, Boddy and McCalman (1988) suggest that researchers engaging in ethnography must be prepared to balance what is desired against what is possible, and that they should be prepared to react to different opportunities that arise.

Question 05

Which of the following is an ethical question that researchers undertaking a covert ethnography should ask themselves?

- a) What form should the findings be published in?
- b) Does it ensure the principle of 'informed consent'?**
- c) How can the response rate be increased?
- d) All of the above.

Informed consent ensures that research participants agree to participate on the basis of information supplied to them. Covert ethnography means that it is impossible to obtain this.

Question 06

A researcher conducting an overt ethnography which involves them fully experiencing the job of a call centre operator adopts which of the following roles?

- a) Complete participant.
- b) Participant-as-observer.**
- c) Observer-as-participant.
- d) Complete observer.

The participant-as-observer actually participates in the daily lives of those they are studying but is also open about their research. Delbridge (1998) is an example of a researcher adopting this role.

Question 07

To 'go native' means:

- a) the researcher takes paid employment from the organisation they are researching.
- b) the researcher adopts a covert role.
- c) the researcher loses sight of their role as a researcher.**
- d) the researcher begins a relationship with a key informant.

'Going native' is the term used to describe an ethnographer who becomes so involved in their ethnographic role that they no longer regard themselves as a researcher.

Question 08

Why might an ethnographer wish to avoid taking an active work-role as part of their ethnography?

- a) They might be asked to become involved in something illegal or requiring deception.**
- b) They might expect to be paid for any work that they do.
- c) They might believe that this will exploit their position as researcher.
- d) They might fear 'going native'.

Most ethnographers find that it is hard not to become involved in various tasks or they will lose credibility. Nevertheless the danger of being involved in something illegal or deceptive is a danger that the researcher needs to be aware of.

Question 09

Which of the following is not a general principle for researchers to bear in mind when they are taking field notes?

- a) Notes should be vivid and clear.
- b) Copious amounts of notes should be taken if possible.

c) If notes are taken immediately after something interesting has been seen they can be written up when the data collection has finished.

d) Tape recorders can be used to take brief notes.

It is vital that the ethnographer writes up field notes at the end of each day at the research site so that they are more likely to record all important information. If the notes are not expanded upon until all data collection has finished then the ethnographer may be unable to recall specific occurrences that informed their findings.

Question 10

Why is bringing an ethnography to an end often difficult for ethnographers?

a) Because of the enjoyment that many ethnographers experience.

b) Because it is a relaxed form of data collection.

c) Because it is unstructured it lacks an obvious end point.

d) Because writing up is a task to be avoided.

Not only can it be difficult for ethnographers to identify a definite end point the disengagement from the research site has to be managed in an effective manner.

Chapter 18

Question 01

Why might qualitative researchers regard interviewing an attractive alternative to participant observation?

a) It is easier to accommodate into the researchers personal life.

b) It gives a better insight into the day to day functioning of the research site.

c) It is a considerably less time-consuming process.

d) It reduces the problem of reactivity.

Conducting interviews tends to require less of a sustained absence from work and/or family life than a traditional ethnography. One important point to make though is that due to transcription and analysis it is not necessarily less time consuming.

Question 02

Which of the following is a quality associated with qualitative interviewing as opposed to quantitative interviewing?

a) Replicability.

b) Generalizability.

c) **Flexibility.**

d) Sustainability.

Flexibility is important in a qualitative interview because it allows for the researcher to explore issue that emerge during the actual interview.

Question 03

What is the difference between the types of answers that qualitative and quantitative interviews look to generate?

a) Qualitative interviews aim to generate one word answers, whereas quantitative interviews aim to generate in-depth responses.

b) Qualitative interviews aim to generate answers relating to any unspecified topic, whereas quantitative interviews aim to generate answers about one issue.

c) **Qualitative interviews aim to generate detailed answers to certain questions, whereas quantitative interviews aim to generate shorter, more easily codifiable responses.**

d) Qualitative interviews aim to generate predictable responses, whereas quantitative interviews aim to generate less predictable answers.

One of the fundamental differences between the two overall types of interview is the amount of detail that they seek within an interview situation.

Question 04

Which of the following researchers is conducting a semi-structured interview?

a) The researcher who has a schedule of fifty questions that they need answered by the participant.

b) The researcher who has planned only one question in advance.

c) The researcher who does not wish to use a tape recorder.

d) **The researcher who has a guide which states some specific topics to be covered.**

During a semi-structured interview the interviewee will have a great deal of leeway as to how they wish to reply, although the interviewer will have a guide about topics that they wish to cover.

Question 05

Which of the following is not a specific challenge facing business researchers who wish to conduct qualitative interviews?

a) Scheduling time with a senior manager.

b) Managers unwillingness to allow subordinates to leave productive activity.

c) **The scarcity of potential research sites.**

d) Maintaining confidentiality and anonymity at all stages of the research project.

There is a obviously a significant number of organisations for business researchers to choose from when planning a research project, however the other challenges identified may need to be overcome for the research to be successful.

Question 06

According to Kvale (1996) a successful interviewer is being sensitive when they:

a) relate what is said to what has been said.

b) **listen attentively to what is said and how it is said.**

- c) give a purpose for the interview and rounding it off.
- d) respond to what is important to interviewee.

Being sensitive is important because it will allow the interviewer to assess which issues are of particular importance to the interviewee.

Question 07

Why should a business researcher record and transcribe interviews?

- a) It allows a more thorough examination of what the interviewee has said.**
- b) It allows the researcher to demonstrate their technical proficiency.
- c) The response of participants can be more readily shared with senior management.
- d) It overcomes all possible ethical considerations.

Having an accurate record of the interview on a tape recording means not only that analysis is easier, but also that the actual interview will not be punctuated by the researcher having to take notes.

Question 08

A practical tip for transcribing interviews is to:

- a) get the respondent to do it.
- b) transcribe only those sections of an interview that are important.**
- c) invest in the latest voice recognition software.
- d) all of the above.

There is little point in transcribing information that is unlikely to be relevant to the research, and so transcribing only those parts that are useful can reduce time significantly.

Question 09

Which of the following is an example of a dilemma that might face feminist business researchers conducting qualitative interviews with women?

- a) What role to adopt when interviewing male managers?
- b) How many female employees should be interviewed for a representative sample?
- c) How to overcome the issue of false consciousness?**
- d) What data to use when publishing findings?

A significant dilemma for feminist researchers (and possibly all qualitative researchers) is when the respondent's interpretation of their experience and that of the researcher, experience a tension. The researcher may be tempted to assume that the respondent is simply unaware of the way in which they are being exploited and can therefore be said to have a false consciousness.

Question 10

Why does qualitative interviewing have an advantage over participant observation when it comes to longitudinal research?

- a) Repeat interviews are easier to organise.**
- b) It allows for a better exploration of key issues.
- c) It is a more focused research method.

d) Participant observers are prone to 'go native' during longitudinal research.

Re-visiting research sites for follow up interviews is likely to be easier than arranging a series of subsequent observations.

Chapter 19

Question 01

What is the difference between a focus group and a group interview?

- a) A focus group is used only for political research, whereas group interviews are more widely used in the social sciences.
- b) A focus group is used at the planning stage of a research project, whereas a group interview is part of the actual data collection.
- c) A focus group is used to discuss a wide range of issues, whereas a group interview looks at one specific topic.
- d) **A focus group is used to analyse group interaction, whereas a group interview is used as a straight forward data collection tool.**

This is an important distinction because focus groups can be said to allow the researcher to think about not just what people said but also how they said it in relation to others in the group.

Question 02

What particular role do focus groups have in business research?

- a) They overcome the issue of organising individual interviews with senior managers.
- b) They help to bypass the issues of anonymity and confidentiality.
- c) They allow for an open discussion of power relations in the workplace.
- d) **They help individuals work together to identify potential solutions.**

The dynamics of focus group discussion make it a useful way for organisational actors to consider new and innovative ways of overcoming problems.

Question 03

How have focus groups been used in market research?

- a) To assess the popularity of various existing products.

- b) To help plan new HR strategies.
- c) **To discuss reactions to new advertisements.**
- d) To allow for research into farmers opinions.

Along with testing of new products market research often uses focus groups to assess reaction to new advertisements.

Question 04

Which of the following is not a reason why it is preferable to tape record a focus group session?

- a) **It is quicker and easier to make brief notes about what is said.**
- b) It enables the researcher to identify which people are acting as opinion leaders.
- c) Without a tape recording it is difficult to keep an accurate record of who said what.
- d) It allows for analysis of how certain points are put forward.

The difficulty of making an accurate written record of an individual interview during the actual session is drastically increased during a focus group. As a result tape recording is very important for this particular method.

Question 05

What does the term theoretical saturation mean in reference to the number of focus groups to conduct?

- a) The degree to which the researcher is able to present information about complex social theories.
- b) The extent that the issues discussed across focus groups contradict each other.
- c) **When different groups are consistently making similar points about the major issues under discussion.**
- d) All of the above.

The achievement of theoretical saturation is not something that can be identified in advance, but will be recognised by the researcher when the focus groups are not introducing any new insights into the discussion of particular issues.

Question 06

When is it important for the focus group moderator to involve themselves in the discussion?

- a) When the participants become passionate about the subject.
- b) **When the participants begin to discuss a completely unrelated topic.**
- c) When the moderator disagrees with a point being made.
- d) When the moderator wants to praise a particular response from a participant.

It is important that a focus group is given a fairly free rein so that the discussion flows naturally, however the moderator may wish to re-focus the participants if they begin to go off at a tangent. Having said this it is also important to bear in mind that this tangent may also be of interest.

Question 07

Which of the following questions might be explored by using an employee focus group?

- a) What is the extent of employee theft in the workplace?
- b) Which manager is the least trusted by employees and why?
- c) **What are employee attitudes to corporate image?**

d) What links are there between salary level and personal productivity?

It is likely that this is the only issue that employees would be willing to discuss in a group environment. The others may all be issues that employees do not wish to reveal their attitudes to in front of colleagues.

Question 08

Disagreements in a focus group should be encouraged because:

- a) they take the focus away from the specific issue under discussion.
- b) they engender greater reflection on the part of participants.**
- c) they enhance the possibility of physical confrontation.
- d) they help to create a negative atmosphere after the group has finished.

Disagreements in a focus group environment can allow the moderator to explore the reasons behind differences of opinion and also allow participants to think about why they hold certain beliefs.

Question 09

By using the focus group method which issue can feminist researchers avoid?

- a) Decontextualization.**
- b) Deconfiguration.
- c) Destabilization.
- d) Degenderization.

Decontextualization involves studying an individual without an appreciation of a social context. The benefit of focus groups for feminist researchers is that as part of a group decontextualization is minimized.

Question 10

Which of the following is not regarded as a limitation of focus groups?

- a) The potential for the group to conform to one dominant opinion.
- b) It does not allow for large volumes of data to be collected.**
- c) Organization of focus groups is not straight forward.
- d) The researcher has less control over the proceedings.

Focus groups actually produce a very high volume of data in a short space of time, hence there is a challenge for the researcher to both record, transcribe and analyse this data efficiently.

Question 01

What is different between the way that traditional business research views language and the way that methods such as conversation and discourse analysis do?

- a) Traditional business research emphasizes the correct use of grammar, whereas CA and DA are concerned more with modern grammar usage.
- b) Traditional business research aims to develop a universal business language, whereas CA and DA are more concerned with maintaining distinctive usage.
- c) **Traditional business research sees language as resource through which business is conducted, whereas CA and DA see it as a topic in itself.**
- d) Traditional business research emphasizes the importance of managerial language, whereas CA and DA are more concerned with that of workers.

Conversation and discourse analysis regard language as not just being reflective of what is going on in organisations; instead, through these methodologies, language is seen what makes organisations.

Question 02

Ethnomethodology is:

- a) a research methodology that looks at prioritises the role of ethnic minorities.
- b) the study of covert research methods.
- c) the study of how ethnography can be combined with social surveys.
- d) **the study of the methods of accomplishing social order.**

Ethnomethodology argues that the social order does not pre-exist and it therefore focuses on how this order is achieved through social action. It is regarded as the basis for conversation analysis.

Question 03

Which of the following is a definition of indexicality?

- a) The process of completing the index to a written text.
- b) **The idea that the meaning of spoken words depends upon the context in which it is used.**
- c) The idea that the meaning of any social act can be universally categorised.
- d) The process of drawing up definitions of words used in everyday language.

Along with reflexivity, indexicality is a central idea in ethnomethodology and is relevant to understanding conversation analysis.

Question 04

Why is conversation analysis sometimes described as having a positivist orientation?

- a) Because it is a multi-faceted approach to data collection and analysis.
- b) **Because it uses rigorous and systematic procedures for data analysis.**
- c) Because of its emphasis of prior theoretical commitments.

d) Because of its concern with such things as organisational culture.

Conversation analysis has a number of features that are in tune with qualitative research, however other features such as its emphasis upon systematic procedures for data analysis mean that it can be linked with positivism.

Question 05

Which of the following is not an assumption of conversation analysis?

a) Theories of talk can be deduced in advance of data analysis.

b) Talk is viewed as exhibiting patterned sequences.

c) Talk is structured and cannot be ascribed to an individual's personal characteristics.

d) The nature of social order must be induced out of data.

Despite the suggestion that CA has much in common with positivist research it differs significantly in that it has an inductive approach to theory development.

Question 06

Which of the following business issues can CA make a contribution to our understanding of?

a) The development of the double-entry bookkeeping system to modern accounting methods.

b) The use of balanced scorecards in organisational performance.

c) The range of rhetorical devices used in corporate boardroom meetings.

d) The importance of adjacency pairs in corporate boardroom meetings.

Adjacency pairs are an example of the tools used in conversation analysis. Rhetorical devices are more commonly associated with discourse analysis.

Question 07

How does discourse analysis differ from conversation analysis?

a) Discourse analysis places less emphasis on naturally occurring talk.

b) Discourse analysis has a less uniform approach to language analysis.

c) Discourse analysis can be applied to a range of different texts.

d) All of the above.

Discourse analysis is not a total opposite to conversation analysis however it is important to stress that it is a more wide ranging methodology because it looks to analyse the use of language in many different forms.

Question 08

Why might a charismatic leader use rhetorical devices?

a) To provoke a response from competitors.

b) To establish the organisation's rules and regulations.

c) To provoke identification and commitment amongst followers.

d) All of the above.

Rhetorical devices are a form of discourse that frame how something is formed and socially constructed; the leaders image in this case.

Question 09

Why might the researcher using discourse analysis be interested in corporate mission statements?

- a) Because they are a way of categorising organisations.
- b) Because they are indicators of corporate performance.
- c) **Because they are used to convey certain managerial values.**
- d) Because they are a legal requirement.

Corporate mission statements are a way of conveying certain messages which are designed to ensure that employees identify with the organisation. Through a discourse analysis we can see the mechanisms through which this can occur.

Question 10

Why has discourse not been of interest to mainstream management and business research?

- a) It applies only to employees.
- b) **It is less focused on action.**
- c) It does not allow for participant involvement.
- d) It is not sufficiently focused on corporate performance.

Discourse analysis tends to focus on how organisations are constructed, whereas much mainstream management research is concerned with actions that these corporations can take to be more successful.

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Chapter 21

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 01

Which of the following is not a criteria suggested by Scott (1990) as a way of assessing the quality of documents?

- a) Representativeness.
- b) Credibility.
- c) **Validity.**
- d) Authenticity.

The fourth criterion suggested by Scott (1990) is that of meaning. This refers to the extent that a document is clear and comprehensible.

Question 02

How does the use of personal diaries for data collection in qualitative research differ from their same use in quantitative research?

- a) **Diarists are given more scope in terms of what they write about.**
- b) Diarists are asked to complete multiple-choice questions relating to their working day.
- c) Diarists are required to report the exact number of relevant interactions they have had.
- d) Diarists have to use the medium of art to express their feelings.

The use of diaries in qualitative research means that the diarist has less of a structure about what they have to write. Bowey & Thorpe (1986) is a good example of the use of this research method.

Question 03

Which of the following questions should the researcher ask when considering the credibility of personal documents?

- a) Is the purported author of the document the real author?
- b) Has the document survived because it is favourable towards a certain organisation?
- c) **Does the document actually report the true feelings of the author?**
- d) Does the document contain codes that are hard to decipher?

This is an important assessment of the credibility of any personal document along with the factual accuracy of reports.

Question 04

What is the problem with using a photograph of employees from a company brochure as a research source?

- a) It may be difficult to re-print in published material.
- b) **It may not be representative of an employee's day to day experience of the company.**
- c) It might deflect attention away from the main focus of the research.
- d) It may effect the anonymity of the employees in the picture.

This is an important assessment of the credibility of any personal document along with the factual accuracy of reports.

Question 05

What type of document is often used by researchers conducting organizational post mortem research?

- a) Private diaries.
- b) Photographs.
- c) Emails.
- d) **Public documents.**

A number of researchers have looked at critical events and disasters and have used publicly available documents to conduct their analyses.

Question 06

What particular use are organizational documents not in the public domain often put to by qualitative researchers?

a) To gain an insight into past managerial decisions.

b) To make profitability comparisons with other companies.

c) To assess the impact of marketing material.

d) All of the above.

Processual studies of organisations often use internal organizational documents to build up a 'timeline' of organizational change.

Question 07

What impact might the idea of active audience/readers have on business researcher's data analysis?

a) It is possible that readers will resist the meaning intended by authors of texts.

b) It is possible that different researchers will have different interpretations of certain texts.

c) It is possible that the conclusions derived from certain data will be a reflection of the business researcher's personal interpretation.

d) All of the above.

The argument that there is no one dominant way to read and interpret a text means that business researchers must approach their data analysis with caution.

Question 08

What is distinctive about qualitative content analysis in comparison with quantitative data analysis?

a) It is a much more laborious process.

b) It allows for the constant reassessment of themes and categories.

c) It is much more explicit form of analysis.

d) It is much easier for other researchers to replicate.

In qualitative content analysis there is much greater movement between conceptualization, data collection, analysis and interpretation than in quantitative content analysis.

Question 09

What contribution has semiotic analysis made to studies of advertising?

a) It has identified universal signs that apply across cultures.

b) It has established the correct way of presenting certain images.

c) It has shown how the same message can be interpreted in different ways.

d) It has demonstrated the links between advertising and purchasing.

Semiotic analysis aims to uncover the hidden meanings that reside in texts and as a result it has been able to show how the same text, or advertisement, can have different meanings for different people.

Question 10

What is a critical hermeneutic approach?

a) One that incorporates all possible interpretations of a text.

b) One that attempts to understand a text from the author's perspective.

c) One that uses modern cultural standards to assess historical texts.

d) One that separates the researcher's personal interpretation from the analysis.

A critical hermeneutic approach makes an attempt to analyse a text not just from the perspective of the author but also from the social and historical context of its production.

Chapter 22

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 01

Why are general approaches to qualitative data analysis described as iterative?

- a) Because they are based on formal, established guidelines.
- b) Because they allow for the research process to follow a strictly linear trajectory.
- c) **Because there is a repetitive interplay between collection and analysis of data.**
- d) Because they should not fly too close to the sun.

Iterative means that analysis starts after some of the data have been collected and that the implications of this analysis then inform the next stage of data collection.

Question 02

Which of the following is a potential limitation of analytic induction?

- a) It is too rigorous to be described as a qualitative method of analysis.
- b) **It is unable to specify the necessary conditions for phenomena to occur.**
- c) It does not allow for reformulation of an identified hypothesis.
- d) All of the above.

Analytic induction can identify what is sufficient for certain phenomena to occur but not what is necessary

Question 03

The two central features of grounded theory are:

- a) codification and quantification.
- b) the identification of theory and its testing against collected data.
- c) linearity and simplicity.
- d) **the development of theory from data and recursiveness.**

Grounded theory is based on the idea that theories should be induced from collected data and that this should, in turn, inform additional data collection.

Question 04

What is the difference between coding in grounded theory and quantitative data analysis?

- a) In grounded theory coding begins soon after the collection of initial data.
- b) In grounded theory no pre-conceived codes are utilised.
- c) In grounded theory different types and levels of coding are recognized.
- d) **All of the above.**

Coding is the key process in grounded theory as it forms a major part of the iterative loop that is grounded theory's dominant feature.

Question 05

According to Strauss and Corbin (1990) selective coding is the procedure of:

- a) breaking down, examining and categorizing data.
- b) putting data back together in new ways and making connections between categories.
- c) **choosing the core category and relating it to other categories.**
- d) establishing the causal relationships within the data.

Coding is the key process in grounded theory as it forms a major part of the iterative loop that is grounded theory's dominant feature.

Question 06

Which of the following can represent a criticism of grounded theory?

- a) **There is no such thing as theory-neutral observation.**
- b) The social world is not 'out there' awaiting discovery.
- c) Language is constitutive as well as reflective.
- d) Data collection is not a straight forward linear process.

The notion that a researcher adopting a grounded theory approach can suspend their awareness of certain theories and concepts can be questioned. It is more likely that what the researcher sees is conditioned by a range of different factors.

Question 07

Which of the following is not an additional problem associated with grounded theory?

- a) The time it takes to transcribe interviews and to engage in a genuinely iterative process.
- b) **The reluctance of researchers using grounded theory to adopt natural scientific methods.**
- c) The vague nature of many key points relating to the practice of grounded theory.
- d) The fragmentation of data in different categories.

This could not be a criticism levelled at grounded theory because, as a qualitative research method, it explicitly rejects the application of natural science methods to the social world.

Question 08

In what way does the practice of coding introduce an element of quantification into grounded theory?

- a) **The significance of data is sometimes based on its frequency within the whole data set.**

- b) Coding can allow for the researcher to measure the likelihood that a particular issue applies to the entire population.
- c) The core category should always be defined in advance of data collection.
- d) None of the above.

Many researchers using grounded theory code their data on the basis of the number of times certain issues occur within their analysis.

Question 09

What is the benefit of subjecting qualitative data to secondary analysis?

- a) It overcomes ethical concerns about informed consent.
- b) It enables the data to be analysed without the hindrance of a contextual understanding.
- c) It is more likely that the findings will be published.
- d) **It can exploit the large volume of qualitative data that is under-explored.**

Whilst a number of significant problems remain with the secondary analysis of qualitative data, there are opportunities for researchers to exploit because of the volume of data that is cast aside as part of the analysis.

Question 10

Narrative analysis in management research enables the researcher to:

- a) relate all of their thought processes during data analysis.
- b) discard all data that does not adhere to storytelling guidelines.
- c) **identify how managers make sense of their environment.**
- d) assess how managers will react in certain circumstances.

A narrative analysis allows the researcher to look at what different stories told by managers and others, reveal about their attitudes towards the organisation.

Chapter 23

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 01

What does the acronym 'CAQDAS' stand for?

- a) **Computer-Assisted Qualitative Data Analysis Software.**
- b) Complicated Analytical Questions Deserving Answers Soon.
- c) Constant Aggravation Queried Directly And Swiftly.

d) Content Analysis Quantification: Durkheim and Statistics.

CAQDAS is one of the most significant developments in qualitative research over the last twenty years. The label refers to a group of software packages such as NVivo, NUD*IST and ATLAS/ti, which are used for qualitative data analysis.

Question 02

How is CAQDAS different from quantitative data analysis software?

- a) It only works on Apple Mac computers.
- b) It requires detailed knowledge of statistics.
- c) **There is no industry leader.**
- d) The programs do the analysis for you.

Within the field of quantitative data analysis SPSS is the most widely known and used statistical software package, but with regard to CAQDAS there is no equivalent industry leader. Some of the most popular programs today are NVivo, NUD*IST and ATLAS/ti, but other researchers may prefer MAXqda or the Ethnograph.

Question 03

Which of the following is not a criticism of the use of CAQDAS in business research?

- a) It reinforces the idea that code-and-retrieve is the only way to conduct qualitative analysis.
- b) It results in the fragmentation of data and a loss of narrative flow.
- c) It may not be suitable for focus group data.
- d) **It is not very fast or efficient at retrieving sections of data.**

Various criticisms have been levelled at CAQDAS, including the idea that it has created a new orthodoxy of 'code-and-retrieve' qualitative analysis, that it fragments the data and that it is only useful for certain kinds of qualitative data. However, most researchers would agree that CAQDAS offers a faster and more efficient way of analyzing qualitative data than doing so by hand.

Question 04

Which of the following is not an advantage of using CAQDAS in business research?

- a) It makes the process of qualitative data analysis more transparent.
- b) It is faster and efficient than analyzing by hand.
- c) **It involves learning skills that are specific to each program.**
- d) It helps you to map out the relations between ideas and themes in the data.

There are numerous advantages to using CAQDAS, most of which centre on its speed and efficiency and the way in which mapping out 'coding trees' of related ideas helps you to develop a grounded theory. While each CAQDAS program is unique and involves different screens, functions and ways of representing the data, the basic techniques of importing, coding, retrieving and searching will be common to all of the programs and so provide you with a useful transferable skill.

Question 05

In what format should you import your project documents from Word into NVivo?

- a) **.jpeg or .mpeg**
- b) **.txt or .rtf**

c) .html or .htm

d) .doc or .mp3

You should import your documents from Word either without any formatting (as plain text files: .txt) or with some formatting retained (in rich text format: .rtf).

Question 06

In which window can you read through, edit and code your documents?

a) Document Browser.

b) Node Explorer.

c) Project Pad.

d) Launch Pad.

Having imported the project files that you want to analyze, you can open each one and edit it as if it were a Word document using the Document Browser. This is also where you can code your documents by applying nodes to sections of the data.

Question 07

What are the two types of node used in NVivo?

a) Seed nodes and weed nodes.

b) Shrub nodes and grub nodes.

c) Flower nodes and power nodes.

d) Tree nodes and free nodes.

NVivo uses 'nodes' to represent codes or other items of information about the data in your project. There are two main types of node: tree nodes are created as part of a network of inter-related concepts, while free nodes are created independently of all other nodes.

Question 08

The Node Explorer dialog box allows you to:

a) apply codes to the data.

b) browse, edit or delete nodes.

c) create a memo document.

d) save and close your project file.

The Node Explorer dialog box appears if you click on 'Explore Nodes' from the Project Pad. Here you can browse, edit/change or delete nodes, which allows you to modify your coding tree as the analysis progresses. To apply the nodes (as codes) to the data, you need to open the document browser.

Question 09

What are in vivo codes?

a) Codes that were established before the data collection began.

b) Codes that reflect abstract theoretical concepts.

c) Codes derived from the language of research participants.

d) Higher level categories of codes, incorporating various node trees.

You can code the data using either the conceptual codes that appear in the node tree and as free nodes, or *in vivo* codes. The latter term refers to codes that are derived from the words or phrases research participants' use, as they appear in the text of an interview transcript or fieldnotes.

Question 10

Which of the following is a kind of search that can be carried out in NVivo?

- a) Single node search.
- b) Intersection search.
- c) Specific text search.
- d) **All of the above.**

There are three main types of search that you can conduct in NVivo: you can collect all the data coded under a particular node (single node search), find data that have been coded by two or more particular nodes (intersection search), or locate all the instances in which 'strings' of specific words or phrases are used (specific text search). All of these can be accessed from the Search Tool dialog box, which you can reach from the Project Pad.

Chapter 24

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 01

Which of the following is not a characterization of the natural sciences?

- a) The natural sciences are possessed with an epistemological unity.
- b) **The natural sciences are a complex area just like the social sciences.**
- c) The practices of natural scientists are revealed in their written accounts.
- d) All natural scientists can be charged with the term positivist.

A significant difficulty with the way in which differences between research methods are presented is that they are based on a characterization of the natural sciences as something which it is not.

Question 02

Qualitative research often adheres to a natural science model because:

- a) it rejects all attempts to deduce theory in advance.
- b) it places a large degree of emphasis on understanding context.
- c) **it can be used to investigate specific and tightly defined problems.**
- d) it is always constructivist in nature.

Not all qualitative research follows a grounded theory model as it is often used to address specific issues that are defined in advance; similar to the methods commonly associated with the natural sciences.

Question 03

In what way does quantitative research study meaning?

- a) Through detailed description of context.
- b) Through careful observation of specific actions in the workplace.
- c) Through an attempt to reveal the influence of capitalist structures on everyday life.
- d) **Through the exploration of attitudes via extensive survey questions.**

The claim of qualitative researchers to be better able to gain access to a respondent's point of view is often assumed, rather than demonstrated. Quantitative research's use of prior questioning to seek out different attitudinal positions may give it better access to meaning.

Question 04

Why is it problematic to suggest that the choice of business research method reveals ontological and epistemological assumptions?

- a) Because business research should not be concerned with these issues.
- b) **Because the correspondence between a research strategy and a set of ontological and epistemological assumptions is not straight forward.**
- c) Because the choice of research method is dictated by the research question.
- d) Because the correspondence between a research strategy and either ontology or epistemology is impossible to define.

Research methods are much more 'free-floating', in terms of their epistemological and ontological position, than is often assumed when highlighting the divide between quantitative and qualitative research.

Question 05

Quantitative research does not always adhere to a deductive model because:

- a) Its findings frequently suggest new departures and theoretical contributions.
- b) Many survey-based studies are subjected to exploratory analyses.
- c) There is a great deal of creativity in quantitative data analysis.
- d) **All of the above.**

Quantitative research is not simply about theory testing; it can also be used to suggest new ways of viewing the social world. Correspondingly qualitative research can also be used to test pre-conceived theories.

Question 06

Which method of data collection commonly associated with qualitative research can be seen as artificial?

- a) Ethnography.
- b) Participant observation.
- c) **Semi-structured interview.**
- d) All of the above.

Because an interview requires some degree of planning and preparation, and will normally remove the interviewee from their workstation, it can be said to be an artificial situation.

Question 07

What does Geophart (1988) mean by the term ethnostatistics?

- a) The collection of statistical data using ethnographic methods.
- b) **The study of the use of statistics as a rhetorical device.**
- c) The use of statistical analysis by the participants of the research.
- d) The statistical analysis of one specific context.

Ethnostatistics can be used to show how the language of statistics is used to persuade audiences of certain arguments through the acquisition of greater legitimacy.

Question 08

Which form of data analysis can be applied to ethnographic accounts to establish links between in-depth accounts and statistical analysis?

- a) Discourse analysis.
- b) **Content analysis.**
- c) Multivariate analysis.
- d) Bivariate analysis.

Hodson (1996) shows how a content analysis of ethnographies allows for quantitative and qualitative research strategies to be closely linked.

Question 09

What is quasi-quantification?

- a) Statistical analysis based upon synthetic data.
- b) The application of quantitative methods in feminist research.
- c) **The allusions to quantity made by qualitative researchers.**
- d) The testing of the suitability of specific statistical tests.

Qualitative researchers often use terms such as 'many', 'often' or 'frequently' thereby alluding to the importance of quantification in their data analysis.

Question 10

What benefit is there to qualitative researchers in providing information on the frequency of a particular perspective?

- a) They are more likely to get published if they can report a high frequency.
- b) **It gives the reader a clear sense of the relative prevalence of the perspective.**
- c) It is useful for quantitative secondary analysis.
- d) All of the above

Qualitative researchers often use terms such as 'many', 'often' or 'frequently' thereby alluding to the importance of quantification in their data analysis.

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Chapter 01

I

Question 1

What is a 'grand theory'?

- a) One that was proposed by one of the major theorists in the sociological tradition
- b) One that is highly abstract and makes broad generalizations about the social world**
- c) An intermediate level explanation of observed regularities
- d) A particularly satisfactory theory that makes the researcher feel happy

Question 2

What does an empiricist believe?

- a) We should not apply natural science methods to social science research
- b) It is the sociologist's aim to understand the meaning of social action
- c) Knowledge, in the form of 'facts', should be gained through sensory experience**
- d) Research conducted within the British empire was biased and unreliable

Question 3

An inductive theory is one that:

- a) Involves testing an explicitly defined hypothesis
- b) Does not allow for findings to feed back into the stock of knowledge
- c) Uses quantitative methods whenever possible
- d) Allows theory to emerge out of the data**

Question 4

What is the epistemological position held by a positivist?

- a) There is no substitute for an in-depth, hermeneutic understanding of society
- b) Scientific research should be based on value-free, empirical observations**
- c) Events and discourses in the social world prevent us from having direct knowledge of the natural order
- d) It is important to remain optimistic about our research, even when things go wrong

Question 5

The interpretivist view of the social sciences is that:

- a) Their subject matter is fundamentally different to that of the natural sciences
- b) We should aim to achieve the interpretive understanding of social action
- c) It is important to study the way people make sense of their everyday worlds
- d) All of the above**

Question 6

Which of the following is an ontological question?

- a) Should I use questionnaires or interviews in my project?
- b) What can (and should) be considered acceptable forms of knowledge?**

- c) How long is it since I last visited the dentist?
- d) **Do social entities have an objective reality, external to social actors?**

Question 7

The constructionist ontological position suggests that:

- a) **Social phenomena and their meanings are constantly being accomplished by social actors**
- b) Individuals are born into a world of rules and structures that they cannot change
- c) Building and construction work presents an ideal opportunity to exercise the sociological imagination
- d) Social facts and objects have an external reality, independently of the people who perceive them

Question 8

The qualitative research strategy places a value on:

- a) Using numbers, measurements and statistical techniques
- b) **Generating theories through inductive research about social meanings**
- c) Conducting research that is of a very high quality
- d) All of the above

Question 9

Which of the following is an example of value-free research?

- a) Conscious partiality
- b) Sympathy for the underdog
- c) Unstructured interviewing
- d) **None of the above**

Question 10

An important practical issue to consider when designing a research project is:

- a) Which theoretical perspective you find most interesting
- b) Whether or not you have time to retille the bathroom first
- c) **How much time and money you have to conduct the research**
- d) Which colour of ring binder to present your work in

Chapter 02

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 1

What is a research design?

- a) A way of conducting research that is not grounded in theory
- b) The choice between using qualitative or quantitative methods
- c) The style in which you present your research findings, e.g. a graph
- d) **A framework for every stage of the collection and analysis of data**

Question 2

If a study is "reliable", this means that:

- a) It was conducted by a reputable researcher who can be trusted
- b) The measures devised for concepts are stable on different occasions**
- c) The findings can be generalized to other social settings
- d) The methods are stated clearly enough for the research to be replicated

Question 3

"Internal validity" refers to:

- a) Whether or not there is really a causal relationship between two variables**
- b) Whether or not the findings are relevant to the participants' everyday lives
- c) The degree to which the researcher feels that this was a worthwhile project
- d) How accurately the measurements represent underlying concepts

Question 4

Lincoln & Guba (1985) propose that an alternative criterion for evaluating qualitative research would be:

- a) Impressiveness
- b) Trustworthiness**
- c) Joyfulness
- d) Messiness

Question 5

Naturalism has been defined as:

- a) Viewing natural and social objects as belonging to the same realm
- b) Being true to the nature of the phenomenon under investigation
- c) Minimising the intrusion of artificial methods of data collection into the field
- d) All of the above**

Question 6

In an experimental design, the dependent variable is:

- a) The one that is not manipulated and in which any changes are observed**
- b) The one that is manipulated in order to observe any effects on the other
- c) A measure of the extent to which personal values affect research
- d) An ambiguous concept whose meaning depends on how it is defined

Question 7

What is a cross-sectional design?

- a) A study of one particular section of society, e.g. the middle classes
- b) One that is devised when the researcher is in a bad mood
- c) The collection of data from more than one case at one moment in time**
- d) A comparison of two or more variables over a long period of time

Question 8

Survey research is cross-sectional and therefore:

- a) High in replicability but low in internal validity**

- b) High in internal validity but low in reliability
- c) High in ecological validity but low in external validity
- d) None of the above

Question 9

Panel and cohort designs differ, in that:

- a) Cohort studies involve quantitative research, whereas panel studies are qualitative
- b) A panel study does not need rules to handle new entrants to households
- c) Only a cohort study will suffer from sample attrition
- d) **A panel study can distinguish between age effects and cohort effects, but a cohort design cannot**

Question 10

Cross cultural studies are an example of:

- a) Case study design
- b) **Comparative design**
- c) Experimental design
- d) Longitudinal design

Chapter 03

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 1

Which of the following requirements for a dissertation may depend on your institution?

- a) Whether an abstract should be included
- b) The format for referencing
- c) The word limit
- d) **All of the above**

Question 2

The role of a project supervisor is to:

- a) Make sure you keep to your schedule and deadlines
- b) **Provide intellectual support, guidance and critical feedback**
- c) Negotiate access to the research setting on the student's behalf
- d) Give you a reading list

Question 3

You can manage your time and resources best, by:

- a) Working out a timetable
- b) Finding out what resources are readily available to you
- c) Calculating a budget for likely expenditure

d) All of the above

Question 4

What did Marx (1997) mean when he suggested that "intellectual puzzles and contradictions" can be a possible source of research questions?

a) The researcher may feel that there is a contradiction in the literature, presenting a "puzzle" to be solved

b) Students can develop their IQ levels by attempting to solve intellectual puzzles

c) Unless you can find a logical contradiction, you have no basis for conducting research

d) All of life is a puzzle, so any aspect of life can be researched

Question 5

How can you tell if your research questions are really good?

a) If they guide your literature search

b) If they are linked together to help you construct a coherent argument

c) If they force you to narrow the scope of your research

d) All of the above

Question 6

Which of the following should be included in a research proposal?

a) Your academic status and experience

b) The difficulties you encountered with your previous reading on the topic

c) Your choice of research methods and reasons for choosing them

d) All of the above

Question 7

Which of the following should you think about when preparing your research?

a) Your sample frame and sampling strategy

b) The ethical issues that might arise

c) Negotiating access to the setting

d) All of the above

Question 8

Why is it helpful to keep a research diary or log book while you are conducting your project?

a) To give you something to do in the early stages of your research when nothing is happening

b) Because funding councils generally demand to see written evidence that you were working every day during the period of the research

c) To keep a record of what you did and what happened throughout the research process

d) It can be added to your dissertation to ensure that you reach the required word limit

Question 9

What can you do to ensure your physical safety during your research?

a) Be alert to the possibility of exposure to danger

b) Avoid interviewing alone in the respondent's residence

- c) Make sure someone knows where you are and how you can contact them in an emergency
- d) **All of the above**

Question 10

What practical steps can you take before you actually start your research?

- a) Find out exactly what your institution's requirements are for a dissertation
- b) Make sure you are familiar with the hardware and software you plan to use
- c) Apply for clearance of your project through an ethics committee
- d) **All of the above**

Chapter 04

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 1

Why do you need to review the existing literature?

- a) To make sure you have a long list of references
- b) Because without it, you could never reach the required word-count
- c) **To find out what is already known about your area of interest**
- d) To help in your general studying

Question 2

To read critically means:

- a) Taking an opposing point of view to the ideas and opinions expressed
- b) Skimming through the material because most of it is just padding
- c) **Evaluating what you read in terms of your own research questions**
- d) Being negative about something before you read it

Question 3

Which two of the following are legitimate frameworks for setting out a literature review: 1. Constructing intertextual coherence, 2. Deconstruction of textual coherence, 3. Problematizing the situation, 4. Resolving discovered problems?

- a) 1 and 2
- b) 2 and 3
- c) **1 and 3**
- d) 2 and 4

Question 4

A systematic literature review is:

- a) One which starts in your own library, then goes to on-line databases and, finally, to the internet
- b) **A replicable, scientific and transparent process**
- c) One which gives equal attention to the principal contributors to the area

d) A responsible, professional process of time-management for research

Question 5

What is meta-analysis?

- a) **A technique of correcting for the errors in individual studies within a survey of a large number of studies, to demonstrate the effect of a particular variable**
- b) A process of secondary-data gathering to assemble all the possibilities for a variable's effects
- c) A substitute for original research, which is justified by constraints of time or money
- d) A specialized step in a computer software program (SPSS e.g.)

Question 6

What is meta-ethnography?

- a) A technique for reviewing literature based exclusively on ethnographic studies
- b) **A technique for synthesizing interpretations drawn from a number of separate qualitative studies of the same phenomena**
- c) A process used to make generalizations from a range of qualitative studies
- d) A process of surveying only that literature contained within a single library

Question 7

What is a narrative literature review?

- a) An historically-based review, starting with the earliest contributions to the field
- b) A review based exclusively on stories about companies, in book and case-study form
- c) A paraphrase style of reviewing which does not require referencing
- d) **An initial impression of the topic which you will understand more fully as you conduct your research**

Question 8

When accessing the internet, which of these steps is the most essential?

- a) Recording the full URL
- b) Noting the access dates
- c) Downloading material to be referenced
- d) **They are all equally important**

Question 9

According to the Harvard referencing convention, which is the correct reference?

- a) **Bryman, A. (2008, 3e) *Social Research Methods*, Oxford; Oxford University Press**
- b) Bryman (2008, second edition), Oxford University Press
- c) Bryman, Alan, *Social Research Methods* (2008: OUP)
- d) Bryman, A. Social Research Methods (2008)

Question 10

Which of the following statements about plagiarism is most accurate?

- a) **It is so easy to "copy and paste" from the internet that everyone does it nowadays. If a proper reference is given, where is the harm in that?**

- b) How can we say for sure where our own ideas come from exactly? If we tried to give a reference for everything we could never hope to succeed.
- c) **Any suggestion that we have written what another actually wrote is morally wrong. Anyway, the whole point of a literature review is to show what we have read and what we thought about it.**
- d) Plagiarism is such an awful crime that those found guilty should be obliged to wear a scarlet "P" on their clothing.

Chapter 05

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 1

There is a tendency for debates about ethics in social research to focus on the most extreme cases of ethical transgression. Why might this create a misleading impression?

- a) Because these studies did not actually take place
- b) Because it makes social researchers look like nasty, unscrupulous people
- c) **Because this implies that ethical concerns do not pervade all social research**
- d) Because most social research is in fact ethically sound and infallible

Question 2

Which of the following ideas is *not* associated with the stance of situation ethics?

- a) **Anything goes**
- b) Principled relativism
- c) The end justifies the means
- d) No choice

Question 3

Why is it argued that ethical transgression is pervasive in social research?

- a) Because most researchers do not bother to follow a professional code of ethics
- b) **Because researchers rarely provide their participants with all the information they might want to know about a project**
- c) Because it helps us to justify the more extreme forms of unethical conduct that we prefer to pursue
- d) Because sociologists want to present themselves as inconsiderate and careless

Question 4

Which of the following is a form of harm that might be suffered by research participants?

- a) Physical injury
- b) Stress and anxiety
- c) Impaired development
- d) **All of the above**

Question 5

Why is it important that personal data about research participants are kept within secure, confidential records?

- a) So that the participants cannot find out what has been written about them
- b) In case individuals, places or organizations can be harmed through identification or disclosure of personal information**
- c) So that government officials, teachers and other people in authority can have easy access to the data
- d) To enable the researcher to track down individuals and find out more about their lives

Question 6

Which method is most commonly associated with a lack of informed consent?

- a) In-depth interviewing
- b) Qualitative content analysis
- c) Covert observation**
- d) Structured interviewing

Question 7

Why is it "easier said than done" to ensure that the principle of informed consent is adhered to?

- a) It is not practicable to present every participant with all the information about the study
- b) Sometimes it is desirable to withhold certain pieces of information, such as the length of time an interview will take
- c) If the participants knew exactly what the researcher was intending to study, they might change their behaviour
- d) All of the above**

Question 8

Apart from the fact that it is "not a nice thing to do" (p125), what is an important ethical disadvantage of deceiving participants?

- a) It can damage the professional reputation of the researcher and their discipline**
- b) It makes it more difficult to gain access to deviant or hidden populations
- c) It means that records of personal data about the participants cannot be made anonymous
- d) None of the above

Question 9

Which of the following factors does *not* add a political dimension to the research process?

- a) The researcher's values, beliefs and prior assumptions
- b) The response rate of a social survey**
- c) The vested interests of the funding body
- d) A gatekeeper's concerns about representation

Question 10

Whose side did Becker suggest the social researcher should take?

- a) The underdog**

- b) The fat cat
- c) The cash cow
- d) The sitting duck

Chapter 06

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 1

An operational definition is:

- a) One that bears no relation to the underlying concept
- b) An abstract, theoretical definition of a concept
- c) **A definition of a concept in terms of specific, empirical measures**
- d) One that refers to opera singers and their work

Question 2

The importance of measurement in quantitative research is that:

- a) It allows us to delineate fine differences between people or cases
- b) It provides a consistent device or yardstick
- c) It allows for precise estimates of the degree of relationship between concepts
- d) **All of the above**

Question 3

The difference between measures and indicators is that:

- a) **Measures are unambiguous quantities, whereas indicators are devised from common sense understandings**
- b) Indicators have a more direct relationship to the underlying concept than measures
- c) Measures are intuitively devised and then applied as if they were direct indicators of a concept
- d) Indicators are unambiguous quantities, whereas measures are subjective and value-laden

Question 4

The split-half method is used as a test of:

- a) Stability
- b) **Internal reliability**
- c) Inter-observer consistency
- d) External validity

Question 5

Which of the following is *not* a form of measurement validity?

- a) Concurrent validity
- b) Face validity
- c) **Conductive validity**
- d) Convergent validity

Question 6

Quantitative social researchers rarely claim to have established causality because:

- a) They are more concerned with publishing the results of their reliability tests
- b) They do not believe that this is an appropriate goal to be striving for
- c) They keep forgetting which of the variables they have manipulated
- d) **They tend to use cross-sectional designs, which produce only correlations**

Question 7

One of the preoccupations of quantitative researchers is with generalization, which is a sign of:

- a) **External validity**
- b) Internal reliability
- c) External reliability
- d) Internal validity

Question 8

Quantitative research has been criticised because:

- a) **The measurement process suggests a spurious and artificial sense of accuracy**
- b) The reliance on instruments and procedures makes it high in ecological validity
- c) It underestimates the similarities between objects in the natural and social worlds
- d) All of the above

Question 9

The term 'reverse operationism' means that:

- a) The theories we devise will often hinder our attempts to measure concepts
- b) **The measurements we devise can sometimes help to develop a theory**
- c) Techniques such as factor analysis have no place in social research
- d) Driving instructors always make you practice the most difficult manoeuvre

Question 10

Written accounts of quantitative research rarely include the results of reliability and validity tests because:

- a) Researchers are more interested in reporting their operational definitions
- b) Researchers don't really think that these tests are important
- c) Journal editors have banned these kinds of articles

- d) Researchers are more interested in reporting their substantive findings

Chapter 07

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 1

A sampling frame is:

- a) A summary of the various stages involved in designing a survey
- b) An outline view of all the main clusters of units in a sample
- c) **A list of all the units in the population from which a sample will be selected**
- d) A wooden frame used to display tables of random numbers

Question 2

A simple random sample is one in which:

- a) From a random starting point, every n th unit from the sampling frame is selected
- b) A non-probability strategy is used, making the results difficult to generalize
- c) The researcher has a certain quota of respondents to fill for various social groups
- d) **Every unit of the population has an equal chance of being selected**

Question 3

It is helpful to use a multi-stage cluster sample when:

- a) The population is widely dispersed geographically
- b) You have limited time and money available for travelling
- c) You want to use a probability sample in order to generalise the results
- d) **All of the above**

Question 4

The standard error is a statistical measure of:

- a) The normal distribution of scores around the sample mean
- b) **The extent to which a sample mean is likely to differ from the population mean**
- c) The clustering of scores at each end of a survey scale
- d) The degree to which a sample has been accurately stratified

Question 5

What effect does increasing the sample size have upon the sampling error?

- a) **It reduces the sampling error**
- b) It increases the sampling error
- c) It has no effect on the sampling error

- d) None of the above

Question 6

Which of the following is *not* a type of non-probability sampling?

- a) Snowball sampling
- b) **Stratified random sampling**
- c) Quota sampling
- d) Convenience sampling

Question 7

Snowball sampling can help the researcher to:

- a) Access deviant or hidden populations
- b) Theorise inductively in a qualitative study
- c) Overcome the problem of not having an accessible sampling frame
- d) **All of the above**

Question 8

Which of the following is *not* a characteristic of quota sampling?

- a) The researcher chooses who to approach and so might bias the sample
- b) Those who are available to be surveyed in public places are unlikely to constitute a representative sample
- c) **The random selection of units makes it possible to calculate the standard error**
- d) It is a relatively fast and cheap way of finding out about public opinions

Question 9

The findings from a study of young single mothers at a university can be generalised to the population of:

- a) **All young single mothers at that university**
- b) All young single mothers in that society
- c) All single mothers in all universities
- d) All young women in that university

Question 10

The term 'data processing error' refers to:

- a) Activities or events related to the sampling process, e.g. non-response
- b) **Faulty techniques of coding and managing data**
- c) Problems with the implementation of the research process
- d) The unavoidable discrepancy between the sample and the population

Chapter 08

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 1

Why is it important for structured interviews to follow a standardized procedure?

- a) To increase validity, as the interview can be adapted for each respondent
- b) To increase reliability, because all respondents receive the same interview stimulus**
- c) To allow for an in-depth exploration of the topic
- d) To make it easier for untrained interviewers to carry out complex surveys

Question 2

Standardizing the interview schedule can reduce interviewer variation in terms of:

- a) The way in which questions are phrased by the interviewer
- b) The order in which questions are asked
- c) The procedures used to code and analyse survey data
- d) All of the above**

Question 3

Closed ended questions are those that:

- a) Have a fixed range of possible answers**
- b) Prevent respondents from allocating themselves to a category
- c) Encourage detailed, elaborate responses
- d) Relate to the basic demographic characteristics of respondents

Question 4

Which of the following is *not* a disadvantage of telephone interviewing?

- a) Researchers do not have to spend so much time and money on travelling**
- b) Some people in the target population may not own a telephone
- c) It can be difficult to build rapport over the telephone
- d) Interviewers cannot use visual cues such as show cards

Question 5

The acronym "CATI" stands for:

- a) Camera-activated telescopic interviewing
- b) Computer-assisted telephone interviewing**
- c) Corrective anti-terrorist interviewing
- d) Critical analysis of telepathic interviewing

Question 6

Which of the following might you include in an introductory letter to respondents?

- a) An explanation of who you are and who is funding your research**

- b) An overview of what the research is about and how the data will be collected
- c) A statement of their ethical rights to anonymity, confidentiality, etc.
- d) **All of the above**

Question 7

A filter question is one that:

- a) Ensures that all respondents are asked every question on the schedule and in the same order
- b) Leaves a space for respondents to write long and detailed answers
- c) **Helps the interviewer to avoid asking irrelevant questions by directing them elsewhere on the schedule**
- d) Allows supervisors to distinguish between good and bad interviewers

Question 8

Which of the following is *not* advised when planning the question order of a structured interview?

- a) Be wary of asking an earlier question that alters the salience of later questions
- b) **Expect some variation in the order in which questions are asked**
- c) Leave questions about sensitive or embarrassing issues until later in the interview
- d) Group the questions into logically organised sections

Question 9

A show card is:

- a) One that prevents respondents from expressing their opinions about a statement
- b) One that encourages explicit discussion of sensitive or personal information
- c) **One that prompts respondents to choose from a range of possible answers**
- d) One that researchers must present when they compete at pony club events

Question 10

The response set of "acquiescence" can be a problem in that:

- a) **Some people consistently agree or disagree with a set of questions or items**
- b) Respondents tend to give answers that they think are socially desirable
- c) The structured interview is so conducive to reciprocity that male respondents find it hard to stop talking
- d) Researchers who wear very strong perfume will distract their respondents

Bryman: Social Research Methods: 3e

Chapter 09

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then

press 'Submit' to get your score.

Question 1

Which of the following statements is correct?

- a) Self-completion questionnaires are a type of postal survey
- b) Postal surveys can include self-completion or email surveys
- c) **Self-completion questionnaires can include postal or email surveys**
- d) Email surveys are a type of postal questionnaire

Question 2

One of the advantages of self-completion questionnaires over structured interviews is that:

- a) **They are quicker and cheaper to administer**
- b) They create interviewer effects
- c) They have greater measurement validity
- d) They are less prone to inter-coder variation

Question 3

Which of the following is *not* a disadvantage of self-completion questionnaires compared to structured interviews?

- a) The respondent can read the whole questionnaire before answering the first question
- b) **The researcher cannot ask many closed-ended questions**
- c) The researcher cannot probe or prompt respondents for more detail
- d) The respondent may not answer all questions, resulting in missing data

Question 4

Which of the following steps can be taken to improve response rates to a self-completion questionnaire?

- a) Write a personalized covering letter to introduce the research
- b) Enclose a stamped addressed envelope with a postal questionnaire
- c) Send out polite reminder letters
- d) **All of the above**

Question 5

Why is it generally better to present fixed choice answers in vertical rather than horizontal form?

- a) It takes up less space on the page
- b) It encourages respondents to choose more than one answer
- c) It allows questions to be spread over more than one page
- d) **It makes the layout of the questionnaire more clear and unambiguous**

Question 6

When using a Likert scale with a long list of items, it is usually better to:

- a) **Arrange the answers horizontally, in abbreviated form**
- b) List the answers vertically, for each consecutive item
- c) Omit any instructions about how to select an answer
- d) List all questions on one page and all answers on another

Question 7

In order to identify response sets in a Likert scale, you could:

- a) Pre-code all items consistently from 1-5
- b) **Reverse the scoring of pre-coded answers**
- c) Only include items about socially desirable behaviours
- d) Include explicit instructions to respondents not to deceive you

Question 8

Corti (1993) makes a distinction between two types of researcher-driven diary:

- a) Valid and reliable diaries
- b) Quantitative and qualitative diaries
- c) **Structured and free-text diaries**
- d) Open or closed answer diaries

Question 9

The 'time-use' diary can provide quantitative data about:

- a) **The amount of time respondents spend on certain activities every day**
- b) The subjective meanings that concepts of 'time' have for different people
- c) The way respondents make sense of their life stories in narrative form
- d) The historical significance of clocks, watches and other devices for measuring time

Question 10

One advantage of using diaries in quantitative research is that:

- a) **There is little danger of attrition, as respondents tend to be highly motivated**
- b) They are likely to elicit data about sensitive issues or deviant activities
- c) They highlight the thoughts, feelings and experiences that are unique to each respondent
- d) None of the above

Chapter 10

Instructions

Choose your answers from a-d by clicking the radio button next to each choice and then press 'Submit' to get your score.

Question 1

An open question is one that:

- a) Allows respondents to answer in their own terms
- b) Does not suggest or provide a limited range of responses
- c) Can help to generate answers for closed questions
- d) **All of the above**

Question 2

In order to post-code answers to open questions, it is necessary to:

- a) Count the frequency with which each answer has been given
- b) **Categorise unstructured material and assign a code number to each category**
- c) Identify the three most commonly cited responses and give them a code
- d) Find out where each respondent lives and make a note of their postcode

Question 3

Which of the following is *not* an advantage of using closed questions in a survey?

- a) It reduces the risk of variability in the way answers are recorded
- b) It makes answers easier to process and analyse
- c) **They prevent respondents from giving spontaneous, unexpected answers**
- d) Closed questions are quicker and easier for respondents to complete

Question 4

Informant factual questions are those that:

- a) Enquire about personal details such as age, income and occupation
- b) **Ask people about the characteristics of a social setting or entity that they know well**
- c) Seek to find out about people's attitudes and opinions on a range of topics
- d) Try to identify the normative standards and values held by a social group

Question 5

Which of the following is a general rule of thumb for designing questions?

- a) **Always bear in mind your research questions**
- b) Never ask a closed question
- c) Always use vignettes rather than open questions
- d) Use ambiguous terms to put respondents at ease

Question 6

You should avoid using double-barrelled questions in a survey because:

- a) They rely too much on a respondent's memory
- b) They make the questions too long, so respondents lose interest
- c) They are too abstract and general in scope

- d) They confuse respondents by asking about two different things

Question 7

Leading questions should also be avoided because:

- a) **They suggest ways of answering and so may bias the results**
- b) They create a mismatch between the question and its possible answers
- c) They involve negative terms and unnecessary jargon
- d) They ask about several different things at the same time

Question 8

A vignette question is one that asks respondents to think about:

- a) Family obligations to care for sick relatives
- b) An intensely painful and sensitive issue in their personal life
- c) **A scenario involving imaginary characters in a realistic situation**
- d) Their favourite kind of salad dressing

Question 9

The value of piloting a questionnaire is that it helps you to:

- a) Test out your questions on some of the people who will be in the final sample
- b) **Identify and amend any problems in the question wording, order and format**
- c) Find out what a trained pilot would think of the subject matter
- d) All of the above

Question 10

A question bank is a useful resource for:

- a) **Studying the way questions have been successfully used in previous surveys**
- b) Stealing other people's questions without their permission
- c) Learning more about your topic so that you can devise leading questions
- d) Keeping the money from your funding agency in a safe place

STA630 Research Methods Solved MCQs from Book of Allydog link

[0 Comments](#)

1. The following journal article would be an example of _____ research;
"The benefits of florescent lighting on production in a factory setting."

Applied

Interview

Basic

Stupid (hint: don't select this one)

2. The _____ is only useful if the concepts, ideas, questions, etc. to be investigated are both testable and falsifiable.

Independent Variable

Dependent Variable

Experimental Method

Scientific Method

3. Many experiments conducted at universities have Introductory Psychology students act as participants, and then generalize the findings of the study to the general public. In this case, ALL college students in the US can be considered the "population", but those students who participated in the experiment themselves are called the:

control group

sample

experimental group

guinea pigs

4. If you take the S.A.T. exam four times and you receive the same score all four times, we may conclude that the test is _____ but not necessarily _____.

valid; reliable

reliable; accurate

reliable; valid

valid; important

5. In order for an experiment to be considered a TRUE EXPERIMENT there must be both random assignment of subjects/participants to groups, and _____.

equal numbers of males and females

preliminary testing to see if participants are eligible

approval of an internal review board

manipulation of an Independent Variable

6. Marsha, Jan, and Cindy are participants in a psychological study of the effectiveness of three different psychedelic drugs. Each participant is assigned to one and only one condition, receiving only one type of drug, in order to examine the effects of each drug from one group to the next. This is a _____ design.

between-subjects

within-subjects (repeated measures)

I have no clue

experimental

7. A correlation coefficient of +0.92 means that as one variable increases, the other variable:

increases

decreases

is not affected

is impossible to predict

8. If a participant in an experiment believed that she was expected to act in a certain way, and therefore did not act completely honestly or naturally, her behavior would fit the definition of:

experimenter bias

control

demand characteristics

subjective behavior

9. After a Psychologist has stated the specific problem to be studied in an experiment, he/she must then develop a(n):

theory

conclusion

hypothesis

summary of the data

10. Which of the following would allow me to have the MOST control over environmental variables when conducting a research study?

true experimental design

quasi-experimental design

survey

case study

11. What identifies psychology as a scientific discipline?

its professional status

methods used in studying its subject matter

its subject matter

amount of education needed to be a psychiatrist

12. Hypothesis refers to_____:

the outcome of an experiment

a conclusion drawn from an experiment

a form of bias in which the subject tries to outguess the experimenter

a tentative statement about the relationship

13. Statistics are used by researchers to:

analyze the empirical data collected in a study

make their findings sound better

operationally define their variables

ensure the study comes out the way it was intended

14. What is the final step of a scientific investigation?

analyze data

collect data

report the findings

determine whether the hypothesis was supported

15. What is the variable called, in an experiment, that is manipulated by the researcher?

stimulus

control

dependent

independent

16. What is the purpose of a control group?

make the experiment easier to analyze

show the value of the dependent variable when the independent variable is not being manipulated

to be able to better evaluate the effect of the independent variable

to control all variables

17. When does random assignment occur?

when subjects have an equal chance to be assigned to any condition and/or group in a study

when a subject can choose its group and study

none of the above

all of the above

18. Beth goes to a fast food restaurant and records how many people order hamburgers versus cheeseburgers and whether or not they order a coke versus a diet coke. Beth is involved in a _____:

case study

naturalistic observation

survey

experiment

19. What technique would be useful in determining why a specific toddler is afraid to go to bed?

descriptive study

case study

a placebo

experiment

20. What is one way that distortions can be produced in self report data?

lying

social desirability bias

faulty memory

all of the above

. Which of the following describes single-blind experiments?

(A) They are experiments in which the subjects don't know whether they are receiving a real or fake drug or treatment

(B) They help reduce placebo effects

(C) They help reduce bias in research

(D) All of the above

2. What does it mean if two variables have a positive correlation?

(A) As one variable increases, so does the other

(B) As one variable increases, the other decreases

(C) The correlation between the two variables is 0

(D) The correlation between the two variables is greater than 1.0

3. In what type of study does a researcher study an individual subject in depth?

(A) Naturalistic observation

(B) Laboratory observation

(C) Case study

(D) Survey

4. How can we determine if a test has good validity?

(A) It produces the same result when it is given at different times to the same group of people

(B) It produces the same result no matter which version of the test is used

(C) It measures what it is supposed to measure

(D) All of the questions on it can be answered accurately by the subject

5. What is the variable called that a researcher manipulates in an experiment?

(A) Dependent variable

(B) Independent variable

(C) Extraneous variable

(D) None of the above

6. What is the difference between the highest and lowest scores in a data distribution called?

(A) Mode

(B) Standard deviation

(C) **Range**

(D) Median

7. The social desirability bias can affect which of the following?

(A) The validity of a test

(B) The reliability of a test

(C) **Self-report data**

(D) None of the above

8. Which of the following is a research method that allows a researcher to get information about a large number of subjects relatively inexpensively and easily?

(A) Naturalistic observation

(B) Case study

(C) Laboratory observation

(D) **Survey**

9. What is a common way of controlling extraneous variables in an experiment?

(A) **Random assignment**

(B) Double-blind procedure

(C) Single-blind procedure

(D) Using animal subjects

10. When doing research involving deception with human subjects, researchers have an obligation to do which of the following?

(A) Tell subjects the truth about the study's purpose and methods after the study is completed

(B) Prevent mental and physical harm to subjects

(C) Let subjects withdraw from the study at any time if they don't want to keep participating

(D) All of the above

Practice Quiz

Chapter 5

Measurement Concepts

1. A reliable measure has more measurement error than an unreliable measure.

True

False

2. An indicator of reliability based on the correlations of each item in a measure with every other item is called:

Test-retest reliability

Cronbach's alpha

Split-half reliability

3. A measure is reactive if it changes the behavior being measured.

True

False

4. A researcher developed a measure of shyness and is now asking whether this measure does in fact measure a person's true state of shyness. This is a question of:

reactivity.

construct validity.

reliability.

5. Scores on a final exam are related to student grade point average, the amount of time spent studying for the exam, and class attendance. What type of validity is demonstrated in this case?

convergent validity.

discriminant validity.

criterion validity.

6. Nominal scales of measurement have no quantitative properties.

True

False

7. Which of the following variables does NOT have ratio scale properties?

job satisfaction rating

reaction time to respond when a stimulus is presented

distance (in inches) that two people stand from each other when
conversing

8. My measure allows me to successfully predict future behavioral outcomes. My
measure has:

Criterion validity

Face validity

9. Unobtrusive measures reduce the problem of reactivity.

True

False

10. Whenever you divide people into groups, you probably using a nominal scale
level of measurement.

True

False

4. The statement, "Interviewers rate job applicants more favorably when they are
wearing a pleasant scent than when they have no scent" is an example of:

description of behavior.

prediction of behavior.

explanation of behavior.

5. The statement, "A pleasant scent increases favorability of ratings because the
scent creates a positive emotional state in the interviewer" is an example of:

description of behavior.

prediction of behavior.

explanation of behavior.

3. Which of the following would result in finding more articles when using PsycINFO?.

happiness AND marital satisfaction

happiness OR marital satisfaction

4. You found an important article published in 1990. What resource would you use to find articles that have cited your article since then?

Psychological Abstracts

PsycINFO

Social Science Citation Index

5. Which of the following is NOT true of theories?

Explain currently known facts.

Rarely change once formulated.

Generate new knowledge.

7. You are reading a paragraph in a journal article; the topic of the paragraph is the implications of the results for future research. Which section of the article are you reading?

Introduction

Results

Discussion

4. A researcher records the tips left at a restaurant. The amount of the tip is related to size of the check, and the number and gender composition of people in the party. According to regulations, this research would be classified as:

No risk

Minimal risk

Greater than minimal risk

5. Which is not a reason for a debriefing session?

Required by Health and Human Services regulations.

Deal with issues of stress or deception.

Education about psychological research.

4. Which is NOT a problem when the nonexperimental method is used to study relationships between variables?

Direction of cause and effect

Behavior is only measured

A "third" variable may be responsible for the relationship.

5. Which of the following relationships would *most likely* be studied with the nonexperimental method?

The effect of parental use of alcohol on aggressive behavior of children.

The effect of distraction while studying on test performance.

The effect of defendant attractiveness on juror decisions.

. In an experiment, some participants took a standard printed exam; others took the exam using a computer administration procedure. Scores obtained with the two exam procedures were compared. The independent variable was _____ and the dependent variable was _____.

exam type; exam score.

exam score, exam type.

participant gender, exam procedure

Which of the following is used to make sure that the participants in each condition of an experiment are equivalent?

Experimental control

Randomization

2. A researcher devised a coding system to analyze the messages on an Internet bulletin board discussion of the controversy concerning Elian Gonzalez, the Cuban boy who was rescued after a boat accident in the ocean between

Cuba

and the United States. This study used:

content analysis.

naturalistic observation.

systematic observation.

4. A researcher videotaped people while viewing political debates. Raters viewed segments of the tapes and recorded whether the people were smiling. This study used:

systematic observation.

naturalistic observation.

content analysis.

5. A researcher tries to explain why a particular observation does not fit with a theory that is used to explain other observations. This is called:

inter-rater reliability.

negative case analysis.

internal validity.

7. A researcher accessed information on the Internet from a series of surveys of women that was conducted during the 1970s and 1980s. The data were analyzed to examine changes in attitudes and behaviors over time. Which of the following methods was used?

systematic observation

case study

archival research

8. When two or more judges make ratings of observed behaviors, it is important to examine:

inter-rater reliability.

test-retest reliability.

9. A psychologist conducts a study that uses data collected from many cultures in the world. The researcher probably used:

Human Relations Area Files

PsycINFO

2. You wish to make a precise estimate about the characteristics of a population

of individuals. You should use:

quota sampling.

probability sampling.

accidental sampling.

10. A researcher studies memory by talking to groups of people in their 50s, 60s, and 70s about memory problems that they have experienced and worried about.

This study has collected:

quantitative data.

qualitative data.

. The number of people who complete a survey in relation to the number of people contacted to participate is called the:

response set.

response rate.

response bias.

6. The question, "Do you think that television should have less violence and fewer shows about sex" is considered:

double-barreled.

loaded.

open-ended.

7. Which type of questions should be first in a questionnaire or interview?

questions about demographics such as age and gender

questions about attitudes and behaviors

8. Which type of question is most likely to be used when the researcher is just starting to explore what people think about a particular topic?

closed-ended

open-ended

10. Which is most likely to yield qualitative data?

Mail survey

Focus group

Telephone interview

2. A researcher studied the effect of defendant physical attractiveness on juror

decisions. The attractive person was 20 years old, and the unattractive person was a 45-year old. The problem here is that:

age is confounded with attractiveness.

it is very difficult to operationally define physical attractiveness.

attractiveness is not related to perceptions of guilt.

4. The same people participate in each condition of an experiment. What type of design is this?

repeated measures (within-subjects)

independent groups (between-subjects)

matched pairs

6. Complete counterbalancing means that:

there were no practice effects

all possible orders of the IV were used

all Latin squares were constructed

9. All things being equal, which design is more likely to result in a statistically significant effect?

Independent groups

Repeated measures

10. You identified the 15 employees in a large organization who were absent from work the most days during the previous month. You require these employees to attend a one-day program on time and stress management in an attempt to reduce absenteeism. In the following month, all of the employees improved their attendance. The improvement could be caused by the program or it might be due to:

statistical regression.

mortality

instrument decay

1. In an experiment, words with either feminine or masculine connotation were presented on a computer screen. The participant pressed one key when they perceived a masculine word and another key when it was perceived as feminine. Reaction time was the dependent variable. The experimenter used a:

staged manipulation

straightforward manipulation

2. The dependent variable was score on a measure of comprehension of material. Virtually everyone in all conditions of the experiment answered all questions correctly. Researchers refer to this situation as a:
floor effect.

ceiling effect.

similarity effect.

4. You are concerned that participants in your study may be figuring out exactly what you are studying. You are worried about:

demand characteristics.

experimenter expectancies.

placebo effects.

6. The session that the experimenter holds with participants following an experiment is called:

deception.

informed consent.

debriefing

7. The galvanic skin response (GSR) is a measure of:

anxiety.

muscle tension.

8. A good way to "debug" a study is to run a:
placebo group.

pilot study.

9. An experiment was conducted entirely on the Internet. This procedure probably eliminated the problem of:

demand characteristics.

experimenter expectancies.

informed consent.

10. A researcher is designing a study on the effect of defendant attractiveness on juror decisions. To investigate whether participants perceive the two defendants as different in attractiveness, the researcher should use a:
sensitive dependent measure.

manipulation check.

strong manipulation.

7. A documentary film director made a series of films about the lives of a set of children when they were 7, 14, 21, 28, and 35 years of age, i.e, the films *7-Up* and *14-Up*.. What type of "research design" is this?

cross-sectional

longitudinal

sequential

8. When Donald Campbell compared fatalities in Connecticut and nearby states before and after a police speeding crackdown, the _____ design was used.

interrupted time series

control series

longitudinal

10. After comparing the effects of jail and a drug treatment program on persons convicted of drug-related offenses, a researcher analyzed the societal costs of each. The researcher has conducted:

outcome evaluation

needs assessment

economic efficiency assessment

1. You want to know if males and females differ in preferences for dogs and cats as pets. You ask males and females to indicate whether they prefer dogs, cats, or neither dogs nor cats. When you describe your results, you will compare:
means.

percentages.

medians.

2. You want to know if males and females differ in the length of recommended sentence for someone found guilty of driving under the influence of alcohol. You ask males and females to indicate the number of weeks of jail time the convicted person should receive. When you describe your results, you will compare:

means

percentages

medians

4. You conducted a survey of students in your school. You report that half the students work 25 hours per week or less. The statistic you used is the
mean.

median.

mode

5. Couples who share more similar attitudes indicate that they are more satisfied with their relationship. This reflects a _____ correlation.

positive

negative

7. A researcher assessed the following variables in a sample of teenage males: aggressive behavior, anger, loneliness, and perceived social support from family and friends. In addition to examining the correlations among these variables, the researcher tested a proposed model of how these variables are related to one another. The researcher is using a:

partial correlation analysis.

structural equation model.

multiple regression analysis.

10. A multiple correlation is a correlation between one variable and another variable that is measured on a ratio scale.

a combined set of variables.

a manipulated variable

2. The ability to infer that the independent variable caused the effect on the dependent variable is called:

internal validity

external validity

criterion validity

3. When you discuss the extent to which your results would apply to other people or settings, you are concerned with:

internal validity

external validity

criterion validity

5. A replication in which the original procedures are duplicated is called a(n)

exact replication

conceptual replication

systematic replication.

. A study on fear of medical procedures was conducted in a room on campus that had been decorated as a doctor's office has:

experimental realism

mundane realism

replicability

8. The participants in the study became very involved in a computer simulation.

This study has:

experimental realism

mundane realism

replicability

10. A study conducted outside the confines of a standard laboratory/classroom is called a:

field experiment

mundane experiment

meta-analysis

STA630 Research Methods Solved MCQs Shared by Power Girls

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STA630 1st

Quiz

Shared by Power Girls

Who join our conference and help us in solving these quizzes.

Helpful Links:

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525549.cw/index.htm

|

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/>

<http://www.uk.sagepub.com/breakwell/mcq.htm>

Question # 1

The following journal article would be an example of _____ research; "The benefits of florescent lighting on production in a factory setting."

Select correct option:

Applied

Interview

Basic

Stupid

Question # 2

Which of the following is a concept? Select correct option:

Leadership.

Total Quality Management.

Human Resource Management.

All of the given options

Question # 3

Question # 4

The scientific method is preferred over other ways of knowing because it is more;

Select correct option:

Reliable

Systematic

Accurate

All of the given options

Question # 5

Quantitative researcher's preoccupation with generalization is an attempt to:

Select correct option:

Develop the law like findings of the natural sciences.

Boost their chances of publication.

Enhance the internal validity of their research.

Demonstrate the complex techniques of statistical analysis.

Question # 6

What is the basis of the Scientific Method?

Select correct option:

To test hypotheses in conditions that are conducive to its success.

To formulate a research problem and disprove the hypothesis.

To formulate a research problem, test the hypothesis in carefully controlled conditions that challenge the hypothesis.

To test hypotheses and if they are disproved, they should be abandoned completely.

Reference & Explanation:

<http://www.experiment-resources.com/definition-of-the-scientific-method.html>

The principles and empirical processes of discovery and demonstration considered characteristic of or necessary for scientific investigation, generally involving the observation of phenomena, the formulation of a hypothesis concerning the phenomena, experimentation to demonstrate the truth or falseness of the hypothesis, and a conclusion that validates or modifies the hypothesis.

Question # 7

Which of the following is not a concept?

Leadership

Total Quality Management

Human Resource Management

IQ

Explanation:

Concepts are the building blocks of theory, each of which represents a label given to a common element of the social world. IQ is a measure of the concept of intelligence, it is not a concept in itself.

Question # 8

Which of the following is the best hypothesis statement to address the research question,

"What impact will the new advertising campaign have on use of Brand B?"

The new advertising campaign will impact Brand B usage.

The new advertising campaign will increase Brand B trial.

The new advertising campaign will cause increased Brand B usage at the expense of Brand C.

The new advertising campaign will increase Brand B's market penetration.

Question # 9

Which one of the following is not an assumption of science?

There are reoccurring patterns in the world.

Events happen because of preceding causes.

We can discover solutions to problems of interest.

Theoretical explanations must agree with common sense.

Question # 10

A review that only demonstrates familiarity with an area is rarely published but it often is part of an educational program is which type of review?

Integrative reviews

Theoretical reviews

Self-study reviews

Historical reviews

Reference & Explanation: Page # 26, Lecture # 08

Self-study reviews increase the reader's confidence. A review that only demonstrates familiarity with an area is rarely published but it often is part of an educational program. In addition to giving others confidence in a reviewer's command of field, it has the side benefit of building the reviewer's self confidence.

Question # 11

A literature review requires;

planning

clear writing

good writing

All of the given option

Reference & Explanation:

Page # 29, Lecture # 9

A literature review requires planning and good, clear writing, which requires lot of rewriting. Keep your purposes in mind when you write, and communicate clearly and effectively.

Question # 12

The facts that should be collected to measure a variable, depend upon the

Select correct option:

Conceptual understanding

Dictionary meaning

Operational definition

All of the above

Question # 13

Which of the following is the BEST hypothesis?

Students taking formative quizzes will perform better on chapter exams than students not taking these quizzes.

Taller students will have higher test scores than shorter students.

Students taught in a cooperative group setting should do better than students in a traditional class.

Students using laptops will do well.

Explanation:

The second alternative meets the four criteria; all other alternatives do not.

Question # 14 What is an hypothesis?

Select correct option:

A prediction of a relationship between certain variables.

An experiment that tests certain predictions.

An independent variable.

A dependent variable.

Reference:

http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq_04/mcq_04.htm

Question # 15

An operational definition is:

One that bears no relation to the underlying concept.

An abstract, theoretical definition of a concept.

A definition of a concept in terms of specific, empirical measures.

One that refers to opera singers and their work.

Reference & Explanation:

Page # 18, Lecture # 5

Operational definition is also called a working definition stated in terms of specific testing or measurement criteria. The concepts must have empirical referents (i.e. we must be able to count, measure, or in some other way gather this information through our senses).

.

Question # 17

If a researcher is studying the effect of using laptops in his classroom to ascertain their merit and worth, he is likely conducting which type of research?

Select correct option:

Basic

Applied

Evaluation

Experimental

Question # 18

In the statement 'an examination of the effects of discretionary behaviour on employee performance' employee performance is the:

Select correct option:

Independent variable

Dependent variable

Extraneous variable

Causal variable

Explanation:

The dependent variable is the variable that we are looking to explain, hence in this case it is employee performance. Discretionary behaviour is the independent variable which is to be manipulated so as to assess its causal relationship with employee behaviour.

Question # 19

The most difficult sources to locate are;

Select correct option:

Dissertations

Policy Reports and Presented Papers

Government Documents

Scholarly Books Reference & Explanation:

Page # 28, Lecture # 9

Policy Reports and Presented Papers. The most difficult sources to locate are policy reports and

presented papers. They are listed in some bibliographies of published studies; some are listed in the abstracts or indexes.

Question # 20

A concept is a generalized idea about---- .

Select correct option:

A class of objects

Attributes

Occurrences

All of the given options

Reference & Explanation:

Page # 16, Lecture # 5

A concept is a generalized idea about a class of objects, attributes, occurrences, or processes that has been given a name. In other words a concept is an idea expressed as a symbol or in words.

Question # 21

What is the reason for consulting handbooks, yearbooks, encyclopedias, or reviews in the initial stages of identifying a research topic?

Select correct option:

They are readily available.

They provide an overview of the issues related to a topic.

They are primary sources. They avoid reporting statistical data so one can interpret the results more easily.

Explanation:

The sources mentioned in this question are all secondary sources, and secondary sources provide overviews of the topics being investigated.

Question # 22

What is opposite of a variable?

Select correct option:

A constant

An extraneous variable

A dependent variable

A data set

Question # 23

Qualitative and Quantitative Research are the classifications of research on the basis of

Select correct option:

Use of the research

Time dimension

Techniques used

Purpose of the research

Reference & explanation:

Page # 46, lecture # 15

One difference between the two styles involves timing.

Question # 24

The organization of concepts in sequence from the most concrete and individual to the most general indicates is:

Select correct option:

One that bears no relation to the underlying concept.

An abstract, theoretical definition of a concept. The degree of abstraction

An operational definition

Reference & Explanation:

Page # 16, Lecture # 05

The organization of concepts in sequence from the most concrete and individual to the most general indicates the degree of abstraction.

Question # 25

The most critical areas of an article to read is;

Select correct option:

Results section

Introduction

Abstract

Limitations

Question # 26

_____ meanings attached to a concept create problems of measurements.

Select correct option:

Unambiguous

Vague

Clear

Dictionary

Reference & Explanation:

Page # 17, Lecture # 05

Vague meanings attached to a concept create problems of measurement.

Question # 27

Rationalism is the application of:

Select correct option:

Research solution

Logic and arguments

Reasoning

Previous findings

Reference & Explanation:
[http://books.google.com/books?id=875TTxildJ0C&pg=PA232&lpg=PA232&dq=](http://books.google.com/books?id=875TTxildJ0C&pg=PA232&lpg=PA232&dq=%22Rationalism+is+the+application+of%22&source=bl&ots=W9vyQpV_ie&sig=ionJi1mPwBa-XYwE-)

%22Rationalism+is+the+application+of

%22&source=bl&ots=W9vyQpV_ie&sig=ionJi1mPwBa-XYwE-

iKjwoKtqll&hl=en&ei=cMTZS6TLCtOxrAfD5q2jDw&sa=X&oi=book_result&ct=result&resnum=2&ved=0CA8Q6AEwAQ#v=onepage&q=%22Rationalism%20is%20the%20application%20of%22&f=false

Question # 28

Why do you need to review the existing literature?

Select correct option:

To give your dissertation a proper academic appearance, with lots of references

Because without it, you could never reach the required word-count

To find out what is already known about your area of interest

To help in your general studying

Question # 29

Question # 30

An operational definition is:

Select correct option:

One that bears no relation to the underlying concept.

An abstract, theoretical definition of a concept.

A definition of a concept in terms of specific, empirical measures.

One that refers to opera singers and their work.

Question # 31

Which one of the following creates problems of measurements of a concept?

Select correct option:

Unambiguous meanings

Vague meanings

Clear meanings

Dictionary meanings

Reference & Explanation:

Page # 17, Lecture # 05

Vague meanings attached to a concept create problems of measurement.

Question # 32

Which of the following is a discrete variable?

Select correct option:

Age

Nationality

Test score

Income

Explanation:

A discrete variable is one that cannot take on all values within the limits of the variable. For example, responses to a five-point rating scale can only take on the values 1, 2, 3, 4, and 5. The variable cannot have the value 1.7. A variable such as a person's height can take on any value. Variables that can take on any value and therefore are not discrete are called continuous.

Question # 33

Which of the following is a discrete variable?

Select correct option:

height

age

miles per gallon

number of children

Explanation:

A discrete variable is one that cannot take on all values within the limits of the variable. For example, responses to a five-point rating scale can only take on the values 1, 2, 3, 4, and 5. The variable cannot have the value 1.7. A variable such as a person's height can take on any value. Variables that can take on any value and therefore are not discrete are called continuous.

Question # 34 According to Empiricism, which of the following is the ultimate source of all our concepts and knowledge?

Select correct option:

Perceptions

Theory

Sensory experience

Logics and arguments

Reference & Explanation:

<http://plato.stanford.edu/entries/rationalism-empiricism/>

The dispute between rationalism and empiricism concerns the extent to which we are dependent upon sense experience in our effort to gain knowledge. Rationalists claim that there are significant ways in which our concepts and knowledge are gained independently of sense experience. Empiricists claim that sense experience is the ultimate source of all our concepts and knowledge.

Question # 35

If a researcher was studying the use of various instructional approaches to the "multiple intelligences" of his students, he is likely to be conducting which type of research?

Select correct option:

Basic

Applied

Evaluation

Grounded theory

Explanation:

The theory of multiple intelligences is fairly well established, and this researcher is trying to understand how to use this theory in the classroom. In addition, there is no assessment of merit or worth to suggest this could be evaluation research, nor is there any sense that the researcher is conducting the research to solve a local, isolated problem.

Question # 36

Under which of the following research method is not applicable?

Select correct option:

Health care

Business

Government offices

Imaginary worlds

(MH,vuZs)

Question # 37

Which of the following statements is false?

Select correct option:

Discrete variables allow measurement of an infinite number of fractions of units of measurement.

Discrete variables can only have whole number values.

Continuous numbers can only have whole number values.

Continuous measures do not allow for scores that fall between two number values.

Reference & Explanation:

http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq_03/mcq_03.htm

Page # 19, Lecture 06

Any variable that has a limited number of distinct values and which cannot be divided into fractions, is a discrete variable. Such a variable is also called as categorical variable or classificatory variable, or discrete variable. Some variables have only two values, reflecting the presence or absence of a property: employed-unemployed or male-female have two values. These variables are referred to as dichotomous. There are others that can take added categories such as the demographic variables of race, religion. All such variables that produce data that fit into categories are said to be discrete/categorical/classificatory, since only certain values are possible.

An automotive variable, for example, where "Chevrolet" is assigned a 5 and "Honda" is assigned a 6, provides no option for a 5.5 (i.e. the values cannot be divided into fractions).

Question # 38

To explain, predict, and/or control phenomena are the goal of-----

Select correct option:

Tradition

Inductive logic

Deductive logic

The scientific method

Question # 39

Which of the following is most beneficial to read in an article?

Select correct option:

MethodsIntroduction

Figures

References

Question # 40

Which of the following is not a function of clearly identified research questions?

Select correct option:

They guide your literature search.

They keep you focused throughout the data collection period.

They make the scope of your research as wide as possible.

They are linked together to help you construct a coherent argument.

Reference & Explanation:

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch03/?view=Standard>

It is important to formulate some clear research questions from the outset of your project, because completely open-ended research can lead to the collection of too much data and a lack of focus for the analysis. If you decide on some fairly specific research questions before designing your project, it will help to guide your literature search, data collection and analysis, as well as form a coherent argument throughout your dissertation

STA630 Research Methods New MCQs from quizzes - Research Methods (VT)

[0 Comments](#)

Which of the following refers to the extent that all information collected in a questionnaire addresses a research question that will help the decision maker address the current business problem?

- ▶ Accuracy
- ▶ Counter balanced
- ▶ **Relevance**
- ▶ Frequency

Reference:

Question Relevancy

A questionnaire is relevant to the extent that all information collected addresses a research question that will help the decision maker address the current business problem (zh,vuzs,jan11)

After a researcher has stated the specific problem to be studied in an experiment, he must then develop a(n):

Theory

Conclusion

Hypothesis

Summary of the data

What type of the interview that is in which questions are already prepared?

Telephonic interview

Personal interview

Unstructured interview

Structured interview

Which method of sampling is least likely to produce bias?

Opportunity Sampling

Random Sampling

Stratified Sampling

Quasi-random sampling

Which type of question is most likely to be used when the researcher is just starting to explore what people think about a particular topic?

Closed-ended

Open-ended

Structured

Semi structured

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Which method of sampling is least likely to produce bias?

Opportunity Sampling

Random Sampling

Stratified Sampling

Quasi-random sampling

Which of the following is false with regard to the benefits of multiple-choice questions over open-ended questions?

Multiple-choice questions are easier to design

Multiple-choice questions are less costly for coding and data processing

Multiple-choice questions are quicker to administer

The use of multiple-choice questions results in higher cooperation for self-administered surveys

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Which of the following true about the relationship between theory building and data collection?

When studies come out as expected, inductive support for the theory is gained.

If an experiment fails, discarding the experiment is an example of affirming the consequent.

When a hypothesis is not supported, virtually nothing has been learned about the theory.

A good theory will be inclusive enough to explain every possible research outcome.

What is one way that distortions can be produced in self report data?

Lying

Social desirability bias

Faulty memory

All of the given options

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When you are confident that the experimental manipulation produced the changes you measured in the dependent variable, your study probably has good _____ validity.

Construct

Internal

External

Casual

(mh,vuzs)

The scientific method is preferred over other ways of knowing because it is more;

Reliable

Systematic

Accurate

All of the given options

In which of the following Tests, we give extra training to the interviewer in case of big research funded by an organization?

Test Run

Pilot Test

Post Hoc Test

T- Test

If a nominal scale is used, it is permissible to calculate which of the following statistics?

Mean

Range

Percentile

Mode

A one tailed hypothesis predicts-----

The future

The lottery result

The frequency of the effect

The direction of the effect

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Which of the following provides insight into the complexity of using interviews?

Potential influence of gender or cultural differences between interviewer and interviewee

The accuracy of the interviewee's responses

The different semantic meanings of the language being used

Accuracy, influences and language used

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The researcher protects the confidentiality in following ways, Except;

Obtaining signed nondisclosure documents.

Restricting access to data instruments where the respondent is identified.

Disclosure of data subsets.

Restricting access to respondent identification.

Which of the following should not be a consideration in writing a proposal?

Understanding the problem situation

The appearance/form of the proposal

Responding to every element exactly as specified by the client

Knowing as much as possible about the proposal recipients

Under which of the following research method is not applicable?

Health care

Business

Government offices

Imaginary worlds

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Which of the following is a concept?

Leadership.

Total Quality Management.

Human Resource Management.

All of the given options

In which way does a ratio scale measurement differ from an interval measurement?

It measures larger or smaller scores on some underlying dimension.

It implies the existence of an absolute zero value.

It requires the mutual exclusivity of all cases.

It requires that exhaustiveness is applied to all observations.

If a researcher was studying the use of various instructional approaches to the "multiple intelligences" of his students, he is likely to be conducting which type of research?

Basic

Applied

Evaluation

Grounded theory

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An operational definition is:

One that bears no relation to the underlying concept.

An abstract, theoretical definition of a concept.

A definition of a concept in terms of specific, empirical measures.

One that refers to opera singers and their work.

In the statement 'an examination of the effects of discretionary behaviour on employee performance' employee performance is the:

Independent variable

Dependent variable

Extraneous variable

Causal variable

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Quantitative researcher's preoccupation with generalization is an attempt to:

Develop the law like findings of the natural sciences.

Boost their chances of publication.

Enhance the internal validity of their research.

Demonstrate the complex techniques of statistical analysis.

Which one of the following tasks is NOT accomplished by theoretical framework?

Elaborate the relationship among the variables

Explain the logic underlying the relationship between the variables.

Describe the nature, and direction of the relationships among the variables.

Relates the previous studies.

What is required if there is a chance that data could harm the respondents?

Change of results

A signed form detailing the types of limits

Free consent of respondents

All of the given options

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Which of the following is not an example of deception?

A part of the truth is not communicated to the respondent

To observe code of ethics

To leak out information regarding any confidential matter

To create bias between respondents before the survey

Which of the the following is not included in Objects?

Tables

People

Books

Weight

The extent to which we can generalize the results of a study to other participants is called:

Sampling validity

External validity

Construct validity

Internal validity

If a nominal scale is used, it is permissible to calculate which of the following statistics?

Mean

Range

Percentile

Mode

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All of the following are true about theories, except;

They organize and summarize existing knowledge about a topic.

They are tentative until the facts prove them true.

They provide possible explanations for the phenomenon under study.

They lead to testable hypotheses through the process of deduction.

(MH, vuZs)

Research questions are crucial because they will:

Guide your decisions about what data to collect and from where.

Help you decide which research area interests you.

Ensure that your findings have external validity.

Prevent you from thinking about research strategies.

What is the basis of the Scientific Method?

To test hypotheses in conditions that are conducive to its success.

To formulate a research problem and disprove the hypothesis.

To formulate a research problem, test the hypothesis in carefully controlled conditions that challenge the hypothesis.

To test hypotheses and if they are disproved, they should be abandoned completely.

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Procedures determining what two issues are rarely used in quantitative research?

Objectivity and subjectivity

Reliability and validity

Accessibility and replicability

Quality and quantity

Ms. Laiba has decided to use the test at the end of the textbook to measure the achievement levels of the students in her study. Which of the following BEST describes the chapter test?

Definition
Construct
Variable

Operationalized variable

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1. Endeavors to explain, predict, and/or control phenomena are the goal of
 - a) tradition.
 - b) inductive logic.
 - c) deductive logic.
 - d) the scientific method.**

2. Ms. Casillas has been coordinating the Halloween Festival at her school for the last several years. She wants to be sure the students and parents enjoy the festival again this year. On which source is she LEAST likely to rely when making decisions about what to do?
 - a) Tradition
 - b) Personal experience
 - c) Research**
 - d) Expert opinion

3. Ms. Turner is thinking about changing her instructional approach to a more mastery-learning orientation. She is interested in knowing more about this topic as well as its effectiveness when working with elementary school students. On which source should she rely for such information?
 - a) Tradition
 - b) Research**

- c) Intuition
- d) Personal experience

4. The scientific method is preferred over other ways of knowing because it is more

- a) reliable.
- b) systematic.
- c) accurate.
- d) **all of these.**

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5. The application of the scientific method to the study of educational problems is called

- a) inductive reasoning.
- b) deductive reasoning.
- c) **educational research.**
- d) grounded theor

6. Which of the following statements characterizes educational research?

- a) It furthers our understanding of educational issues, questions, or problems.
- b) It raises new topics for study.
- c) It provides information that can improve teaching and learning.
- d) **All of these.**

7. Which of the following steps of the scientific method is exemplified by the researcher reviewing the literature and focusing on a specific problem that has yet to be resolved?

- a) **Identify a topic.**
- b) Describe the procedures to collect information.
- c) Analyze the collected information.
- d) State the results of the data analysis.

8. If a researcher (1) identified a topic and a specific educational problem related to it, (2) carefully described the ways by which data was collected and analyzed, and (3) wrote a report reflecting on this work and its contribution to what is known about the topic, her work can BEST be described as

- a) **educational research.**
- b) quantitative research.
- c) qualitative research.
- d) evaluation.

9. Which of the following is a limitation of educational research?

- a) Research cannot answer value-based problems.
- b) Researchers have ethical and legal responsibilities that can constrain their work.
- c) It is difficult to fully describe the depth of participants' perspectives given the complexity of human behavior.
- d) **All of these.**

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10. What is the reason for consulting handbooks, yearbooks, encyclopedias, or reviews in the initial stages of identifying a research topic?

- a) They are readily available.
- b) **They provide an overview of the issues related to a topic.**
- c) They are primary sources.
- d) They avoid reporting statistical data so one can interpret the results more easily.

11. Which of the following is NOT a characteristic of a good research topic?

- a) It is ethical.
- b) It can be investigated through the collection and analysis of data.
- c) **It focuses on a philosophical or ethical issue.**
- d) It is theoretically or practically significant.

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12. Which of the following is NOT a legitimate research problem as stated?

- a) What is the relationship between the number of books children read and their reading scores?
- b) **Should competitive games be banned from elementary schools?**
- c) What does it mean to be a special needs child "included" in Ms. Pierre's fourth grade class?
- d) What are the major legal principles applied to educational cases decided by the U.S. Supreme Court?

13. Which of the following is the least appropriate research problem?

- a) Does studying Latin improve the standardized vocabulary test scores of seventh grade students?
- b) Does drilling fifth grade students with multiplication facts improve their standardized test scores?
- c) What is the relationship between students' math attitudes and math achievement?
- d) Should students have access to controversial novels in school?**

Key: 1-d; 2-c; 3-b; 4-d; 5-c; 6-d; 7-a; 8-a; 9-d; 10-b; 11-c; 12-b; 13-d

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STA630 MCQ's solved by vuZs Team Mehreen Humayun

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Research Methods –STA630

Lesson 1-25

MCQ's Solved by vuZs Team

Mehreen Humayun

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Ms. Roshi has been coordinating the Annual Festival at her school for the last several years. She wants to be sure the students and parents enjoy the festival again this year. On which source is she LEAST likely to rely when making decisions about what to do?

Tradition

Personal experience

Research

Expert opinion

Ref: It is likely that traditions, personal experiences, and expert opinions have served Ms. Casillas well in the past and will continue to do so in the future. The limitations associated with these sources of knowledge are not going to jeopardize the success of the festival. Given this situation, research is far too cumbersome.

"Skepticism" is a norm of science. It is better explained by which of the following statement?

Combining the previous knowledge

Critical reading of the previous researches

Providing the proper references of quoted text

Locating research reports in libraries

Lesson 9

Skepticism is the norm of science. It means that you should not accept what is written simply on the basis of authority of its having been published. Question what you read, and evaluate it.

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Which of the following provides a solid basis foundation for the theoretical framework?

Survey

Literature Review

Experiment

Referencing

[Lesson 8](#)

[Helps in developing theoretical framework.](#)

In _____ definition, a concept is explained in terms of other concepts.

Operational definition

Working definition

Theoretical definition

None of the given options

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“The extensive use of chocolate causes pimples”. The given hypothesis is a (an):
Select correct option:

Descriptive hypothesis

Explanatory hypothesis

Non-Directional hypothesis

Co-relational hypothesis

[Lesson 7](#)

Explanatory (causal) hypotheses: Imply the existence of, or a change in, one variable causes or leads to a change in the other variable.

Which of following statement is true?

Theory and Research are dichotomous

Theory and Research are interrelated

There is no difference between Theory and Research

None of the given statements is true

[Lesson 4](#)

[Theory and Research: the Dynamic Duo: Theory and research are interrelated; the dichotomy between theory and research is an artificial.](#)

What type of the interview that is in which questions are already prepared?

Telephonic interview

Personal interview

Unstructured interview

Structured interview

Ref: Structured interview: Sometimes referred to as a patterned interview, the structured interview is very straightforward. The interviewer has a standard set of questions that are asked of all candidates.

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Mr. Haris is interested in studying the shared beliefs and practices of the teachers in a small rural school. He is likely to use which research design?

Action research
Historical research
Ethnography
Grounded theory

Lesson 38

Ethnography comes from cultural anthropology. Ethno means people or a folk distinct by their culture and graphs refers to describing something. Thus ethnography means describing a culture and understanding another way of life from the native point of view. It is just an understanding the culture of people from their own perspective.

To what extent our results can be accurately generalized to other participants, situations, and times?

What is ordinal data?

Ordinary data
Well behaved data
Ranked data
Numbers

Ref: Ordinal data are categorical data where there is a logical ordering to the categories.

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The independent variable is;

The variable manipulated in order to observe its effects

The variable that is measured
The free spirited variable
A confounding variable

Lesson 06

Independent variable:

Presumed cause presumed effect
Stimulus
Predicted from ...
Antecedent
Manipulated
Predictor

Preliminary Data Collection may be considered as part of -----.

Descriptive research
Explanatory research
Exploratory research
All of the given options

Lesson 12

Preliminary Data Collection: This step may be considered as part of the exploratory research.

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Cover letter must include the following information, except:

Select correct option:

How was the respondent selected?

Data collecting tools

Motivation for the respondent

Importance of research topic which is going to be conducted

Lesson 21

Cover Letter: The cover letter that accompanies the questionnaire or is printed on the first page of the questionnaire is an important means of inducing a reader to complete and return the questionnaire. In the letter tell why the study is important, who is sponsoring the study, how was the respondent selected, assuring the anonymity of the respondent could help in establishing rapport and motivating the respondent to respond.

Basic and Applied Research are the classifications of research on the basis of:

Use of the research

Time dimension

Techniques used

Purpose of the research

Lesson 3

Basic Research: Basic research advances fundamental knowledge about the human world. It focuses on refuting or supporting theories that explain how this world operates, what makes things happen, why social relations are a certain way, and why society changes.

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Applied Research: Applied researchers try to solve specific policy problems or help practitioners accomplish tasks.

What is a cross-sectional research?

A study of one particular section of society

A comparison of two or more variables over a long period of time

The collection of data from more than one case at one moment in time

One that is conducted when environment is uncertain

Lesson 3

Cross-Sectional Research: In cross-sectional research, researchers observe at one point in time.

Before a researcher specified the relationship among variables, he must have a (an):

Inventory of variables

Inventory of propositions

Arrangement of propositions

Schematic diagram

According to scientific method, which of the following is Not an empirical reality?

Emotions

God's reward for good deeds

Satisfaction

None of the given options

Ref: The empirical reality is the reality that can be deduced from repeatable observations of the senses.

Which of the following best describes qualitative data coding?

Numerically representing the concepts identified by the participants

Identify data segments that contain general episodes

Adding all of the scores together and describing them statistically

Dividing data in parts that represent single thoughts

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“High productivity is positively associated with Job commitment”. The given hypothesis is a (an):

Descriptive hypothesis

Explanatory hypothesis

Non-Directional hypothesis

Co-relational hypothesis

Lesson 7

Correlational hypotheses: State merely that the variables occur together in some specified manner without implying that one causes the other. Such weak claims are often made when we believe that there are more basic causal forces that affect both variables. For example:

Level of job commitment of the officers is positively associated with their level of efficiency.

The logic of purposive sampling is:

That a random sample can generalize to a population.

That a few information-rich participants studied in depth yield many insights about a topic.

To include all participants, even though they are not all relevant to the problem.

To use participants because the researcher has access to them.

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- [STA630 100% Solved MCQ from Books B](#)

- [Page 2](#)

- [All Pages](#)

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Page 1 of 2

Shared By Fawad

<http://groups.google.com/group/vuZs>

What is a 'grand theory'?

- a) One that was proposed by one of the major theorists in the sociological tradition
- b) One that is highly abstract and makes broad generalizations about the social world**
- c) An intermediate level explanation of observed regularities
- d) A particularly satisfactory theory that makes the researcher feel happy

What does an empiricist believe?

- a) We should not apply natural science methods to social science research
- b) It is the sociologist's aim to understand the meaning of social action
- c) Knowledge, in the form of 'facts', should be gained through sensory experience**
- d) Research conducted within the British empire was biased and unreliable

An inductive theory is one that:

- a) Involves testing an explicitly defined hypothesis
- b) Does not allow for findings to feed back into the stock of knowledge
- c) Uses quantitative methods whenever possible
- d) **Allows theory to emerge out of the data**

What is the epistemological position held by a positivist?

- a) There is no substitute for an in-depth, hermeneutic understanding of society
- b) **Scientific research should be based on value-free, empirical observations**
- c) Events and discourses in the social world prevent us from having direct knowledge of the natural order
- d) It is important to remain optimistic about our research, even when things go wrong

The interpretivist view of the social sciences is that:

- a) Their subject matter is fundamentally different to that of the natural sciences
- b) We should aim to achieve the interpretive understanding of social action
- c) It is important to study the way people make sense of their everyday worlds
- d) **All of the above**

Which of the following is an ontological question?

- a) Should I use questionnaires or interviews in my project?
- b) What can (and should) be considered acceptable forms of knowledge?
- c) How long is it since I last visited the dentist?
- d) **Do social entities have an objective reality, external to social actors?**

The constructionist ontological position suggests that:

- a) **Social phenomena and their meanings are constantly being accomplished by social actors**
- b) Individuals are born into a world of rules and structures that they cannot change
- c) Building and construction work presents an ideal opportunity to exercise the sociological imagination
- d) Social facts and objects have an external reality, independently of the people who perceive them

The qualitative research strategy places a value on:

- a) Using numbers, measurements and statistical techniques
- b) **Generating theories through inductive research about social meanings**
- c) Conducting research that is of a very high quality
- d) All of the above

Which of the following is an example of value-free research?

- a) Conscious partiality
- b) Sympathy for the underdog
- c) Unstructured interviewing
- d) **None of the above**

An important practical issue to consider when designing a research project is:

- a) Which theoretical perspective you find most interesting
- b) Whether or not you have time to retille the bathroom first
- c) **How much time and money you have to conduct the research**
- d) Which colour of ring binder to present your work in

Why do you need to review the existing literature?

- a) To make sure you have a long list of references
- b) Because without it, you could never reach the required word-count
- c) **To find out what is already known about your area of interest**
- d) To help in your general studying

To read critically means:

- a) Taking an opposing point of view to the ideas and opinions expressed
- b) Skimming through the material because most of it is just padding
- c) **Evaluating what you read in terms of your own research questions**
- d) Being negative about something before you read it

Which two of the following are legitimate frameworks for setting out a literature review: 1. Constructing inter-textual coherence, 2. Deconstruction of textual coherence, 3. Problematizing the situation, 4. Resolving discovered problems?

- a) 1 and 2
- b) 2 and 3
- c) **1 and 3**
- d) 2 and 4

<http://groups.google.com/group/vuZs>

A systematic literature review is:

- a) One which starts in your own library, then goes to on-line databases and, finally, to the internet
- b) **A replicable, scientific and transparent process**
- c) One which gives equal attention to the principal contributors to the area
- d) A responsible, professional process of time-management for research

What is meta-analysis?

- a) **A technique of correcting for the errors in individual studies within a survey of a large number of studies, to demonstrate the effect of a particular variable**
- b) A process of secondary-data gathering to assemble all the possibilities for a variable's effects
- c) A substitute for original research, which is justified by constraints of time or money
- d) A specialized step in a computer software program (SPSS e.g.)

What is meta-ethnography?

- a) A technique for reviewing literature based exclusively on ethnographic studies
- b) **A technique for synthesizing interpretations drawn from a number of separate qualitative studies of the same phenomena**
- c) A process used to make generalizations from a range of qualitative studies
- d) A process of surveying only that literature contained within a single library

What is a narrative literature review?

- a) An historically-based review, starting with the earliest contributions to the field
- b) A review based exclusively on stories about companies, in book and case-study form

- c) A paraphrase style of reviewing which does not require referencing
- d) An initial impression of the topic which you will understand more fully as you conduct your research**

When accessing the internet, which of these steps is the most essential?

- a) Recording the full URL
- b) Noting the access dates
- c) Downloading material to be referenced
- d) They are all equally important**

According to the Harvard referencing convention, which is the correct reference?

- a) Bryman, A. (2008, 3e) *Social Research Methods*, Oxford; Oxford University Press**
- b) Bryman (2008, second edition), Oxford University Press
- c) Bryman, Alan, *Social Research Methods* (2008: OUP)
- d) Bryman, A. Social Research Methods (2008)

Which of the following statements about plagiarism is most accurate?

- a) It is so easy to "copy and paste" from the internet that everyone does it nowadays. If a proper reference is given, where is the harm in that?
- b) How can we say for sure where our own ideas come from exactly? If we tried to give a reference for everything we could never hope to succeed.
- c) Any suggestion that we have written what another actually wrote is morally wrong. Anyway, the whole point of a literature review is to show what we have read and what we thought about it.**
- d) Plagiarism is such an awful crime that those found guilty should be obliged to wear a scarlet "P" on their clothing

What is a research design?

- a) A way of conducting research that is not grounded in theory
- b) The choice between using qualitative or quantitative methods
- c) The style in which you present your research findings, e.g. a graph
- d) A framework for every stage of the collection and analysis of data**

If a study is "reliable", this means that:

- a) It was conducted by a reputable researcher who can be trusted
- b) The measures devised for concepts are stable on different occasions**
- c) The findings can be generalized to other social settings
- d) The methods are stated clearly enough for the research to be replicated

"Internal validity" refers to:

- a) Whether or not there is really a causal relationship between two variables**
- b) Whether or not the findings are relevant to the participants' everyday lives
- c) The degree to which the researcher feels that this was a worthwhile project
- d) How accurately the measurements represent underlying concepts

Lincoln & Guba (1985) propose that an alternative criterion for evaluating qualitative research would be:

- a) Impressiveness
- b) Trustworthiness**
- c) Joyfulness
- d) Messiness

Naturalism has been defined as:

- a) Viewing natural and social objects as belonging to the same realm
- b) Being true to the nature of the phenomenon under investigation
- c) Minimising the intrusion of artificial methods of data collection into the field
- d) **All of the above**

In an experimental design, the dependent variable is:

- a) **The one that is not manipulated and in which any changes are observed**
- b) The one that is manipulated in order to observe any effects on the other
- c) A measure of the extent to which personal values affect research
- d) An ambiguous concept whose meaning depends on how it is defined

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What is a cross-sectional design?

- a) A study of one particular section of society, e.g. the middle classes
- b) One that is devised when the researcher is in a bad mood
- c) **The collection of data from more than one case at one moment in time**
- d) A comparison of two or more variables over a long period of time

STA630 Solved MCQ from book

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1. Dalesha developed a pure model of the "street walker" prostitute to help her study a large city hetto. She is using a(n):

- a. Parsimony
- b. **Ideal Type ****
- c. Metaphor
- d. Jaron

2. Dr. Smith said that social science cannot be value neutral, and a good study requires putting results into action to help people change society. Dr. Smith uses which approach to social science?

- a. Positivism
- b. Interpretative Social Science
- c. **Critical Social Science ****
- d. None of the above

3. Henry Hoson conducted an experiment in which he tested the theory that the intensity of social interaction among people increases if they are anxious. What type of study is this most likely to be?

- a. Cost Benefit Analysis
- b. **Explanatory Research ****
- c. Content Analysis
- d. Exploratory Research

4. For the positivist approach to research, a theory looks like:

- a. A series of positive statements about the world.
- b. **A logical system of laws, axioms, and propositions. ****

- c. A critique which claims that people are being misled.
- d. A political program of action and social change.

5. In exploratory research one does all of the following, EXCEPT:

- a. Become familiar with the basic facts, people and concerns involved.
- b. Generate many ideas and develop tentative hypotheses.
- c. Determine the feasibility of doing additional research.
- d. **Test a theory or explanation. ****

6. Professor Tun-jen Chen wanted to study the cause for thousands of people from Hon Kon moving to Vancouver, British Columbia. In order to establish temporal order in his causal argument he must show which of the following:

- a. There is a correlation between events in Hon Kon and a decision to move.
- b. Events occurred in Hon Kon before people moved to Vancouver.
- c. A fear for the future of Hon Kon and no other reason caused the move to Vancouver.
- d. **All of the above. ****

7. Social research methods include all of the following, except:

- a. Surveys
- b. **Therapy ****
- c. Experiments
- d. Interviews

8. A local human service organization contacted Mr. Tanaka. The organization asked him to conduct a study to identify the difficulties and problems of the elderly in the local community so that the organization could develop social programs to help them. What type of study would this be?

- a. **Needs assessment ***
- b. Cost-benefit analysis
- c. Planning, Programming and Budgeting System
- d. Summative Evaluation Research

9. Which best summarizes the main goal of descriptive research?

- a. Advance knowledge about an underlying process or complete a theory.
- b. **Develop a detailed picture of a situation or issue. ****
- c. Extend a theory or principle into new areas or issues.
- d. Provide evidence to support or refute an explanation.

research method in which subjects respond to a series of items in a questionnaire:

- a. random sample.
- b. target group.
- c. experiment.
- d. **Survey. ****

11. Elizabeth Bethouse conducted a study of gambling establishments operated by American Indian groups. She examined two establishments operated by different tribes. During the study she spent many hours at each establishment and gained a detailed knowledge of the tribal leaders, gambling employees and gambling customers. She also investigated how the establishments were organized, their impact on economic development in the area and how tribal members saw them. She conducted:

- a. **a case study ****
- b. a summative evaluation study
- c. a cohort study
- d. action research

12. What is the purpose of basic social research or basic sociology?
 - a. Solve social problems and find which policies are best.
 - b. Improve social programs so they become more effective.
 - c. Invent new taxonomies and jargon.
 - d. **Create fundamental knowledge about how the social world works. ****

13. Which approach says that the purpose of research is to study the creation of social meaning?
 - a. Positivism
 - b. **Interpretative Social Science ****
 - c. Critical Social Science
 - d. None of the above

14. Social research methods are:
 - a. **Ways to gather information to answer a question about the social world. ****
 - b. Ways to convince people to participate in a study.
 - c. Ways to manipulate people.
 - d. Ways to increase the number of friends you have.

15. Which of the following is not an example of a qualitative research method:
 - a. Ethnography
 - b. **Time series****
 - c. Covert Observation
 - d. Informal or Personal Interviews

16. A friend makes the following comment: "Persons who grew up with a much older sibling tend to treat the older sibling as a parent figure." She is making a:
 - a. *Verstehen*
 - b. Theory
 - c. Relativism
 - d. **generalization ****

17. Joe Foss studied gender differences in attitudes toward mathematics and science among 45 first grade students. Over the next twelve years he studied the same 45 children when they were in the fifth, eighth and twelfth grades. This is what type of research?
 - a. Case study research
 - b. Cross-sectional research (a study on a cross-sectional sample)
 - c. **Panel study research (a study on a panel sample) ****
 - d. Action-oriented research

18. A research method in which a researcher asks study participants several conversational style questions and does not provide a set of responses to choose from:
 - a. case study
 - b. **interview ****
 - c. comparative method
 - d. quantitative study

19. All of the following characterize applied sociological research except which one?
 - a. Doing research is usually part of a job assignment and sponsors/supervisors who are not professional researchers will judge/use the results.
 - b. Success is based on whether sponsors/supervisors use the results in decision-making.
 - c. **The primary concern is with the internal logic and rigor of the research design, so a researcher attempts to reach the absolute norms of scientific rigor and scholarship. ****
 - d. Research projects are limited by the demands and interests of

employers or sponsors.

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Chapter 7

Multiple Choice Questions

1. When each member of a population has an equally likely chance of being selected, this is called:
 - a. A nonrandom sampling method
 - b. A quota sample
 - c. A snowball sample
 - d. **An Equal probability selection method**

2. Which of the following techniques yields a simple random sample?
 - a. Choosing volunteers from an introductory psychology class to participate
 - b. Listing the individuals by ethnic group and choosing a proportion from within each ethnic group at random.
 - c. **Numbering all the elements of a sampling frame and then using a random number table to pick cases from the table.**
 - d. Randomly selecting schools, and then sampling everyone within the school.

3. Which of the following is not true about stratified random sampling?
 - a. It involves a random selection process from identified subgroups
 - b. **Proportions of groups in the sample must always match their population proportions**
 - c. Disproportional stratified random sampling is especially helpful for getting large enough subgroup samples when subgroup comparisons are to be done
 - d. Proportional stratified random sampling yields a representative sample

4. Which of the following statements are true?

- a. The larger the sample size, the greater the sampling error
- b. The more categories or breakdowns you want to make in your data analysis, the larger the sample needed**
- c. The fewer categories or breakdowns you want to make in your data analysis, the larger the sample needed
- d. As sample size decreases, so does the size of the confidence interval

5. Which of the following formulae is used to determine how many people to include in the original sampling?

- a. $\text{Desired sample size} / \text{Desired sample size} + 1$
- b. $\text{Proportion likely to respond} / \text{desired sample size}$
- c. $\text{Proportion likely to respond} / \text{population size}$
- d. $\text{Desired sample size} / \text{Proportion likely to respond}$**

6. Which of the following sampling techniques is an equal probability selection method (i.e., EPSEM) in which every individual in the population has an equal chance of being selected?

- a. Simple random sampling
- b. Systematic sampling
- c. Proportional stratified sampling
- d. Cluster sampling using the PPS technique
- e. All of the above are EPSEM**

7. Which of the following is not a form of nonrandom sampling?

- a. Snowball sampling
- b. Convenience sampling
- c. Quota sampling
- d. Purposive sampling
- e. They are all forms of nonrandom sampling**

8. Which of the following will give a more “accurate” representation of the population from which a sample has been taken?

- a. A large sample based on the convenience sampling technique
- b. A small sample based on simple random sampling
- c. **A large sample based on simple random sampling**
- d. A small cluster sample

9. Sampling in qualitative research is similar to which type of sampling in quantitative research?

- a. Simple random sampling
- b. Systematic sampling
- c. Quota sampling
- d. **Purposive sampling**

10. Which of the following would generally require the largest sample size?

- a. **Cluster sampling**
- b. Simple random sampling
- c. Systematic sampling
- d. Proportional stratified sampling

11. How often does the Census Bureau take a complete population count?

- a. Every year
- b. Every five years
- c. **Every ten years**
- d. Twice a year

2. People who are available, volunteer, or can be easily recruited are used in the sampling method called _____.

- a. Simple random sampling
- b. Cluster sampling
- c. Systematic sampling
- d. **Convenience sampling**

13. Which of the following types of sampling involves the researcher determining the appropriate sample sizes for the groups identified as important, and then taking convenience samples from those groups?

- a. Proportional stratified sampling
- b. **Quota sampling**
- c. One-stage cluster sampling
- d. Two-stage cluster sampling

14. A type of sampling used in qualitative research that involves selecting cases that disconfirm the researcher's expectations and generalizations is referred to as _____.

- a. Extreme case sampling
- b. Typical-case sampling
- c. Critical-case sampling
- d. **Negative-case sampling**

15. Using Figure 6.6 (pg. 178), how many participants will you need for a research study with a population of 120,000?

- a. 242
- b. 331
- c. 377
- d. **384**

16. In which of the following nonrandom sampling techniques does the researcher ask the research participants to identify other potential research participants?

- a. Snowball
- b. **Convenience**
- c. Purposive
- d. Quota

17. Which of the following is the most efficient random sampling technique discussed in your chapter?

- a. Simple random sampling
- b. **Proportional stratified sampling**
- c. Cluster random sampling
- d. Systematic sampling

18. If we took the 500 people attending a school in New York City, divided them by gender, and then took a random sample of the males and a random sampling of the females, the variable on which we would divide the population is called the _____.

- a. Independent variable
- b. Dependent variable
- c. **Stratification variable**
- d. Sampling variable

19. A number calculated with complete population data and quantifies a characteristic of the population is called which of the following?

- a. A datum
- b. A statistic
- c. **A parameter**
- d. A population

20. The type of sampling in which each member of the population selected for the sample is returned to the population before the next member is selected is called _____.

- a. Sampling without replacement
- b. **Sampling with replacement**
- c. Simple random sampling
- d. Systematic sampling

21. Which of the following is not a type of nonrandom sampling?

- a. **Cluster sampling**
- b. Convenience sampling
- c. Quota sampling
- d. Purposive sampling
- e. They are all type of nonrandom sampling

22. Which of the following would usually require the smallest sample size because of its efficiency?

- a. One stage cluster sampling
- b. **Simple random sampling**
- c. Two stage cluster sampling
- d. Quota sampling

23. A technique used when selecting clusters of different sizes is called _____.

- a. Cluster sampling
- b. One-stage sampling
- c. Two-stage sampling
- d. **Probability proportional to size or PPS**

24. The process of drawing a sample from a population is known as _____.

- a. **Sampling**
- b. Census
- c. Survey research
- d. None of the above

25. It is recommended to use the whole population rather than a sample when the population size is of what size?

- a. 500 or less
- b. **100 or less**
- c. 1000 or less

d. you should always use a sample

26. Which of the following is not an example of a nonrandom sampling technique?

- a. Purposive
- b. Quota
- c. Convenience
- d. **Cluster**

27. Which of the following sampling methods is the best way to select a group of people for a study if you are interested in making statements about the larger population?

- a. Convenience sampling
- b. Quota sampling
- c. Purposive sampling
- d. **Random sampling**

28. _____ is a set of elements taken from a larger population according to certain rules.

- a. **Sample**
- b. Population
- c. Statistic
- d. Element

29. Determining the sample interval (represented by k), randomly selecting a number between 1 and k , and including each k th element in your sample are the steps for which form of sampling?

- a. Simple Random Sampling
- b. Stratified Random Sampling
- c. **Systematic Sampling**
- d. Cluster sampling

30. The nonrandom sampling type that involves selecting a convenience sample from a population with a specific set of characteristics for your research study is called _____.

- a. Convenience sampling
- b. Quota sampling
- c. **Purposive sampling**
- d. Snowball sampling

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Which of the following is NOT a longitudinal study?
Select correct option:

- Trend study
- Census study**
- Panel study
- Cohort study

The extent to which we can generalize the results of a study to other participants is called:
Select correct option:

- Sampling validity
- External validity**
- Construct validity
- Internal validity

Under which of the following research method is not applicable?
Select correct option:

Health care
Business
Government offices
Imaginary worlds

Rationalism is the application of:
Select correct option:

Research solution
Logic and arguments
Reasoning
Previous findings

Which of the following means that all the items in a scale or index fit together or measure a single construct?

Scale (NOT SURE)
Index
Unidimensionality
Weighting

The purpose of a literature review is to:

Help you find out what is already known about this area.
Identify any inconsistencies or gaps in the literature.
Demonstrate an awareness of the theoretical context in which the current study can be located.

Find what is already known, identify gaps demonstrate awareness.

If a measure is consistent over multiple occasions, it has:

Inter-rater reliability
Construct validity
Internal validity
Test-retest reliability

Which of the following is not a feature of theoretical framework?

Making an inventory of variables
Specify the direction of relationship
Presenting findings
Making an inventory of propositions

Quantitative data is?

Expressed in numerical form

Concerned with how things are expressed

Big data

Small data

Which of the following concerns is MOST likely to become a problem if Mr. Baber uses purposive sampling techniques?

Generalizability from the sample to the population.(MH,vuZs)

Statistically equal groups.

Subjects participating in the study.

Selection of participants who are thought to be informative, articulate, and experienced with the research topic and setting.

Generalizability is the foremost concern when using non-random sampling techniques, of which purposive sampling is one.

What is a relationship between the literature survey and the theoretical framework?

Provides a solid foundation for developing the latter

Literature survey helps in the identification of the relevant variables

The theoretical framework explains the theory underlying these relations

All of the given options

Which of the following is NOT characteristic of qualitative data?

Thick, rich descriptions

Unorganized

Voluminous

Concise and succinct

Ref: http://wps.prenhall.com/chet_airasian_edresearch_8/0.11083.2527149-content.00.utf8.html

Setting quotas for hard-to-reach respondents is one way to minimize_____bias.

Select correct option:

Interviewer

Respondent

Instrument

Sampling (not sure)

The key objective of data analysis is to:

Calculate statistics

Understand relationships between variables

Obtain the distribution of responses for each question

Create tables which display the survey results

What is the basis of the Scientific Method?

To test hypotheses in conditions that are conducive to its success.

To formulate a research problem and disprove the hypothesis.

To formulate a research problem, test the hypothesis in carefully controlled conditions that challenge the hypothesis.

To test hypotheses and if they are disproved, they should be abandoned completely.

The number of people who complete a survey in relation to the number of people contacted to participate is called the:

Select correct option:

Response set

Response rate

Response bias

Respondents

Which of the following is not something a researcher will have to consider when thinking about their sample size?

Time and cost.

Non-response.

Length of questionnaire.

Heterogeneity of population.

How is nominal data presented?

In order

In discrete categories

Units of equal distance

Data where there is a true zero

Which of the following is NOT a legitimate research problem as stated?

Select correct option:

What is the relationship between the number of books children read and their reading scores?

Should competitive games be banned from elementary schools?

What does it mean to be a special needs child "included" in Ms. Amara's fourth grade class?

What are the major legal principles applied to educational cases decided by the Supreme Court?

Which of the following is most beneficial to read in an article?

Select correct option:

Methods

Introduction

Figures

References

Which of the following is an example of an issue that would be checked in a pilot testing?

Completion of all questions on a questionnaire

Legible writing

Single responses to all multiple choice questions

Logical answers between questions (i.e., attributes should be rated high if purchase interest is high)

Which of the following describes the nature of qualitative data interpretation?

Select correct option:

Reflection

Integrative

Explanatory

Reflection, integrity, explanation

What is required if there is a chance that data could harm the respondents?

Select correct option:

Change of results

A signed form detailing the types of limits

Free consent of respondents

All of the given options

Which type of sampling strategy is exemplified by selecting two types of individuals: those who are extremely happy and those who are extremely sad?

Select correct option:

Snowball

Intensity

Homogeneous

Purposive

If a nominal scale is used, it is permissible to calculate which of the following statistics?

Select correct option:

Mean

Range

Percentile

Mode

The researcher protects the confidentiality in following ways, Except;

Obtaining signed nondisclosure documents.

Restricting access to data instruments where the respondent is identified.

Disclosure of data subsets.

Restricting access to respondent identification.

When accessing the internet, which of these steps is the most essential?

Recording the full URL

Noting the access dates

Downloading material to be referenced

They are all equally important

Rationalism is the application of:

Research solution

Logic and arguments

Reasoning

Previous findings

If an interview is conducted with a respondent who does not meet the qualifications for a study, what kind of bias has occurred?

Select correct option:

Respondent bias

Position bias

Non-response bias

Instrument bias

What is the reason for consulting handbooks, yearbooks, encyclopedias, or reviews in the initial stages of identifying a research topic?

They are readily available.

They provide an overview of the issues related to a topic.

They are primary sources.

They avoid reporting statistical data so one can interpret the results more easily.

What does Ordinal scale NOT imply?

Characteristics of nominal scale

Rank the object

Does not provide magnitude of object

Provide rate

Which of the following is the BEST hypothesis?

Students taking formative quizzes will perform better on chapter exams than students not taking these quizzes.

Taller students will have higher test scores than shorter students.

Students taught in a cooperative group setting should do better than students in a traditional class.
Students using laptops will do well.

Quantitative social researchers rarely claim to have established causality because:

They are more concerned with publishing the results of their reliability tests.
They do not believe that this is an appropriate goal to be striving for.
They keep forgetting which of the variables they have manipulated.

They tend to use cross-sectional designs, which produce only correlations.

An advantage of computer-assisted telephone interviewing is:

Interviewing time is reduced

Data quality is enhanced
Questionnaires do not have to be coded
There is little opportunity for interviewer bias

In which of the following sampling methods People are available such as volunteer or can be easily recruited?

Simple random sampling
Cluster sampling
Systematic sampling

Convenience sampling (MH,vuZs)

What type of the interview that is in which questions are already prepared?

Select correct option:
Telephonic interview
Personal interview
Unstructured interview

Structured interview

The facts that should be collected to measure a variable, depend upon the

Select correct option:
Conceptual understanding
Dictionary meaning
Operational definition

All of the above

When you are confident that the experimental manipulation produced the changes you measured in the dependent variable, your study probably has good_____validity.

Select correct option:

Construct

Internal

External
Causal

Which of the following can be referred as a Reputational sampling?

Select correct option:

Purposive Sampling

Quota Sampling

Convenience Sampling

Snowball Sampling

Which of the following is a research method that allows a researcher to get information about a large number of subjects relatively inexpensively and easily?

Naturalistic observation

Case study

Laboratory observation

Survey

What does it mean if two variables have a positive correlation?

As one variable increases, so does the other

As one variable increases, the other decreases

The correlation between the two variables is 0

The correlation between the two variables is greater than 1.0

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1. The first step in the marketing planning process is to:
 - a. Select the target market(s)

- b. Define the marketing objectives
- c. Specify each element of the marketing mix
- d. **Assess the environmental opportunities and constraints**
- e. Develop an implementation plan

2. Which of the following is the best hypothesis statement to address the research question, "What impact will the new advertising campaign have on use of Brand B?"

- a. **The new advertising campaign will increase Brand B usage.**
- b. The new advertising campaign will impact Brand B usage.
- c. The new advertising campaign will increase Brand B trial.
- d. The new advertising campaign will cause increased Brand B usage at the expense of Brand C.
- e. The new advertising campaign will increase Brand B's market penetration.

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3. Which of the following should not be a consideration in writing a proposal?

- a. Understanding the purpose behind the request for proposal
- b. Understanding the problem situation
- c. The appearance/form of the proposal
- d. **Responding to every element exactly as specified by the client**
- e. Knowing as much as possible about the proposal recipients

4. A _____ scale only assigns numbers to objects to classify the objects according to the characteristic of interest.

- a. Ratio
- b. Ordinal
- c. **Nominal**
- d. Interval
- e. Dichotomous

5. A telephone company is interested in obtaining customers' reactions to a new service package. Which of the following primary research methods would be most effective in reaching this audience to obtain their feedback?

- a. Mall intercept interviews
- b. An Internet survey
- c. **Telephone interviews**
- d. A mail survey
- e. Focus groups

6. When issues to be addressed are personal, sensitive, or subject to strong social norms, a qualitative research technique generally recommended is:

- a. Focus groups
- b. Mini-groups
- c. Laddering

- d. Symbolic analysis
- e. **Projective research**

7. What type of sample involves some form of random selection so that every member of the sampling frame has an equal, non-zero chance of being included in the sample?

- a. **Probability sample**
- b. Census equivalent sample
- c. Zero-bias sample
- d. All-inclusive sample
- e. Non-probability sample

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8. Conditions favoring the use of a sample over a census include a:

- a. Small population size
- b. Long time frame
- c. **Small budget**
- d. High cost of sampling errors
- e. Low cost of non-sampling errors

9. Increasing the size of the sample is likely to:

- a. **Decrease sampling error but increase non-sampling error**
- b. Increase sampling error but decrease non-sampling error
- c. Decrease both sampling error and non-sampling error
- d. Increase both sampling error and non-sampling error
- e. Increase sampling error but have no impact on non-sampling error

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10. An advantage of computer-assisted telephone interviewing is:

- a. **Interviewing time is reduced**
- b. Data quality is enhanced
- c. Questionnaires do not have to be coded
- d. There is little opportunity for interviewer bias
- e. This method tends to achieve high response rates compared to other methods

11. If a company is interested in determining the in-store shelf exposure of their brand versus competitive brands, the most effective way to obtain this information is via:

- a. Scanner data
- b. In-store intercepts with consumers observed purchasing a product in the category
- c. Telephone interviews with individuals who made a recent category purchase
- d. **An audit**
- e. Diary panel data from individuals making purchases in the category.

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12. Which of the following is false with regard to the benefits of multiple-choice questions over open-ended questions?

- a. The use of multiple-choice questions reduces interviewer bias
- b. **Multiple-choice questions are easier to design**

- c. Multiple-choice questions are less costly for coding and data processing
 - d. Multiple-choice questions are quicker to administer
 - e. The use of multiple-choice questions results in higher cooperation for self-administered surveys
13. Detailed and unambiguous instructions are particularly important for:
- a. Interviewer-administered personal interviews
 - b. Computer-assisted telephone surveys
 - c. **Mail surveys**
 - d. Computer-assisted personal interviews
 - e. Internet surveys
14. If an interview is conducted with a respondent who does not meet the qualifications for a study, what kind of bias has occurred?
- a. Position bias
 - b. **Respondent bias**
 - c. Lifestyle bias
 - d. Non-response bias
 - e. Instrument bias

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15. Setting quotas for hard-to-reach respondents is one way to minimize _____ bias.
- a. Respondent
 - b. Interviewer
 - c. Instrument
 - d. **Non-response**
 - e. Sampling
16. Which of the following is an example of an issue that would be checked in a field edit?
- a. Completion of all questions on a questionnaire
 - b. **Legible writing**
 - c. Single responses to all multiple choice questions
 - d. Logical answers between questions (i.e., attributes should be rated high if purchase interest is high)
 - e. The accuracy of a respondent's phone number (if this information is collected)

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17. The telephone rings, you answer, and the caller asks you to respond to a survey. After a few questions, the caller begins to offer you the opportunity to purchase land at a local lake for a summer home. This practice is known as _____ and is _____ in many countries.
- a. Frugging, unethical
 - b. Frugging, illegal
 - c. Sugging, unethical
 - d. **Sugging, illegal**
 - e. Sugging, ethical

18. Eliminating a respondent's survey due to many questions being left blank is referred to as:

- a. Pairwise deletion
- b. Neutral value deletion
- c. **Casewise deletion**
- d. Imputed response deletion
- e. Variable deletion

19. To standardize a scale, subtract _____ from _____ and divide by _____.

- a. The standard deviation, the variance, the mean
- b. **The mean, each score, the standard deviation**
- c. Each score, the standard deviation, the mean
- d. Each score, the mean, the variance
- e. The standard deviation, the variance, each score

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20. If a nominal scale is used, it is permissible to calculate which of the following statistics?

- a. Mean
- b. Standard deviation
- c. Range
- d. Percentile
- e. **Mode**

21. Multicollinearity occurs when:

- a. **There are high intercorrelations among the independent variables**
- b. The independent variables are mutually exclusive
- c. The independent variables are irrelevant
- d. There are too many independent variables
- e. The dependent variable cannot be predicted by the independent variables

22. The key objective of data analysis is to:

- a. **Understand relationships between variables**
- b. Calculate statistics
- c. Obtain the distribution of responses for each question
- d. Create tables which display the survey results
- e. Provide those reading the report with as much detail as possible about the survey results

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23. Which of the following is the best way to staff a research department?

- a. Keep staffing levels low just in case the work slows down; during particularly busy times the staff can put in more hours.
- b. Keep staffing levels high, so that adequate resources are always available for peak times.

c. Develop a broad range of skill sets in each employee so there is flexibility in what can be assigned to each researcher in order to balance workloads.

d. Keep overhead down by exclusively using independent contractors who are paid only for the work they do on specific assignments.

e. Fill as many positions as possible with part-time rather than full-time staff to have the flexibility of increasing or decreasing hours based on workloads.

24. Which of the following is a general rule for research department budgeting?

a. Establish a fixed budget that does not allow for deviations.

b. **Obtain client input in the research budgeting process.**

c. Try to establish as high a budget as possible in order to have extra dollars available for unanticipated issues requiring investigation.

d. Allocate fewer resources to projects focused on current information needs, and greater resources to the investigation of future issues.

e. Consider the budget as simply a starting point for the allocation of resources since needs change over time and flexibility is important.

25. A recent study of car owners indicated that 10% felt Brand A had the best quality, 9% felt Brand B did, and 6% felt other models did. The remainder had no opinion. The advertising claim that most car owners who gave an opinion believe that Brand A has the best quality is an example of _____ which is _____.

a. Biased research, unethical

b. Effective advertising, ethical

c. **Misleading reporting, unethical**

d. Incomplete reporting, unethical

e. Accurate reporting, ethical

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Chapter 2

Multiple Choice Questions

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1. Which research paradigm is based on the pragmatic view of reality?

a. quantitative research

b. qualitative research

c. **mixed research**

d. none of the above

2. Which research paradigm is least concerned about generalizing its findings?

a. quantitative research

b. **qualitative research**

- c. mixed research
- d. none of the above

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3. Which of the following best describes quantitative research?

- a. the collection of nonnumerical data
- b. an attempt to confirm the researcher's hypotheses**
- c. research that is exploratory
- d. research that attempts to generate a new theory

4. A condition or characteristic that can take on different values or categories is called

_____.

- a. a constant
- b. a variable**
- c. a cause-and-effect relationship
- d. a descriptive relationship

5. if one variable causes change in value of another variable is termed as:

- a. dependent variable**

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6. All of the following are common characteristics of experimental research except:

- a. it relies primarily on the collection of numerical data
- b. it can produce important knowledge about cause and effect
- c. it uses the deductive scientific method
- d. it rarely is conducted in a controlled setting or environment**

7. Qualitative research is often exploratory and has all of the following characteristics except:

- a. it is typically used when a great deal is already known about the topic of interest**
- b. it relies on the collection of nonnumerical data such as words and pictures
- c. it is used to generate hypotheses and develop theory about phenomena in the world
- d. it uses the inductive scientific method

8. Which type of research provides the strongest evidence about the existence of cause-and-effect relationships?

- a. nonexperimental Research
- b. experimental Research**

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9. What is the key defining characteristic of experimental research?

- a. extraneous variables are never present
- b. a positive correlation usually exists
- c. a negative correlation usually exists
- d. **manipulation of the independent variable**

10. In_____, random assignment to groups is never possible and the researcher cannot manipulate the independent variable.

- a. basic research
- b. quantitative research
- c. experimental research
- d. **causal-comparative and correlational research**

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11. What is the defining characteristic of experimental research?

- a. resistance to manipulation
- b. **manipulation of the independent variable**
- c. the use of open-ended questions
- d. focuses only on local problems

12.. A positive correlation is present when_____.

- a. two variables move in opposite directions.
- b. **two variables move in the same direction.**
- c. one variable goes up and one goes down
- d. several variables never change.

13. Research in which the researcher uses the qualitative paradigm for one phase and the quantitative paradigm for another phase is known as_____.

- a. action research
- b. basic research
- c. quantitative research
- d. **mixed method research**
- e. mixed model research

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14. Research in which the researcher uses both qualitative and quantitative research within a stage or across two of the stages in the research process is known as_____.

- a. action research
- b. basic research
- c. quantitative research
- d. mixed method research
- e. **mixed model research**

15.. Research that is done to understand an event from the past is known as_____?

- a. experimental research
- b. historical research**
- c. replication
- d. archival research

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16. _____research occurs when the researcher manipulates the independent variable.

- a. causal-comparative research
- b. experimental research**
- c. ethnography
- d. correlational research

17.. Which of the following includes examples of quantitative variables?

- a. age, temperature, income, height
- b. grade point average, anxiety level, reading performance
- c. gender, religion, ethnic group
- d. both a and b**

18.. What is the opposite of a variable?

- a. a constant**
- b. an extraneous variable
- c. a dependent variable
- d. a data set

19. Which of the following is the type of nonexperimental research in which the primary independent variable of interest is categorical?

- a. causal-comparative research**
- b. experimental research
- c. qualitative research
- d. mixed research

20. Which of the following can best be described as a categorical variable?

- a. age
- b. annual income
- c. grade point average
- d. religion**

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21. In research, something that does not "vary" is called a_____.

- a. variable
- b. method
- c. constant**

d. control group

22. When interpreting a correlation coefficient expressing the relationship between two variables, it is very important to avoid_____.

a. checking the strength of relationship

b. jumping to the conclusion of causality

c. checking the direction of the relationship

d. expressing a relationship with a correlation coefficient

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23. A researcher studies achievement by children in poorly funded elementary schools. She develops a model that posits parent involvement as an important variable. She believes that parent involvement has an impact on children by increasing their motivation to do school work. Thus, in her model, greater parent involvement leads to higher student motivation, which in turn creates higher student achievement. Student motivation is what kind of variable in this study?

a. Manipulated variable

b. Extraneous variable

c. Confounding variable

d. Mediating or intervening variable

24. The strongest evidence for causality comes from which of the following research methods?

a. Experimental

b. Causal-comparative

c. Correlational

d. Ethnography

25. Which correlation is the strongest?

a. +.10

b. -.95

c. +.90

d. -1.00

26. The correlation between intelligence test scores and grades is:

a. Positive

b. Negative

c. Perfect

d. They are not correlated

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Answers:

1. c

2. b

3. b

- 4. b
- 5. c
- 6. d
- 7. a
- 8. b
- 9. d
- 10. d
- 11. b
- 12. b
- 13. d
- 14. e
- 15. b
- 16. b
- 17. d
- 18. a
- 19. a
- 20. d
- 21. c
- 22. b
- 23. d
- 24. a
- 25. d
- 26. a

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STA630 Solved MCQs for Final Term by Mehreen Humayun

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Chapter 9

Multiple Choice Questions for Final Terms

Shared and composed by Mehreen Humayun

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1. **Analysis of covariance** is:

- a. A statistical technique that can be used to help equate groups on specific variables
- b. A statistical technique that can be used to control sequencing effects
- c. A statistical technique that substitutes for random assignment to groups
- d. Adjusts scores on the independent variable to control for extraneous variables

2. To determine whether noise affects the ability to solve math problems, a researcher has one group solve math problems in a quiet room and another group solve math problems in a noisy room. The group solving problems in the noisy room completes 15 problems in one hour and the group solving problems in the quiet room completes 22 problems in one hour. In this experiment, the independent variable is _____ and the dependent variable is _____.

- a. The number of problems solved; the difficulty of the problems
- b. The number of problems solved; the noise level in the room
- c. The noise level in the room; the number of problems solved**
- d. The noise level in the room; the difficulty of the problems

3. The posttest-only design with nonequivalent groups is likely to control for which of the following threats to internal validity:

- a. History**
- b. Differential selection
- c. Additive and interactive effects
- d. Differential attrition

4. When all participants receive all treatment conditions, the study is susceptible to:

- a. Order effects
- b. Carryover effects
- c. Analysis of covariance
- d. a and b**

5. A researcher is interested in the effects of a preschool program on later school performance. Because she is concerned that socio-economic-status (SES) is a potential extraneous variable in her study, she picks children to study who are only from low SES homes. The control technique she used in this study was:

- a. Matching
- b. Random assignment
- c. Holding the extraneous variable constant**
- d. Statistically controlling the extraneous variable

6. Which of the following terms best describes an interaction effect?

- a. The effect of one independent variable (on a DV) depends on the level of another independent variable**
- b. Eliminating any differential influence of extraneous variables
- c. Sequencing effect that occurs from the order in which the treatment conditions are administered
- d. The effect of one independent variable on the dependent variable

7. Which of the following terms refers to a statistical method that can be used to statistically equate groups on a pretest or some other variable?

- a. Experimental control
- b. Differential influence
- c. Matching
- d. Analysis of covariance**

8. Which of the following is not a way to manipulate an independent variable?

- a. Presence technique
- b. Amount technique
- c. Type technique
- d. Random technique**

9. Which of the following designs permits a comparison of pretest scores to determine the initial equivalence of groups on the pretest before the treatment variable is introduced into the research setting.

- a. One-group pretest-posttest design
- b. Pretest-posttest control group design**
- c. Posttest-only design with nonequivalent groups
- d. Both b and c

10. Counterbalancing is_____.

- a. Usually based on random selection of participants
- b. Only used when one pretest variable needs to be controlled
- c. Chosen to control for such things as order and carryover effects***
- d. All of the above

11. The group that receives the experimental treatment condition is the_____.

- a. Experimental group**
- b. Control group
- c. Participant group
- d. Independent group

12. Which of the following control techniques available to the researcher controls for both known and unknown variables?

- a. Building the extraneous variable into the design
- b. Matching
- c. Random assignment**
- d. Analysis of covariance

13. The group that does not receive the experimental treatment condition is the_____.

- a. Experimental group
- b. Control group**
- c. Treatment group
- d. Independent group

14. There are a number of ways in which confounding extraneous variables can be controlled. Which control technique is considered to be the best?

- a. Random assignment
- b. Matching
- c. Counterbalancing
- d. None of the above

15. Which of the following could be used for randomly assigning participants to groups in an experimental study?

- a. Split-half (e.g., first half versus second half of a school directory)
- b. Even versus odd numbers
- c. **Use a list of random numbers or a computer randomization program**
- d. Let the researcher decide which group will be the best

16. Which term is not a related to counterbalancing?

- a. Carryover effect
- b. Order effect
- c. Sequencing effects
- d. **Matching**

17. A cell is a combination of two or more _____ in a factorial design.

- a. Research designs
- b. Research measurements
- c. Dependent variables
- d. **Independent variables**

18. Which of the following designs does an excellent job of controlling for rival hypotheses that threaten the internal validity of an experiment?

- a. Posttest-only design with nonequivalent groups
- b. Posttest-only control-group design
- c. Pretest-posttest control-group design
- d. **Both b and c are excellent designs**

19. Manipulating the independent variable by varying the type on the independent variable that is presented to the different comparison groups is known as_____.

- a. Amount technique
- b. Absence technique
- c. **Type technique**
- d. Presence technique

20. Which of the following terms is a sequencing effect that occurs from the order in which the treatment conditions are administered?

- a. Carry-over effect
- b. **Order effect**
- c. Sequencing effects
- d. None of the above

21. When manipulating the independent variable in an educational experiment, which of the following describes this method?

- a. An independent variable is manipulated using the presence or absence technique

- b. The researchers varies the amount of the independent variable that is administered
- c. The researcher varies the type of the independent variable
- d. All of the above are possible**

22. Which method of controlling confounding extraneous variables takes precedence over all other methods?

- a. Matching individual participants
- b. Holding extraneous variables
- c. Building the extraneous variable into the research design
- d. Counterbalancing
- e. Randomly assign research participants to the groups**

23. In an experimental research study, the primary goal is to isolate and identify the effect produced by the_____.

- a. Dependent variable
- b. Extraneous variable
- c. Independent variable**
- d. Confounding variable

24. This type of design is one where all participants participate in all experimental treatment conditions.

- a. Factorial design
- b. Repeated measures design**
- c. Replicated design
- d. Pretest-posttest control-group design

25. A factorial design is one in which_____.

- a. Only one independent variable is studied to determine its effect on the dependent variable
- b. Only two independent variables are simultaneously studied to determine their independent and interactive effects on the dependent variable
- c. Two or more independent variables are simultaneously studied to determine their independent and interactive effects on the dependent variable**
- d. Two dependent variables are studied to determine their interactive effects

26. The design in which one group of research participants is administered a treatment and is then compared, on the dependent variable, with another group of research participants who did not receive the experimental treatment is_____.

- a. One-group posttest-only design
- b. One-group pretest-posttest design
- c. Posttest-only design with nonequivalent groups**
- d. time series design

27. _____ refers to the influence of a single independent variable.

- a. Interaction effect

- b. Reactive effect
- c. Main effect**
- d. Proactive effect

28. A sequencing effect that occurs when performance in one treatment condition is influenced by participation in a prior treatment condition is known as_____.

- a. Counterbalancing effect
- b. Carryover effect**
- c. Treatment effect
- d. Order effect

29. Which of the following is possible in a factorial design with two independent variables?

- a. There is only one main effect present
- b. There are two main effects present
- c. There are two main effects and an interaction effect present
- d. All of the above are possible**

30. Which of the following is a factorial design where different participants are randomly assigned to the levels of one independent variable but participants take all levels on another independent variable?

- a. One-group pretest-posttest
- b. Pretest-posttest control-group design
- c. Factorial design
- d. Factorial design based on a mixed model**

Chapter 18

Multiple Choice Questions

1. When a citation includes more than_____authors, only the surname of the first author is cited followed by et al.

- a. 3
- b. 4
- c. 5
- d. 6**

2. When referencing other works you have cited within the text of the report you should

- a. State the first and last name of the author
- b. Use the author, date citation method**
- c. Use an asterisk and a footnote
- d. Insert the complete citation in parenthesis

3. Which of the following abbreviations can be used in a research report?

- a. IQ**
- b. sec. for second**
- c. yr. for year**
- d. mo. for month**

4. Editorial style specifies that_____should be used infrequently or sparingly.
- a. Italics
 - b. Abbreviations
 - c. Headings
 - d. **Both a and b**
5. The factor that should determine whether you decide to prepare a research report of you study for a conference or for publication is
- a. Whether the study is free from flaws
 - b. Whether the study is important enough to justify presentation or publication
 - c. Whether others would be interested in the work
 - d. **All of the above**
6. Which of the following is not true about the use of language in research reports?
- a. You should choose accurate and clear words that are free from bias.
 - b. You should avoid labeling people whenever possible
 - c. You should avoid using the term “subjects” whenever possible
 - d. **All of the above are true according to the APA Guidelines**
7. Regarding disabilities, writers should “avoid equating people with their disabilities” such as in mentally retarded people.
- a. **True**
 - b. False
8. You should avoid the use of sexist language in research reports.
- a. **True**
 - b. False
9. Which is more appropriate when referring to someone with a disability?
- a. A stroke victim
 - b. **A person who has had a stroke**
10. You should try to use italics frequently when writing a report.
- a. True
 - b. **False**
11. You should try to use abbreviations sparingly.
- a. **True**
 - b. False
12. Use words for numbers that begin a sentence and for numbers that are below ten.
- a. **True**
 - b. False
13. You should double space all material in the manuscript.

- a. **True**
- b. False

14. Which of the following is not one of the seven major parts to the research report?

- a. Results
- b. Abstract
- c. Method
- d. **Footnotes**

15. The Introduction section should not be labeled.

- a. **True**
- b. False

16. The abstract should be about how many words?

- a. 50
- b. 75
- c. **120**
- d. 300

17. The Method section should start on a separate page in a manuscript.

- a. True
- b. **False**

18. It is in this section that you fully interpret and evaluate your results.

- a. Introduction
- b. Method
- c. Results
- d. **Discussion**

19. Where do you provide a step-by-step account of what the researcher and participants did during the research study?

- a. Introduction
- b. Abstract
- c. **Procedure**
- d. Design

20. References should be single spaced.

- a. True
- b. **False**

21. Qualitative research reports do not need a Method section.

- a. True
- b. **False**

22. When writing the qualitative results section, an overriding concern should be to provide sufficient and convincing evidence to back up your assertions.

- a. **True**
- b. False

23. When writing the qualitative results section, you will need to find an appropriate balance between description and interpretation.

- a. **True**
- b. False

24. Diagrams, matrices, tables, and figures should never be used in qualitative research reports.

- a. True
- b. **False**

25. Your textbook authors argued that in qualitative research it is important to fit the research findings back into the relevant research literature even if the study is exploratory.

- a. True
- b. **False**

Chapter 6
Multiple Choice Questions
(The answers are provided after the last question.)

1. According to your text, how many points should a rating scale have?

- a. Five
- b. Four
- c. Ten
- d. **Somewhere from 4 to 11 points**

2. What is the problem(s) with this set of response categories to the question “What is your current age?”

1-5
5-10
10-20
20-30
30-40

- a. The categories are not mutually exclusive
- b. The categories are not exhaustive
- c. **Both a and b are problems**
- d. There is no problem with the above set of response categories

3. You should mix methods in a way that provides complementary strengths and nonoverlapping weaknesses. This is known as the *fundamental principle of mixed research*.

- a. **True**
- b. False

4. According to the text, questionnaires can address events and characteristics taking place when?

- a. In the past (retrospective questions)
 - b. In the present (current time questions)
 - c. In the future (prospective questions)
 - d. **All of the above**
5. Which of the following are principles of questionnaire construction?
- a. Consider using multiple methods when measuring abstract constructs
 - b. Use multiple items to measure abstract constructs
 - c. Avoid double-barreled questions
 - d. **All of the above**
 - e. Only b and c
6. Which of these is not a method of data collection.
- a. Questionnaires
 - b. Interviews
 - c. **Experiments**
 - d. Observations
7. Secondary/existing data may include which of the following?
- a. Official documents
 - b. Personal documents
 - c. Archived research data
 - d. **All of the above**
8. An item that directs participants to different follow-up questions depending on their response is called a_____.
- a. Response set
 - b. Probe
 - c. Semantic differential
 - d. **Contingency question**
9. Which of the following terms best describes data that were originally collected at an earlier time by a different person for a different purpose?
- a. Primary data
 - b. **Secondary data**
 - c. Experimental data
 - d. Field notes
10. Researchers use both open-ended and closed-ended questions to collect data. Which of the following statements is true?
- a. Open-ended questions directly provide quantitative data based on the researcher's predetermined response categories
 - b. Closed-ended questions provide quantitative data in the participant's own words
 - c. **Open-ended questions provide qualitative data in the participant's own words**
 - d. Closed-ended questions directly provide qualitative data in the participants' own words
11. Open-ended questions provide primarily_____data.

- a. Confirmatory data
- b. Qualitative data**
- c. Predictive data
- d. None of the above

12. Which of the following is true concerning observation?

- a. It takes less time than self-report approaches
- b. It costs less money than self-report approaches
- c. It is often not possible to determine exactly why the people behave as they do**
- d. All of the above

13. Qualitative observation is usually done for exploratory purposes; it is also called _____ observation.

- a. Structured
- b. Naturalistic**
- c. Complete
- d. Probed

14. As discussed in chapter 6, when constructing a questionnaire it is important to do each of the following except_____.

- a. Use "leading" or "loaded" questions**
- b. Use natural language
- c. Understand your research participants
- d. Pilot your test questionnaire

15. Another name for a Likert Scale is a(n):

- a. Interview protocol
- b. Event sampling
- c. Summated rating scale**
- d. Ranking

16. Which of the following is not one of the six major methods of data collection that are used by educational researchers?

- a. Observation
- b. Interviews
- c. Questionnaires
- d. Checklists**

17. The type of interview in which the specific topics are decided in advance but the sequence and wording can be modified during the interview is called:

- a. The interview guide approach**
- b. The informal conversational interview
- c. A closed quantitative interview
- d. The standardized open-ended interview

18. Which one of the following is not a major method of data collection:

- a. Questionnaires
- b. Interviews
- c. Secondary data
- d. Focus groups
- e. **All of the above are methods of data collection**

19. A question during an interview such as “Why do you feel that way?” is known as a:

- a. **Probe**
- b. Filter question
- c. Response
- d. Pilot

20. A census taker often collects data through which of the following?

- a. Standardized tests
- b. **Interviews**
- c. Secondary data
- d. Observations

21. The researcher has secretly placed him or herself (as a member) in the group that is being studied. This researcher may be which of the following?

- a. **A complete participant**
- b. An observer-as-participant
- c. A participant-as-observer
- d. None of the above

22. Which of the following is not a major method of data collection?

- a. Questionnaires
- b. Focus groups
- c. **Correlational method**
- d. Secondary data

23. Which type of interview allows the questions to emerge from the immediate context or course of things?

- a. Interview guide approach
- b. **Informal conversational interview**
- c. Closed quantitative interview
- d. Standardized open-ended interview

24. When conducting an interview, asking "Anything else?, What do you mean?, Why do you feel that way?," etc, are all forms of:

- a. Contingency questions
- b. **Probes**
- c. Protocols
- d. Response categories

25. When constructing a questionnaire, there are 15 principles to which you should adhere. Which of the following is not one of those principles?

- a. Do not use "leading" or "loaded" questions
- b. Avoid double-barreled questions
- c. Avoid double negatives
- d. **Avoid using multiple items to measure a single construct**

Chapter 7

Multiple Choice Questions

1. When each member of a population has an equally likely chance of being selected, this is called:
 - a. A nonrandom sampling method
 - b. A quota sample
 - c. A snowball sample
 - d. **An Equal probability selection method**
2. Which of the following techniques yields a simple random sample?
 - a. Choosing volunteers from an introductory psychology class to participate
 - b. Listing the individuals by ethnic group and choosing a proportion from within each ethnic group at random.
 - c. **Numbering all the elements of a sampling frame and then using a random number table to pick cases from the table.**
 - d. Randomly selecting schools, and then sampling everyone within the school.
3. Which of the following is not true about stratified random sampling?
 - a. It involves a random selection process from identified subgroups
 - b. **Proportions of groups in the sample must always match their population proportions**
 - c. Disproportional stratified random sampling is especially helpful for getting large enough subgroup samples when subgroup comparisons are to be done
 - d. Proportional stratified random sampling yields a representative sample
4. Which of the following statements are true?
 - a. The larger the sample size, the greater the sampling error
 - b. **The more categories or breakdowns you want to make in your data analysis, the larger the sample needed**
 - c. The fewer categories or breakdowns you want to make in your data analysis, the larger the sample needed
 - d. As sample size decreases, so does the size of the confidence interval
5. Which of the following formulae is used to determine how many people to include in the original sampling?
 - a. Desired sample size/Desired sample size + 1
 - b. Proportion likely to respond/desired sample size
 - c. Proportion likely to respond/population size
 - d. **Desired sample size/Proportion likely to respond**

6. Which of the following sampling techniques is an equal probability selection method (i.e., EPSEM) in which every individual in the population has an equal chance of being selected?

- a. Simple random sampling
- b. Systematic sampling
- c. Proportional stratified sampling
- d. Cluster sampling using the PPS technique
- e. **All of the above are EPSEM**

7. Which of the following is not a form of nonrandom sampling?

- a. Snowball sampling
- b. Convenience sampling
- c. Quota sampling
- d. Purposive sampling
- e. **They are all forms of nonrandom sampling**

8. Which of the following will give a more “accurate” representation of the population from which a sample has been taken?

- a. A large sample based on the convenience sampling technique
- b. A small sample based on simple random sampling
- c. **A large sample based on simple random sampling**
- d. A small cluster sample

9. Sampling in qualitative research is similar to which type of sampling in quantitative research?

- a. Simple random sampling
- b. Systematic sampling
- c. Quota sampling
- d. **Purposive sampling**

10. Which of the following would generally require the largest sample size?

- a. **Cluster sampling**
- b. Simple random sampling
- c. Systematic sampling
- d. Proportional stratified sampling

11. How often does the Census Bureau take a complete population count?

- a. Every year
- b. Every five years
- c. **Every ten years**
- d. Twice a year

12. People who are available, volunteer, or can be easily recruited are used in the sampling method called_____.

- a. Simple random sampling
- b. Cluster sampling
- c. Systematic sampling
- d. **Convenience sampling**

13. Which of the following types of sampling involves the researcher determining the appropriate sample sizes for the groups identified as important, and then taking convenience samples from those groups?

- a. Proportional stratified sampling
- b. Quota sampling**
- c. One-stage cluster sampling
- d. Two-stage cluster sampling

14. A type of sampling used in qualitative research that involves selecting cases that disconfirm the researcher's expectations and generalizations is referred to as _____.

- a. Extreme case sampling
- b. Typical-case sampling
- c. Critical-case sampling
- d. Negative-case sampling**

15. Using Figure 6.6 (pg. 178), how many participants will you need for a research study with a population of 120,000?

- a. 242
- b. 331
- c. 377
- d. 384**

16. In which of the following nonrandom sampling techniques does the researcher ask the research participants to identify other potential research participants?

- a. Snowball**
- b. Convenience
- c. Purposive
- d. Quota

17. Which of the following is the most efficient random sampling technique discussed in your chapter?

- a. Simple random sampling
- b. Proportional stratified sampling**
- c. Cluster random sampling
- d. Systematic sampling

18. If we took the 500 people attending a school in New York City, divided them by gender, and then took a random sample of the males and a random sampling of the females, the variable on which we would divide the population is called the _____.

- a. Independent variable
- b. Dependent variable
- c. Stratification variable**
- d. Sampling variable

19. A number calculated with complete population data and quantifies a characteristic of the population is called which of the following?

- a. A datum
- b. A statistic
- c. **A parameter**
- d. A population

20. The type of sampling in which each member of the population selected for the sample is returned to the population before the next member is selected is called_____.

- a. Sampling without replacement
- b. **Sampling with replacement**
- c. Simple random sampling
- d. Systematic sampling

21. Which of the following is not a type of nonrandom sampling?

- a. **Cluster sampling**
- b. Convenience sampling
- c. Quota sampling
- d. Purposive sampling
- e. They are all type of nonrandom sampling

22. Which of the following would usually require the smallest sample size because of its efficiency?

- a. One stage cluster sampling
- b. **Simple random sampling**
- c. Two stage cluster sampling
- d. Quota sampling

23. A technique used when selecting clusters of different sizes is called_____.

- a. Cluster sampling
- b. One-stage sampling
- c. Two-stage sampling
- d. **Probability proportional to size or PPS**

24. The process of drawing a sample from a population is known as_____.

- a. **Sampling**
- b. Census
- c. Survey research
- d. None of the above

25. It is recommended to use the whole population rather than a sample when the population size is of what size?

- a. 500 or less
- b. **100 or less**
- c. 1000 or less
- d. you should always use a sample

26. Which of the following is not an example of a nonrandom sampling technique?

- a. Purposive

- b. Quota
- c. Convenience
- d. **Cluster**

27. Which of the following sampling methods is the best way to select a group of people for a study if you are interested in making statements about the larger population?

- a. Convenience sampling
- b. Quota sampling
- c. Purposive sampling
- d. **Random sampling**

28. _____ is a set of elements taken from a larger population according to certain rules.

- a. **Sample**
- b. Population
- c. Statistic
- d. Element

29. Determining the sample interval (represented by k), randomly selecting a number between 1 and k , and including each k^{th} element in your sample are the steps for which form of sampling?

- a. Simple Random Sampling
- b. Stratified Random Sampling
- c. **Systematic Sampling**
- d. Cluster sampling

30. The nonrandom sampling type that involves selecting a convenience sample from a population with a specific set of characteristics for your research study is called_____.

- a. Convenience sampling
- b. Quota sampling
- c. **Purposive sampling**
- d. Snowball sampling

STA630 MCQs solved by Mehreen Humayun (Lecture 1-43)

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STA630- Research Methods
Online Quiz
Lecture# 1 to 43
Shared & Solved by vuZs Team
Mehreen Humayun
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On which component of his field notes was Mr. M focused when he expressed in his notes his thoughts and ideas about what he observed?

Reflection

Protocol

Formal data

Analysis

Reflection is thinking for an extended period by linking recent experiences to earlier ones in order to promote a more complex and interrelated mental schema. The thinking involves looking for commonalities, differences, and interrelations beyond their superficial elements.

Which of the following is NOT a longitudinal study?

Trend study

Census study

Panel study

Cohort study

There are three types of longitudinal research: time series, panel, and cohort.

A census taker often collects data through which of the following?

Standardized tests

Interviews

Secondary data

Observations

Secondary Data: The data may be a time bound collection of information (population census) as well as spread over long periods of time (unemployment trends, crime rate).

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What is opposite of a variable?

A constant

An extraneous variable

A dependent variable

A data set

The opposite of a variable is a constant.

A literature review requires;

planning
clear writing
good writing

All of the given option

A literature review requires planning and good, clear writing, which requires lot of rewriting.

When we say that science is parsimonious, we mean that:

Scientific theories are based on laws.

We must be careful because causes can occur after specific effects.

The best scientific theories are those that offer the simplest explanations for a law.

Science accurately describes a wide range of behavior.

Parsimonious is a big word for "simple." Really good scientists can explain a whole lot by saying only a little.

If the control variable has no effect on the bivariate relationship then it is:

Spurious relationship.

Not spurious relationship.

Both A & B.

None of the above.

A researcher controls for a third variable by seeing whether the bivariate relationship persists within categories of the control variable. In other words, the control variable has no effect. When this is so, the bivariate relationship is not spurious.

Which term technically describes a situation in which an observer's work in a first-grade classroom disrupts the normal routines due to the curiosity of the students?

Observer effect

Participant effect

Non participant bias

Observer bias

Testing is most likely to negatively affect internal validity when_____.

The information tested is attitudinal in nature

The time between pre- and posttest is short

The instrument is unreliable
The participants are very low scorers

A researcher is interested in nonverbal behavior among young adults. The researcher goes to public gathering places in town and observes smiles, gestures, gaze, and touch. This is an example of;

Blind observation
Quasi-experimentation
Naturalistic observation
Field experimentation

“Skepticism” is a norm of science. It is better explained by which of the following statement?

Combining the previous knowledge
Critical reading of the previous researches
Providing the proper references of quoted text
Locating research reports in libraries

Which type of research address major societal change?

Experimental Research
Action Research
Social Research
Historical Comparative Research

Which of the following terms best describes data that were originally collected at an earlier time by a different person for a different purpose?

Primary data

Secondary data

Experimental data
Field notes

The person who leads a focus group discussion is called a_____.

Anchor
Facilitator

Moderator

Recorder

Focus Group Moderator: The person who leads a focus group discussion.

Categorical measures are forms of measurement classified as:

Measures that reflect quantitative differences.

Measures that reflect qualitative differences

Measures that do not require mutual exclusivity or exhaustiveness when devising a measuring system.

Rationale measures.

If variables a and b are highly correlated, then

there is a strong relationship between a and b

a causes b

b causes a

there is no relationship between a and b.

In a study of the relationship between self-concept and resilience for males and for females, the minimal acceptable sample size for the whole study would be

10

30

60

90

Which section of a research report sets the stage for the report and indicates where in the report each component, tables, and figures can be found?

Preliminary pages

Table of contents

Main body

Appendices

Table of Contents: The table of contents is based on the final outline of the report, but it should include first-level subdivisions. For short reports it is sufficient to include only the main divisions. If the report includes many figures and tables, lists of these should immediately follow the table of contents.

Which of the following is the least obtrusive and most accurate method for recording data in an interview?

Note taking

Videotaping

Audiotaping

Writing notes after the interview.

Which of the following is an excellent way to enhance the validity of observational data collection?

Spend an extended period of time in the field.

Obtain participant trust.

Recognize your own biases.

All of the above.

Which of the following is a measure in which a researcher adds or combines several distinct indicators of a construct into a single score?

Scale

Index

Unidimensionality

Weighting

An index is a measure in which a researcher adds or combines several distinct indicators of a construct into a single score.

Which type of research address major societal change?

Experimental research

Action research

Social research

Historical comparative research

Historical comparative research is a powerful method for addressing big questions: How did major societal change take place?

In which of the following sampling methods People are available such as volunteer or can be easily recruited?

Simple random sampling

Cluster sampling

Systematic sampling

Convenience sampling

Which of the following can be referred as semantic analysis?

Latent coding

Accretion

Count behaviors

Intensity

Latent Coding: A researcher using latent coding (also called semantic analysis).

Which of the following group that does not receive the experimental treatment condition?

Experimental group

Control group

Treatment group

Independent group.

Which of the following is a measure of inflation?

Scale

Consumer price index

Weighting

Unidimensionality

Consumer Price Index (CPI) is a measure of inflation and is widely followed by many investors.

Which of the following is newer method of survey?

Mail survey

E-mail survey

Field survey

STA630 Research Methods MCQs Solved with Ref by vuzs Team

[0 Comments](#)

STA630 Research Methods Quiz

MCQs Solved With Ref by vuZs Team

STA630 - Research Methods - Question # 1 of 15

If a researcher was studying the use of various instructional approaches to the "multiple intelligences" of his students, he is likely to be conducting which type of research?

>

Basic

Applied

Evaluation

Grounded theory

STA630 - Research Methods - Question # 2 of 15

Which of the following statements is false?

>

Discrete variables allow measurement of an infinite number of fractions of units of measurement.

Discrete variables can only have whole number values.

Continuous numbers can only have whole number values.

Continuous measures do not allow for scores that fall between two number values.

STA630 - Research Methods - Question # 3 of 15

Which one of the following creates problems of measurements of a concept?

>

Unambiguous meanings

Vague meanings

Clear meanings

Dictionary meanings

STA630 - Research Methods - Question # 4 of 15

Which of the following is not a concept?

>

Leadership

Total Quality Management

Human Resource Management

IQ

STA630 - Research Methods - Question # 5 of 15

What research is?

>

A lab experiment

A report

A systematic Enquiry

A procedure

STA630 - Research Methods - Question # 6 of 15

Which of the following is a concept?

>

Leadership.

Total Quality Management.

Human Resource Management.

All of the given options

STA630 - Research Methods - Question # 7 of 15

When we say that science is parsimonious, we mean that:

>

Scientific theories are based on laws.

We must be careful because causes can occur after specific effects.

The best scientific theories are those that offer the simplest explanations for a law.

Science accurately describes a wide range of behavior.

[http://books.google.com/books?id=AUDoy-](http://books.google.com/books?id=AUDoy-ISe-EC&pg=PP1&dq=inauthor:)

[ISe-EC&pg=PP1&dq=inauthor:"Donald+H.+McBurney"&ei=7ebZS7ayLqrgkQTYhLmECA&cd=1#v=onepage&q=science%20is%20parsimonious&f=false](http://books.google.com/books?id=AUDoy-ISe-EC&pg=PP1&dq=inauthor:)

STA630 - Research Methods - Question # 8 of 15

Why, as scientists, do we not want to rely on authority for explanations?

>

Those in authority are often wrong.

Those in authority cannot be challenged.

Those in authority rely too much on objective information.

Those in authority often have no common sense.

STA630 - Research Methods - Question # 9 of 15

The _____ is only useful if the concepts, ideas, STA630 - Research Methods - Questions, etc. to be investigated are both testable and falsifiable.

>

Independent Variable

Dependent Variable

Experimental Method

Scientific Method

STA630 - Research Methods - Question # 10 of 15

An operational definition is:

>

One that bears no relation to the underlying concept.

An abstract, theoretical definition of a concept.

A definition of a concept in terms of specific, empirical measures.

One that refers to opera singers and their work.

D

evising measures of concepts is shown as step 4 in the process of quantitative research (fig. 6.1, p141).

Bryman points out that this step is often referred to as operationalization, in other words the series of separate steps we will take to make our research work for us. This is very important when we think about tests of validity of the research. The operational definition is, therefore, the very opposite of abstract, attempting to phrase the concept so precisely as to make it capable of being tested in the research context.

STA630 - Research Methods - Question # 11 of 15

_____ meanings attached to a concept create problems of measurements.

>

Unambiguous

Vague

Clear

Dictionary

STA630 - Research Methods - Question # 12 of 15

To say that a theory is falsifiable is to say that;

>

It is based on results that are not replicable.

Investigators have replaced it with a simpler or more accurate theory.

We can imagine results that would contradict it.

It is so vague that it fits any and all possible results.

STA630 - Research Methods - Question # 13 of 15

According to Empiricism, which of the following is the ultimate source of all our concepts and knowledge?

>

Perceptions

Theory

Sensory experience

Logics and arguments

STA630 - Research Methods - Question # 14 of 15

Why do you need to review the existing literature?

>

To give your dissertation a proper academic appearance, with lots of references

Because without it, you could never reach the required word-count

To find out what is already known about your area of interest

To help in your general studying

STA630 - Research Methods - Question # 15 of 15

Quantitative researcher's preoccupation with generalization is an attempt to:

>

Develop the law like findings of the natural sciences.

Boost their chances of publication.

Enhance the internal validity of their research.

Demonstrate the complex techniques of statistical analysis.

STA630 - Research Methods - Question # 15 of 15

In _____ we collect same type of information from different respondents in different times.

>

Cohort study

Time series Research

Panel study

Case studies

(zh,vuzs)

STA630 Solved MCQs from Quizzes A

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Erum Rana skeep71@gmail.com
<http://groups.google.com/group/vuZs>
<http://www.vuzs.info/>

Select the most suitable option.

1. Which is not a source of existing statistics?

- A. Government
- B. International agencies
- C. [Personal interviews](#)
- D. Private sources

2. Followings are the advantages of secondary data except

- A. Non-Reactivity
- B. [Selective survival](#)
- C. Low cost
- D. Spontaneity

3. Following are the disadvantages of secondary data except

- A. [Longitudinal analysis](#)
- B. Sampling bias
- C. Coding difficult
- D. Incompleteness

4. The coding of the secondary data may be difficult because of

- A. Differences in content or subject matter
- B. Lack of standardization
- C. Differences in length and format

D. All of these

5. The researcher must be concerned about the following problems while using secondary data in research.

A. Validity

B. Reliability

C. Both of these

D. None of these

6- Hypothesis refers to

A. The outcome of an experiment

B. A conclusion drawn from an experiment

C. A form of bias in which the subject tries to outguess the experimenter

D. A tentative statement about the relationship

7- Statistics is used by researchers to

A. Analyze the empirical data collected in a study

B. Make their findings sound better

C. Operationally define their variables

D. Ensure the study comes out the way it was intended

8- A literature review requires

A. Planning

B. Good & clear writing

C. Lot of rewriting

D. All of the above

9- A literature review is based on the assumption that

A. Copy from the work of others

B. Knowledge accumulates and learns from the work of others

C. Knowledge disaccumulates

D. None of the above option

10- A theoretical framework

A. Elaborates the r/s among the variables

- B. Explains the logic underlying these r/s
- C. Describes the nature and direction of the r/s

D. All of the above

11- Which of the following statement is not true?

- A. A research proposal is a document that presents a plan for a project
- B. A research proposal shows that the researcher is capable of successfully conducting the proposed research project

C. A research proposal is an unorganized and unplanned project

- D. A research proposal is just like a research report and written before the research project

12- Preliminary data collection is a part of the

- A. Descriptive research

B. Exploratory research

- C. Applied research
- D. Explanatory research

13- Conducting surveys is the most common method of generating

A. Primary data

- B. Secondary data
- C. Qualitative data
- D. None of the above

14- After identifying the important variables and establishing the logical reasoning in theoretical framework, the next step in the research process is

- A. To conduct surveys
- B. To generate the hypothesis**
- C. To focus group discussions
- D. To use experiments in an investigation

15- The appropriate analytical technique is determined by

- A. The research design
- B. Nature of the data collected
- C. Nature of the hypothesis

D. Both A & B

STA630 Solved MCQs from Quizzes B

[0 Comments](#)

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16- Personal interviews conducted in shopping malls are known as:

- A. Mall interviews
- B. Mall intercept interviews**
- C. Brief interviews
- D. None of the given options

17- WATS lines provided by long distance telephone service at fixed rates. In this regard, WATS is the abbreviation of:

- E. West Africa Theological Seminary
- F. Washtenaw Area Transportation Study
- G. Wide Area Telecommunications Service**
- H. World Air Transport Statistics

list of questions which is handed over to the respondent, who reads the questions and records the answers himself is known as the:

- I. Interview schedule
- J. Questionnaire**
- K. Interview guide
- L. All of the given options**

19- One of the most critical stages in the survey research process is:

- M. Research design**
- N. Questionnaire design**
- O. Interview design
- P. Survey design

20- Question that consists of two or more questions joined together is called a:

- Q. Double barreled question**
- R. General question
- S. Accurate question
- T. Confusing question

21- The number of questionnaires returned or completed divided by the total number of eligible people who were contacted or asked to participate in the survey is called the:

U. Response rate

V. Participation rate

W. Inflation rate

X. None of the given options

22- To obtain the freest opinion of the respondent, when we ask general question before a specific question then this procedure is called as the:

Y. Research technique

Z. Qualitative technique

AA. Funnel technique

BB. Quantitative technique

23- A small scale trial run of a particular component is known as:

CC. Pilot testing

DD. Pre-testing

EE. Lab experiments

FF. Both A & B

24- Field testing of the questionnaire shows that:

GG. Respondents are willing to co-operate

HH. Respondents are not willing to co-operate

II. Respondents do not like any participation

JJ. All of the given options

25- Service evaluation of hotels and restaurants can be done by the:

KK. Self-administered questionnaires

LL. Office assistant

MM. Manager

NN. None of the given options

26. _____ research is based on naturalism.

A. Field research

B. Descriptive research

C. Basic research

D. Applied research

27- Personal interviews conducted in shopping malls are known as _____

A. Mall interviews

B. Mall intercept interviews

C. Brief interviews

D. None of the given options

28. _____ is used to obtain the freest opinion of the respondent, by asking general question before a specific question.

A. Research technique

B. Qualitative technique

C. Funnel technique

D. Quantitative technique

29. In, _____ the interviewer and members jointly control the pace and direction of the interview.

A. Field interview

B. Telephonic interview

C. Both A and B

D. None of the given options

30. Randomization of test units is a part of _____

A. Pretest

B. Posttest

C. Matching

D. Experiment

31. Which one of the following sets is the measure of central tendency?

a. Mean, standard deviation, mode

b. Mean, median, standard deviation

c. Arithmetic mean, median, mode

d. Standard deviation, internal validity, mode

32. Internal validity refers to .

a. Researcher's degree of confidence.

b. Generalizability

c. Operationalization

d. All of the above

33. How many times the students appear in the research class is the example of _____.

a. Intensity

b. Space

c. Frequency

d. Direction

34. Time consumed in mall intercept interview is .

- a. High
- b. Moderate
- c. Low
- d. Nil

35. Departmental stores selected to test a new merchandising display system is the example of .

- a. Quota sampling
- b. Convenience sampling
- c. Judgmental sampling
- d. Purposive sampling

36. In _____, the researcher attempts to control and/ or manipulate the variables in the study.

1. Experiment

2. Hypothesis

3. Theoretical framework

4. Research design

36. In an experimental research study, the primary goal is to isolate and identify the effect produced by the ____.

- 1. Dependent variable
- 2. Extraneous variable

37. Independent variable

4. Confounding variable

3. A measure is reliable if it provides consistent_____.

1. Hypothesis

2. Results

3. Procedure

4. Sensitivity

38. The interview in which questions are already prepared is called_____.

- 1. Telephonic interview
- 2. Personal interview
- 3. Unstructured interview

4. Structured interview

39. The numerical description that describe sample may be expected to differ from those that describe population because of random fluctuations inherent in sampling process.

- 1. Sampling design

2. Non-probability sampling

3. Sampling error

4. Probability sampling

40. In _____, each population element has a known and equal chance of selection.

1. Purposive sampling

2. Quota sampling

3. Stratified sampling

4. Simple random sampling

41. _____ is the evidence that the instrument, techniques, or process used to measure concept does indeed measure the intended concepts.

1. Reliability

2. Replicability

3. Scaling

4. Validity

42. A researcher is interested in studying why the “new math” of the 1960s failed. She interviews several teachers who used the new math during the 1960s. These teachers are considered as:

1. Primary sources

2. Secondary Sources

3. External critics

4. Internal critics

42. Which of the following is NOT true about stratified random sampling?

1. It involves a random selection process from identified subgroups

2. Proportions of groups in the sample must always match their population proportions

3. Disproportional stratified random sampling is especially helpful for getting large enough subgroup samples when subgroup comparisons are to be done

4. Proportional stratified random sampling yields a representative sample

43. Experimental design is the only appropriate design where _____ relationship can be established.

1. Strong

2. Linear

3. Weak

4. Cause and Effect

45. All the persons involved in the collection of data and supervision of data collection process are called

i. Fieldworkers

ii. Researchers

iii. Research assistants

iv. None of the given options

46. While terminating the interview, the fieldworker should **not** do one of the following:

i. He should record all the responses made by the interviewee before leaving.

ii. He should thank the interviewee.

iii. He should close the interview hastily.

iv. He should answer all the questions the respondent asks concerning the nature and purpose of the study.

47. Which one of these is a type of Interviewee bias?

i. The respondent does not tell his true income, age, or contact information.

ii. The fieldworker fails to probe the interviewee properly.

iii. The fieldworker contacted the wrong person for interview.

iv. The fieldworker asks the questions in wrong order.

48. A magazine conducts a survey and asks its readers to cut the questionnaire from the magazine, fill it and send it via mail. It is a type of

i. Purposive sampling

ii. Snowball sampling

iii. Sequential sampling

iv. Convenience sampling

49. The height distribution of a few students in a school is an example of

i. Statistic

ii. Population

iii. Parameter

iv. Element

50. A researcher wants to conduct a survey of the drug users. Which type of sampling technique will be most appropriate here?

i. Sequential sampling

ii. Snowball sampling

iii. Quota sampling

iv. Convenience sampling

STA630 Solved MCQs from Quizzes C

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Erum Rana skeep71@gmail.com

56- In lab experiment the effect of Variables is controlled to evaluate the causal relationship.

- a. Extraneous
- b. Moderate
- c. Intervening
- d. All of the above

57- Internal validity refers to

- a. Researcher's degree of confidence.
- b. Generalizability
- c. Operationalization
- d. All of the above

58- Which of the following is the weakest experimental design?

- a. One group pretest-posttest design
- b. Quasi- experimental design
- c. Two group posttest only design
- d. Ex post facto design

59- How many times the students appear in the research class is the example of

- a. Intensity
- b. Space
- c. Frequency
- d. Direction

60- Disadvantage of content analysis is

- a. Researcher can increase the sample size
- b. Provides access on the subjects to which researcher does have physical access.
- c. Sometime documents provide incomplete account to the researcher
- d. Spontaneous feelings can be recorded when they occurred

61-. Which of the following statement is incorrect with respect to "An experimental design is a set of procedures specifying:"

- a. How the test units (subjects) are to be divided into homogenous sub samples.

- b. What independent variables or treatments are to be measured?
- c. What dependent variables are to be measured?
- d. How the extraneous variables are to be controlled?

62-. Time consumed in mall intercept interview is .

- a. High
- b. Moderate
- c. Low
- d. Nil

63-. “Teacher should create a friendly environment in the classroom” this is the type of .

- a. Leading question
- b. Loaded question
- c. Double Barreled
- d. Burdensome question

64-. Departmental stores selected to test a new merchandising display system is the example of .

- a. Quota sampling
- b. Convenience sampling
- c. Judgmental sampling
- d. Purposive sampling

65-Discrete variable is also called.....

1.

- A. Categorical variable
- B. Discontinuous variable
- C. Both A & B
- D. None of the above

66“Officers in my organization have higher than average level of commitment”

Such a hypothesis is an example of.....

- A. Descriptive Hypothesis
- B. Directional Hypothesis
- C. Relational Hypothesis
- D. All of the above

67- ‘Science’ refers to.....

- A. A system for producing knowledge
- B. The knowledge produced by a system

C. Both A & B

D. None of the above

68- Which one of the following is not a characteristic of scientific method?

1.

A. Deterministic

B. Rationalism

C. Empirical

D. Abstraction

69- The theoretical framework discusses the interrelationships among the.....

A. Variables

B. Hypothesis

C. Concept

D. Theory

70 research is based on naturalism.

1.

A. Field research

B. Descriptive research

C. Basic research

D. Applied research

71- Personal interviews conducted in shopping malls are known as.....

1.

A. Mall interviews

B. Mall intercept interviews

C. Brief interviews

D. None of the given options

72- is used to obtain the freest opinion of the respondent, by asking general question before a specific question.

1.

A. Research technique

B. Qualitative technique

C. Funnel technique

D. Quantitative technique

73- In, ... the interviewer and members jointly control the pace and direction of the interview.

M. Field interview

N. Telephonic interview

O. Both A and B

P. None of the given options

74- Randomization of test units is a part of

1.

- A. Pretest
- B. Posttest
- C. Matching
- D. Experiment**

75. _____ research is based on naturalism.

- A. Field research**
- B. Descriptive research
- C. Basic research
- D. Applied research

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- B. Mall intercept interviews**
- C. Brief interviews
- D. None of the given options

77. _____ is used to obtain the freest opinion of the respondent, by asking general question before a specific question.

- A. Research technique
- B. Qualitative technique
- C. Funnel technique**
- D. Quantitative technique

78. In, _____ the interviewer and members jointly control the pace and direction of the interview.

- A. Field interview**
- B. Telephonic interview
- C. Both A and B
- D. None of the given options

79. Randomization of test units is a part of _____

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- B. Posttest
- C. Matching
- D. Experiment**

80. Which one of the following sets is the measure of central tendency?

- a. Mean, standard deviation, mode

- b. Mean, median, standard deviation
- c. Arithmetic mean, median, mode
- d. Standard deviation, internal validity, mode

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- a. Researcher's degree of confidence.
- b. Generalizability
- c. Operationalization
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- c. Frequency
- d. Direction

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- c. Low
- d. Nil

84. Departmental stores selected to test a new merchandising display system is the example of .

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- b. Convenience sampling
- c. Judgmental sampling
- d. Purposive sampling

STA630 Solved MCQs from Quizzes D

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- 51. When there is a need to apply different data collection methods to different parts of the population, the best sampling method would be**
- i. Double sampling

ii. Cluster sampling

iii. Stratified random sampling

iv. Systematic random sampling

52. The sampling technique in which every element of the population has an equal, nonzero probability of being selected in a sample, is called

i. Probability sampling

ii. Convenience sampling

iii. Purposive sampling

iv. Quota sampling

53. Target population is also called

i. Population

ii. Survey population

iii. Population element

iv. Population frame

54. Which one of them is the method for probing the respondent?

i. Repeat the question

ii. Give an expectant pause

iii. Repeat the respondent's reply

iv. All of the given options

Note: The correct options are highlighted in blue.

55. Which one of the following sets is the measure of central tendency?

a. Mean, standard deviation, mode

b. Mean, median, standard deviation

c. Arithmetic mean, median, mode

d. Standard deviation, internal validity, mode

85. In _____, the researcher attempts to control and/ or manipulate the variables in the study.

1. Experiment

2. Hypothesis

3. Theoretical framework

4. Research design

86. In an experimental research study, the primary goal is to isolate and identify the effect produced by the ____.

1. Dependent variable

2. Extraneous variable

3. Independent variable

4. Confounding variable

87. A measure is reliable if it provides consistent_____.

1. Hypothesis

2. Results

3. Procedure

4. Sensitivity

88. The interview in which questions are already prepared is called_____.

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2. Personal interview

3. Unstructured interview

4. Structured interview

89. The numerical description that describe sample may be expected to differ from those that describe population because of random fluctuations inherent in sampling process.

1. Sampling design

2. Non-probability sampling

3. Sampling error

4. Probability sampling

90. In_____, each population element has a known and equal chance of selection.

1. Purposive sampling

2. Quota sampling

3. Stratified sampling

4. Simple random sampling

91. _____is the evidence that the instrument, techniques, or process used to measure concept does indeed measure the intended concepts.

1. Reliability

2. Replicability

3. Scaling

4. Validity

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2. Secondary Sources

3. External critics

4. Internal critics

93. Which of the following is NOT true about stratified random sampling?

1. It involves a random selection process from identified subgroups

2. Proportions of groups in the sample must always match their population proportions

94. Disproportional stratified random sampling is especially helpful for getting large enough subgroup samples when subgroup comparisons are to be done

4. Proportional stratified random sampling yields a representative sample

95. Experimental design is the only appropriate design where _____ relationship can be established.

1. Strong

2. Linear

3. Weak

4. Cause and Effect

96. Rationalism is the application of which of the following?

A. Logic and arguments

B. Research solution

C. Reasoning

D. Previous findings

97 On which of the following, scientific knowledge mostly relies?

A. Logical understanding

B. Identification of events

C. Prior knowledge

D. All of the given options (MH,vuZs)

98. Which of the following refers to research supported by measurable evidence?

A. Opinion

B. Empiricism

C. Speculation

D. Rationalism

99. Research method is applicable in all of the following fields, EXCEPT;

A. Health care

B. Religion

C. Business

D. Government offices

100. All of the following are true statements about action research, EXCEPT;

A. Data are systematically analyzed

B. Data are collected systematically

C. Results are generalizable

D. Results are used to improve practice

TA630 Solved MCQs from Quizzes E

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101. Which of the following is characteristic of action research?

A. Variables are tightly controlled

B. Results are generalizable

C. Data are usually qualitative

D. Results demonstrate cause-and-effect relationships

102. If a researcher is studying the effect of using laptops in his classroom to ascertain their merit and worth, he is likely conducting which of the following types of research?

A. Experimental

B. Applied

C. Basic

D. Evaluation

103. Exploratory research addresses which of the following types of question?

A. If

B. How

C. Why

D. What

104. Which of the following is not the source for getting information for exploratory research?

A. Content analysis

- B. Survey
- C. Case study
- D. Pilot study

105. Which of the following is the main quality of a good theory?

- A. A theory that has survived attempts at falsification**
- B. A theory that is proven to be right
- C. A theory that has been disproved
- D. A theory that has been falsified

106. Which of the following is not a concept?

- A. Leadership
- B. Total Quality Management
- C. Intelligence Quotient (IQ)**
- D. Human Resource Management

107. A variable that is presumed to cause a change in another variable is known as:

- A. Discontinuous variable
- B. Dependent variable
- C. Independent variable**
- D. Intervening variable

108. Which of the following is the opposite of a variable?

- A. An extraneous variable
- B. A dependent variable
- C. A data set
- D. A constant**

109. Which of the following can best be described as a categorical variable?

- A. Age
- B. Annual income
- C. Grade point average
- D. Religion**

110. "Income distribution of employees" in a specific organization is an example of which of following type of variable?

- A. Discontinuous variable
- B. Continuous variable**
- C. Dependent variable

D. Independent variable

111. “There is no relationship between higher motivation level and higher efficiency” is an example of which type of hypothesis?

A. Alternative

B. Null

C. Co relational

D. Research

112. Which of the following is not a role of hypothesis?

A. Guides the direction of the study

B. Determine feasibility of conducting the study

C. Identifies relevant and irrelevant facts

D. Provides framework for organizing the conclusions

113. Hypothesis test may also be called as:

A. Informal test

B. Significance test

C. Moderating test

D. T-test

STA630 Answers key to MCQs

[0 Comments](#)

Answer key STA630

<http://groups.google.com/group/vuZs>

<http://www.vuzs.info/>

Multiple Choice Questions

1. Which of the following dimensions of information does correlational analysis NOT provide?
c. cause and effect.
2. A sociologist wants to know if the proportion of Americans who supports gay marriage has changed over the last 10 years. The best research method for investigating this topic is:
b. analysis of survey data.
3. Suzanne is a subject participating in a study. As part of the study, she gave an electric shock to another subject who made an error on a word recall task. At the end of the study, an experimenter told Suzanne that the study really concerned obedience to authority, that it is normal for subjects to obey the experimenter, and it is important to understand obedience. The experimenter's explanation is an example of:
d. debriefing.
4. Professor Smith hypothesizes that how much students sleep each night may influence their performance on math tests. According to this proposition, hours of sleep is the _____ and math test score is the _____.
a. independent variable, dependent variable.
5. The two conditions that must be met for social psychology research to be considered experimentation are:
a. random assignment, relevant variables other than the independent variable are held constant.
6. A random sample is:
b. a sample in which each person in a given population is equally likely to be selected.
7. According to the symbolic interactionist perspective, people can only communicate if
c. They have a consensus of meaning.
8. Mike and Hillary meet at a party, and engage in a discussion of politics. According to Heider's balance theory, which of the following outcomes would illustrate an **imbalanced** relationship:
b. Mike likes Hillary; he supports the Republicans and she is an avid Democrat.
9. Which of these processes guides human behavior, according to social exchange theory?
c. Maximizing gains.

10. Naomi is driving to the hospital very quickly, because she is taking her sick child in for an emergency surgery. On the drive to the hospital, she exceeds the speed limit and runs through a stop sign. She is apprehended by the police, and eventually goes to court to resolve the matter. The presiding judge operates at a level of post-conventional morality. What might the judge say about the situation?

c. It's okay that Naomi violated the speed limit; the health of her child is more important than abiding by the law.

11. Which of the following is NOT a basis for moral judgments according to Piaget?

c. Whether actor has internalized norms of "right" and "wrong."

12. External validity refers to:

b. the extent to which we can generalize the results of a study to other populations and settings.

13. In the play stage of the formation of the self, children

b. take the role of others one at a time.

14. The subset of self-concepts that constitutes the self at a particular time in a particular situation is called:

d. Situated self.

15. Which of the following statements accurately characterizes Baumrind's theory of social class differences in socialization styles?

a. The best way to raise children is with high warmth and high control.

16. Tracy would like to get along well with her boss. In an attempt to understand and predict her boss's behavior, Tracy tries to imagine what it would be like to be the boss. Tracy's behavior is an example of:

b. role-taking.

17. Which of the following statements is true about peers as agents of socialization?

a. Peers often teach each other lessons and reinforce messages that are in opposition to the messages taught by other socializing agents, including parents and teachers.

18. Reinforcement theory argues that a person's behavior is:

b. governed by external events, especially rewards and punishments.

19. The belief that people usually behave in ways that conform to norms and social expectations is a central tenet of which theoretical perspective?

a. role theory.

20. When Danny was young, he witnessed his mother praising his father for doing chores around the house. When Danny grows up, he also helps his spouse with household chores. This is an example of:

c. observational learning.

Examples of full credit answers, Sociology 319, Exam #1

1. Test-retest versus split-half method

Test-retest and the split-half method are two different ways for testing the reliability of a survey. Test-retest is the least practical of the two, where the survey would be given to the same cluster of individuals at different points in time. Test-retest becomes less of use since the surveyees might answer the same as in the first survey in order to be consistent. The split-half method is the more beneficial of the two options since a group of questions, which measure the same component, are divided into two groups of questions within the survey, perhaps in the beginning and at the end. Test-rest example: issue a survey today and then once more in two weeks. Split-half method you would divide a group of questions measuring how "caring" someone is.

2. Participant observation

Participant observation is a form of field study that involves the researcher studying a particular group by involving themselves in the group activities. There are some problems with this type of study. The researcher may display certain types of bias in their research due to connections they may make with those they observe. The members of the group being studied may act differently than normal due to the awareness of an outsider entering the group. An example of this form of field study could be that of a researcher who wants to study the social structure of boxing in poor areas. The researcher becomes involved in the boxing community and actually boxes himself, to enter this private social world.

3. Cognitive dissonance

Cognitive dissonance is the theory that people seek to maintain cohesion in their cognitions when attitude and behavior contradict each other. In response to a contradiction, a person may change his/her attitude or behavior, trivialize the behavior, find information supporting his newly changed attitude, or deny the occurrence of the behavior. People will often choose the least drastic and easiest mechanisms. An example: Calvin is a staunch opponent of affirmative action. One day he enters a conversation with several coworkers about affirmative action. They are all minorities who are for affirmative action. Calvin agrees with them but trivializes the behavior later, claiming to himself the peer pressure to conform was too much.

4. I and me

This theory by Mead says the self is made up of the "I" (the active subject" and the "me" (the passive object). The self is complete when one can function smoothly between the "I" and the "me". Children usually develop this distinction (and therefore the whole self around the age of 4) when language develops because language is very important for this "I" and "me" relationship to work. This uses symbolic interaction theory.

5. Looking glass self

The looking glass self is a theory outlined by Cooley. It states that our sense of self is derived from our interactions with others and depends on (a) our ability to perceive ourselves as we think others perceive us; (b) how we feel others judge us; and (c) how we feel about these perceived judgments. The looking glass self is apparent on shows like “American Idol” where the person auditioning turns out to be a terrible singer. When the judges disapprove of their performance they may say “but all my friends say I sing well.” This reflects one’s perception of how others see him or her and how it has influenced his/her self-concept as a good singer.

6. Racial socialization

Racial socialization, like socialization, is the process by which members of a particular race learn the beliefs, culture, values, norms, rules etc. of the particular ethnic/racial group to which they belong. This is important because it prepares the individual for how to live in society as a member of a particular race and how he/she may deal with difficulties pertinent to being a member of that race such as discrimination from other groups. An example of such lessons learned through racial socialization would be “don’t drive on that street alone at night if no one else like you is around” or “don’t trust white people.”

C. Essay question (25 points)

One of the most widely documented findings in social psychology is that adolescent girls have lower self-esteem than their male peers. Policy makers have hired you to help them understand the reasons for this pattern, and to offer advice for practices that may help to eliminate girls’ disadvantage. You are to address each of these issues in your brief report:

- (1) what is “self-esteem” and why is it an important concept? [4 points]
- (2) briefly describe three of the following five theories that are generally used to explain self-esteem patterns: social comparison theory; reflected appraisals; psychological salience/centrality; self-perception theory; and self-discrepancy theory. [12 points]
- (3) how would each of the 3 theories discussed in part (2) explain the gender gap in self-esteem? Your discussion can be speculative, but should draw on your knowledge of gender socialization. [5 points]
- (4) based on your knowledge of social psychology, what recommendations would you give to policy makers or educators hoping to boost girls’ self-esteem? [4 points]

(1) Self-esteem is the attitude we hold toward ourselves, or the overall evaluation we have for the self. It’s an important concept because it affects our behaviors, thoughts, and feelings.

(2) According to the social comparison theory, people are constantly seeking to evaluate themselves. Since there is no objective base to measure ourselves, we compare ourselves with people who are similar to us in important traits. Usually when we compare ourselves with people superior to us, our self-esteem is compromised. When we compare down, our self-esteem is enhanced. However, this is not always the case. When we associate ourselves with superiors, our self-esteem might “bask in the reflected glory” of others.

According to the psychological salience theory, our self-esteem depends largely on domains central to our identity. For example, a social activist might care much more about her leadership skills than her

artistic aptitude. So her weaknesses can't compromise her self-esteem much if it's from a domain peripheral to her self-concept.

According to the self-discrepancy theory, who we are, what we should be and what we'd like to be affect our self-esteem. When our actual self does not match with what we ought to be (often dictated by role expectations) we feel guilt and fear. When the actual self falls short of our idealized self, we feel sad and depressed. Thus, self-esteem is compromised when discrepancy exists between the actual self and the other two selves.

(3) Social Comparison Theory: When a girl sees her teaching praising the intellectual quality of her male classmate's work, whereas she only got comments on her neat handwriting, she perceives the boy as superior to her intellectually. Thus her self-esteem in the intellectual domain is lowered.

Psychological Salience Theory: When a girl believes appearance is more important than knowledge, she'll downplay her mediocre grades and overemphasize her taste in fashion. This method protects her self-esteem temporarily but it shifts her self-esteem, to a different domain from what the general culture or economy expects.

Self-Discrepancy Theory: An athletic and outspoken girl feels pressure to conform to feminine expectations from her parents. Her actual self and ought self are in conflict and her sense of self-esteem is weakened.

(4) If teen magazines used more real-life images of women rather than supermodels, then girls would have a more realistic comparison base when they reflect on their body images. A lower of attractive standards in models might boost girls' self-esteem. A more radical approach would be to replace teen magazines with literary and scientific journals for young adults. Self-esteem rested on physical appearance is too easily crushed in any case.

Quiz #2 STA 630

Shared by **Muhammad Naveed**

Checked by **vuZs Team**

<http://groups.google.com/group/vuZs>

<http://www.vuzs.info/>

If a nominal scale is used, it is permissible to calculate which of the following statistics?

Select correct option:

Mean

Range

Percentile

Mode

The key objective of data analysis is to:

Select correct option:

Calculate statistics

Understand relationships between variables

Obtain the distribution of responses for each question

Create tables which display the survey results

Question # 3 of 15

Bias is defined as;

Select correct option:

The distortion of responses based on gender, ethnicity, race, or language

A lack of validity

A lack of reliability

A poor interpretation of a student's score

Question # 4 of 5

Which of the following is a research method that allows a researcher to get information about a large number of subjects relatively inexpensively and easily?

Select correct option:

Naturalistic observation

Case study

Laboratory observation

Survey

<http://www.sparknotes.com/psychology/psych101/researchmethods/quiz.html>

Question # 5 of 15

What is the first step in the research process?

Select correct option:

Preliminary data collection

Problem definition Theoretical framework

Define broad problem area

Step I: Formulating a Research Problem

Formulating a research problem is the first and most important step in the research process.

A research problem identifies your destination: it should tell you, your research supervisor and your readers what you intend to research.

Question # 6 of 15

When you are confident that the experimental manipulation produced the changes you measured in the dependent variable, your study probably has good_____validity.

Select correct option:

Construct Internal
External

Causal

Internal

Question # 7 of 15

What is a relationship between the literature survey and the theoretical framework?

Select correct option:

Provides a solid foundation for developing the latter

Literature survey helps in the identification of the relevant variables

The theoretical framework explains the theory underlying these relations

All of the given options

There is a relationship between the literature survey and the theoretical framework whereby the former provides a solid foundation for developing the latter. Literature survey helps in the identification of the relevant variables, as determined by the previous researches. This in addition to other logical connections that can be conceptualized forms the basis for the theoretical model. The theoretical framework elaborates the relationships among the variables, explains the theory underlying these relations, and describes the nature and direction of the relationships.

Question # 8 of 15

In which way does a ratio scale measurement differ from an interval measurement?

Select correct option:

It measures larger or smaller scores on some underlying dimension.

It implies the existence of an absolute zero value.

It requires the mutual exclusivity of all cases.

It requires that exhaustiveness is applied to all observations.

http://books.google.com/books?id=Eo2HMTjz0gC&pg=PA56&lpg=PA56&dq=It+implies+the+existence+of+an+absolute+zero+value&source=bl&ots=rcK4H9iA8M&sig=HLMji_muYxECLiEdYBmYk-faPI&hl=en&ei=n676S5bUHdHBrAe61cC9Cg&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBIQ6AEwAA#v=onepage&q=It%20implies%20the%20existence%20of%20an%20absolute%20zero%20value&f=false

Question # 9 of 15

All of these are characteristics of scientific methods of research except, it is

Select correct option:

Cumulative Deterministic

Unethical (handouts pg#5)

Rationalism

Question # 10 of 15

The elaboration of the variables in the theoretical framework addresses which type of questions?

Select correct option:

Why we expect certain relationships to exist
How we expect certain relationships to exist

Both of the given questions

None of the given questions

Question # 11 of 15

Which of the following is the least appropriate research problem?

Select correct option:

Does studying Latin improve the standardized vocabulary test scores of seventh grade students?

Does drilling fifth grade students with multiplication facts improve their standardized test scores?

What is the relationship between students' math attitudes and math achievement?

Should students have access to controversial novels in school?

<http://shafiqurrehman1.livejournal.com/1890.html>

Question # 12 of 15

A _____ scale only assigns numbers to objects to classify the objects according to the characteristic of interest.

Select correct option:

Ratio **Nominal**

Interval

Dichotomous

<http://www.georgiacenter.uga.edu/is/mr/quiz/checkquiz.phtml>

Question # 13 of 15

Which of the following is NOT a characteristic of a good research topic?

Select correct option:

It is ethical.

It can be investigated through the collection and analysis of data.

It focuses on a philosophical or ethical issue. It is theoretically or practically significant.

http://wps.prenhall.com/chet_airasian_edresearch_8/0,11083,2525651-content,00.utf8.html

Question # 14 of 15

Which of the following should not be a consideration in writing a proposal?

Select correct option:

Understanding the problem situation
The appearance/form of the proposal

Responding to every element exactly as specified by the client

Knowing as much as possible about the proposal recipients

<http://www.georgiacenter.uga.edu/is/mr/quiz/checkquiz.phtml>

Question # 15 of 15

The extent to which we can generalize the results of a study to other participants is called

Select correct option:

Sampling validity

External validity

Construct validity

Internal validity

. External validity refers to: the extent to which we can generalize the results of a study to other populations and settings

STA630 Solved MCQs from Quizzes 2009

[0 Comments](#)

Research Methods –STA630
Solved MCQ's 2009
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1. Accepting the information in professor's lecture without asking about the basis of the information is a reliance on authority.

True

False

2. Intuition and authority can be good sources of ideas.

True

False

3. Applied research is not guided by the theories and findings of basic research.

True

False

4. The statement, "Interviewers rate job applicants more favorably when they are wearing a pleasant scent than when they have no scent" is an example of:

description of behavior.

prediction of behavior.

explanation of behavior.

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5. The statement, "A pleasant scent increases favorability of ratings because the scent creates a positive emotional state in the interviewer" is an example of:

description of behavior.

prediction of behavior.

explanation of behavior.

6. An empirical test of an idea about behavior must be conducted so the idea can either be supported or refuted.

True

False

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1. A prediction is a statement about the expected relationship between variables

True

False

2. The method section of a research report includes a description of exactly how the study was designed and conducted.

True

False

3. Which of the following would result in finding more articles when using PsycINFO?.

happiness AND marital satisfaction

happiness OR marital satisfaction

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4. You found an important article published in 1990. What resource would you use to find articles that have cited your article since then?

Psychological Abstracts

PsycINFO

Social Science Citation Index

5. Which of the following is NOT true of theories?

Explain currently known facts.

Rarely change once formulated.

Generate new knowledge.

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6. When the results of a study are consistent with a theory, our confidence in the theory increases.

True

False

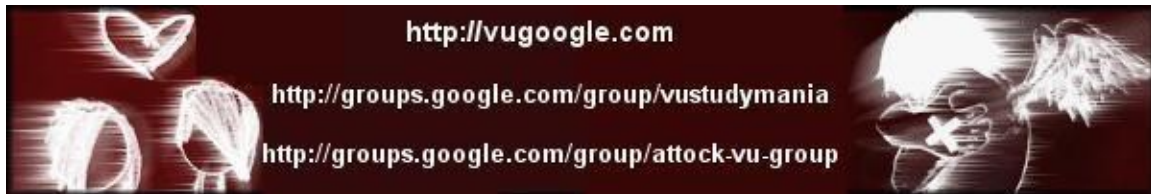
7. You are reading a paragraph in a journal article; the topic of the paragraph is the implications of the results for future research. Which section of the article are you reading?

Introduction

Results

Discussion

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Asslam O Alikum

STA630- Research Methods mega file 7 final term sure solved papers with reference 6 papers by Muhammad Afaaq & Shani bhai and one paper solved by Afaaq

Remember Me In Your Prayers

Best regard's

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0346-5329264

If u like me than raise your hand with me

If not then raise ur standard

That's about me ... !

FINALTERM EXAMINATION

Spring 2010

AFAAQ_TARIQ@YAHOO.COM

STA630- Research Methods (Session - 4)

Ref No: 1518507

Time: 90 min

Marks: 69

Question No: 1 (Marks: 1) - Please choose one

An inductive logic is one that:

- ▶ Involves testing as explicitly defined hypothesis
- ▶ Does not allow for findings to feed back into the body of knowledge.
- ▶ Uses quantitative methods whenever possible.
- ▶ Allows theory to emerge out of the data.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch01/>

MCQ # 03

Question No: 2 (Marks: 1) - Please choose one

Which of the following research questions is BEST answered using action research?

- ▶ How can I improve the interaction of students of different ethnicity in my class?

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 3

- ▶ What factors influence student interaction in multiethnic classes?
- ▶ Is there a difference between male and female acceptance of others in multiethnic classes?
- ▶ How do students from Asian countries adjust to classroom practices in U.S. schools?

Question No: 3 (Marks: 1) - Please choose one

Which of the following is characteristic of action research?

- ▶ Variables are tightly controlled.
- ▶ Results are generalizable.
- ▶ Results demonstrate cause-and-effect relationships.
- ▶ Data are usually qualitative.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 05

Question No: 4 (Marks: 1) - Please choose one

Research may differ along a series of dimensions. Which of the following may be applied to this statement?

- ▶ The level of manipulation used to elicit data collection.
- ▶ The data-collection technique.
- ▶ The type of data collected.
- ▶ Type, technique and manipulation of data collection.

http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq_01/mcq_01.htm

MCQ # 06

Question No: 5 (Marks: 1) - Please choose one

Which of the following is NOT a drawback to free response items?

- ▶ Results from free response items take longer to analyze.
- ▶ Many participants tend not to answer free response items.
- ▶ Free response items allow participants to add information that was not directly requested.
- ▶ Many participants tend to be less truthful in free response items.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html

MCQ # 15

Question No: 7 (Marks: 1) - Please choose one

Which of the following is an example of a question about normative standards and values?

- ▶ How many workers are employed at this plant?
- ▶ What is your attitude towards the management at this plant?
- ▶ Do you always cast your vote in trade union elections?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch10/>

MCQ # 03

▶ Are you aware of the main features of the European Union Directive for informing and consulting employees?

Question No: 8 (Marks: 1) - Please choose one

Which of the following is NOT an example of a problem with using social survey research to investigate behaviour?

- ▶ Respondents tend to answer by giving the most socially desirable answer.
- ▶ Respondents may inadvertently omit key terms in the question.
- ▶ Respondents may not give an honest reply to what they see as a threatening question.
- ▶ Respondents may be unwilling to reveal information as they believe they are likely to be identified.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch11/>

MCQ # 01

Question No: 9 (Marks: 1) - Please choose one

Which of the following is an example of a dilemma that might face feminist business researchers conducting qualitative interviews with women?

- ▶ What role to adopt while interviewing male managers?
- ▶ How many female employees should be interviewed for a representative sample?
- ▶ How to overcome the issue of false consciousness?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch18/>

MCQ # 09

- ▶ What data to use while publishing findings?

Question No: 10 (Marks: 1) - Please choose one

Which of the following is NOT characteristic of qualitative data?

- ▶ Rich descriptions
- ▶ Concise

http://wps.prenhall.com/chetairasian_edresearch_8/38/9871/2527149.cw/content/index#topofquiz1

MCQ # 02

- ▶ Voluminous
- ▶ Unorganized

Question No: 11 (Marks: 1) - Please choose one

Why is describing the context equally, as important aspect of qualitative data analysis as is describing the participants?

- ▶ Descriptions of context are more objective than descriptions of participants.
- ▶ Descriptions of context are based on facts, not perceptions.
- ▶ Participants' behavior cannot be separated from the context in which it occurs.

http://wps.prenhall.com/chetairasian_edresearch_8/38/9871/2527206.cw/index.html

MCQ # 04

- ▶ Participants are the context.

Question No: 12 (Marks: 1) - Please choose one

Which one is not the part of non reactive research?

- ▶ Physical traces
- ▶ Archives
- ▶ Observations
- ▶ Interviews

Varieties of Non-Reactive Observations

Physical Traces:

Archives:

Observations:

PAGE 124

Question No: 13 (Marks: 1) - Please choose one

The information gained by someone other than researcher conducting the study is called

- ▶ Primary data
- ▶ Reliable data
- ▶ Valid data
- ▶ Secondary data

Secondary data refer to information gathered by someone other than the researcher conducting the present study.

PAGE # 131

Question No: 14 (Marks: 1) - Please choose one

Which of the following is **not** an example of historical comparative research?

- ▶ Social Forms
- ▶ Economic Forms
- ▶ Civil Wars
- ▶ Turnover

PAGE # 142,143

Question No: 15 (Marks: 1) - Please choose one

Which of the following would you recommend to a graduate student to ensure the quality of his research report?

- ▶ Write a detailed explanation of the methods used to investigate the problem.
- ▶ Explicitly state underlying assumptions related to the topic.
- ▶ Acknowledge the limitations of generalizability while assisting the reader in understanding the transferability of the findings.
- ▶ Detailed method, assumptions and limitation.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381491.cw/index.html

MCQ # 02

Question No: 16 (Marks: 1) - Please choose one

In which of the following Tests, we usually go for personal interviewing to test the questionnaire?

- ▶ Test Run
- ▶ Pilot Test

Pilot testing also called pre-testing means small scale trial run of a particular component; here we are referring to pilot testing of the questionnaire.

PAGE # 80

- ▶ Post Hoc Test
- ▶ T- Test

Question No: 17 (Marks: 1) - Please choose one

In which of the following Tests, we should come to know, does a questionnaire look like an integrated unit?

- ▶ Test Run
- ▶ Pilot Test

PAGE # 80, 81

A pilot plant would be a way of testing the integrated unit, studying its operational problems, testing design

- ▶ Post Hoc Test
- ▶ T- Test

Question No: 18 (Marks: 1) - Please choose one

Which of the following is that element or set of elements considered for selection in some stage of sampling?

- ▶ Parameter
- ▶ Sampling Unit

A sampling unit is that element or set of elements considered for selection in some stage of sampling.

PAGE 89

- ▶ Observation Unit
- ▶ Statistic

Question No: 19 (Marks: 1) - Please choose one

If you are going on the street and suddenly a TV reporter starts taking your interview regarding any issue, which of the following sampling technique is used by the TV reporter?

- ▶ Purposive Sampling
- ▶ Snowball Sampling
- ▶ Convenience Sampling

Convenience Sampling

Convenience sampling (also called *haphazard* or *accidental sampling*) refers to sampling by obtaining units or people who are most conveniently available. For example, it may be convenient and economical to sample employees in companies in a nearby area, sample from a pool of friends and neighbors. The person-on-the street interview conducted by TV programs is another example. TV interviewers go on the street with camera and microphone to talk to few people who are convenient to interview. The people walking past a TV studio in the middle of the day do not represent everyone (homemakers, people in the rural areas). Likewise, TV interviewers select people who look “normal” to them and avoid people who are unattractive, poor, very old, or inarticulate.

PAGE # 90

- ▶ Quota Sampling

Question No: 20 (Marks: 1) - Please choose one

Sampling in qualitative research is similar to which type of sampling in quantitative research?

- ▶ Simple random sampling
- ▶ Systematic sampling
- ▶ Quota sampling
- ▶ Purposive sampling

Sampling in qualitative research is similar to which type of sampling in quantitative research?

It is similar to purposive sampling

<http://www.google.com.pk/#sclient=psy&hl=en&biw=800&bih=411&q=Sampling+in+qualitative+research+is+similar+to+Purposive+sampling&aq=&aql=&oq=&pbx=1&fp=791244bbdd532714>

AFTER OPEN DA LINK CLICK ON 1ST [DOC] [Sampling in Quantitative, Qualitative, and Mixed - Chapter 9 ...](#)

Question No: 21 (Marks: 1) - Please choose one

Which of the following is **NOT** a type of Non-random sampling?

- ▶ Cluster sampling

PAGE # 90, 91, AND 93

- ▶ Convenience sampling
- ▶ Quota sampling
- ▶ Purposive sampling

Question No: 22 (Marks: 1) - Please choose one

Historical-Comparative researchers sometimes use;

- ▶ Time-series data
- ▶ Primary data
- ▶ Secondary data

Historical-comparative researchers often use secondary sources or different data types in combination

PAGE # 151

- ▶ Analyzed data

Question No: 23 (Marks: 1) - Please choose one

Which of the following refers to the partials replicate or reproduce the same relationship that existed in the bivariate table before considering the control variable?

- ▶ Replication pattern

The replication pattern is the easiest to understand. It is when the partials replicate or reproduce the same relationship that existed in the bivariate table before considering the control variable.

PAGE # 110

- ▶ Specification pattern
- ▶ Suppressor variable pattern
- ▶ Negative linear relationship

Question No: 24 (Marks: 1) - Please choose one

As a researcher you need **Not** to;

- ▶ Master the literature
- ▶ Take numerous detailed notes
- ▶ Create a bibliography list
- ▶ Learn your findings

As the researcher masters the literature and takes numerous detailed notes, he or she completes many specific tasks: creating a bibliography list

PAGE # 147

Question No: 25 (Marks: 1) - Please choose one

Which of the following relates with an abstract model of underlying relations or causal mechanism?

- ▶ Analysis
- ▶ Synthesis

Synthesis links specific evidence with an abstract model of underlying relations or causal mechanism.

PAGE # 148

- ▶ Results
- ▶ Findings

Question No: 26 (Marks: 1) - Please choose one

Which of the following control techniques available to the researcher, controls both known and unknown variables?

- ▶ Building the extraneous variable into the design
- ▶ Matching
- ▶ Random assignment

Random assignment is the most important technique that can be used to control confounding variables because it has the ability to control for both known and unknown confounding extraneous variables.

<http://www.southalabama.edu/coe/bset/johnson/lectures/lec9.htm>

- ▶ Analysis of covariance

Question No: 27 (Marks: 1) - Please choose one

Which of the following is more operational with the help of coding system?

- ▶ External Appearance
- ▶ Count Behaviors
- ▶ Content analysis

Constructs in content analysis are operationalizing with a *coding system*, a set of instructions or rules on how to systematically observe and record content from text.

Page # 126

- ▶ Time Duration

Question No: 28 (Marks: 1) - Please choose one

What is the particular advantage of secondary analysis to business students?

- ▶ It is less challenging intellectually
- ▶ It guarantees positive results
- ▶ It is less expensive and less time consuming than primary

analysis

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch13/>

MCQ # 02

- ▶ It enables students to gain experience of the workplace

Question No: 29 (Marks: 1) - Please choose one

Which of the following similarity is found in Qualitative research and Survey research?

- ▶ Examine topics primarily from the participants' perspectives
- ▶ They are guided by predetermined variables to study.
- ▶ They are descriptive research methods.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html

MCQ # 03

- ▶ Have large sample sizes.

Question No: 30 (Marks: 1) - Please choose one

A single element or group of elements that is eligible for selection via the sampling process is called a:

- ▶ Sampling panel
- ▶ Sampling unit

A sampling unit is that element or set of elements considered for selection in some stage of sampling.

PAGE # 89

- ▶ Sampling error
- ▶ Sampling quota

Question No: 31 (Marks: 1) - Please choose one

Codes are rules for _____ data.

- ▶ Classifying
- ▶ Interpreting
- ▶ Recording
- ▶ All of the given options

ALTHOUGH CODES ARE GENERALLY CONSIDERED TO BE NUMERICAL SYMBOLS, THEY ARE MORE BROADLY DEFINED AS THE RULES FOR INTERPRETING, CLASSIFYING, AND RECORDING DATA.

PAGE # 99

Question No: 32 (Marks: 1) - Please choose one

Which of the following contain the captions for the rows of a table?

- ▶ Boxheads
- ▶ Footnotes
- ▶ Source notes

- ▶ None of the given options

A table may contain a caption, row groups, and column groups. A row group contains rows, while a column group contains columns. Rows and columns contain cells. Tables are rendered as layers in a specified order from the bottom up: table, column groups, columns, row groups, rows, and cells.

<http://reference.sitepoint.com/css/tableformatting>

Question No: 33 (Marks: 1) - Please choose one

The experimental design that uses one-group, a treatment, and a posttest is called _____.

- ▶ One-shot case study design

One-shot Case Study Design: Also called the one-group posttest-only design, the one-shot case study design has only one group, a treatment, and a posttest

PAGE #117

- ▶ Pretest posttest control group design
- ▶ Solomon four-group design
- ▶ One-group pretest posttest design

Question No: 34 (Marks: 1) - Please choose one

When a researcher tries to say that the results of a test market in Karachi will hold in a national rollout of the new product, this researcher is concerned with:

- ▶ Internal validity
- ▶ The repeated measures effect
- ▶ Constant error
- ▶ External validity

External validity is the ability to generalize experimental findings to real life situations.

PAGE 122

Question No: 35 (Marks: 1) - Please choose one

Obtaining secondary data is typically _____ and _____ expensive than obtaining primary data.

- ▶ Faster; more
- ▶ Slower; more
- ▶ Faster; less

Page # 131

- ▶ Slower; less

Question No: 36 (Marks: 1) - Please choose one

Which of the following is a disadvantage of secondary data?

- ▶ User has no control over their reliability and validity
- ▶ Inability to convert the data
- ▶ Typically require additional access to research respondents
- ▶ All of the given options

Question No: 37 (Marks: 1) - Please choose one

The study of documents used by writers is a method of _____.

- ▶ In-depth analysis
- ▶ Time series analysis
- ▶ Regression analysis
- ▶ None of the given options

Content analysis is also the study of documents through which the writers try to communicate, though some of the documents (like population census) may simply contain figures.

Page # 129

Question No: 38 (Marks: 1) - Please choose one

Historical-Comparative research focuses on:

- ▶ Its broad historical processes
- ▶ Comparing forms
- ▶ Tracing the development of social forms
- ▶ All of the given options

Historical-Comparative research focuses on:

- Tracing the development of social forms (patterns) overtime as well as its broad its broad historical processes, and
- Comparing those forms and its developmental processes across cultures (countries/nations).

Page # 142

Question No: 39 (Marks: 1) - Please choose one

When a manufacturer studies his most successful retailer in depth in order to determine some better ideas for displaying bicycles in its retail stores, this is an example of:

- ▶ An experiment
- ▶ A test market
- ▶ A case study

Case study: It is an in-depth analysis of a unit which could be an individual person, a couple, a group, or an organization

PAGE # 38

- Causal research

Question No: 40 (Marks: 1) - Please choose one

An interview conducted by a trained moderator among a small group of respondents in an unstructured and natural manner is a_____.

- Depth interview
- Focus group

Focus group an interview conducted by a trained moderator among a small group of respondents in an unstructured and natural manner

http://books.google.com.pk/books?id=TKb8iORscegC&pg=PA145&lpg=PA145&dq=An+interview+conducted+by+a+trained+moderator+among+a+small+group+of+respondents+in+an+unstructured+and+natural+manner+is+a+Focus+group&source=bl&ots=xSwXM_YgdX&sig=vsawE2ctZCs4EW_ajLiWVzulC8yY&hl=en&ei=aaVOTZqoKtOChQed3Jm-Dg&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBwQ6AEwAQ#v=onepage&q=An%20interview%20conducted%20by%20a%20trained%20moderator%20among%20a%20small%20group%20of%20respondents%20in%20an%20unstructured%20and%20natural%20manner%20is%20a%20Focus%20group&f=false

- Case study
- None of the given options

Question No: 41 (Marks: 1) - Please choose one

Which of the following represents this reference: **Riley, T., & Brecht, M. L. (1998). *The success in mentoring process*. In R. Williams (Ed.) *Mentoring and career success*. pp. 129-150. New York: Wilson Press.**

- Edited book
- Book by a single author
- Book by more than one author
- Chapter in an edited book

Chapter in an edited book

This is an article written by single or multiple authors and is printed in the edited book.
Riley, T., & Brecht, M. L. (1998). The success in mentoring process. In R. Williams (Ed.) *Mentoring and career success*. pp. 129-150. New York: Wilson Press.
Page # 165

Question No: 42 (Marks: 1) - Please choose one

Following are the characteristics of the research **EXCEPT**:

- Systematic

- ▶ Data based
- ▶ Subjective approach

Research may be considered as an organized, systematic, data based, critical, objective, scientific inquiry

Page # 02

- ▶ Scientific inquiry

Question No: 43 (Marks: 1) - Please choose one

A variable that is likely to develop with the passage of time between the independent and dependent variable is called:

- ▶ Moderating Variable
- ▶ Intervening Variable

Intervening Variables

A basic causal relationship requires only independent and dependent variable.

Page # 20

- ▶ Confounding Variable
- ▶ Predictor Variable

Question No: 44 (Marks: 1) - Please choose one

Which type of research is involved in preliminary data collection stage?

- ▶ Descriptive
- ▶ Exploratory

Preliminary Data Collection

This step may be considered as part of the exploratory research.

Page # 36

- ▶ Explanatory
- ▶ Cannot be determined at this stage of research

Question No: 45 (Marks: 1) - Please choose one

Which one of the following is NOT a type of scales used in measurement of concepts?

- ▶ Normal Scale

It is traditional to classify scales of measurement on the basis of the mathematical comparisons that are allowable with these scales. Four types of scales are nominal, ordinal, interval, and ratio.

Page # 53

- ▶ Ordinal Scale
- ▶ Interval scale
- ▶ Ratio Scale

Question No: 46 (Marks: 1) - Please choose one

A measure is reliable if it provides consistent_____.

- ▶ Hypothesis
- ▶ Results

A measure is reliable if it provides consistent results

http://books.google.com.pk/books?id=Cf1D0DvWXI8C&pg=PA364&lpg=PA364&dq=A+measure+is+reliable+if+it+provides+consistent+results&source=bl&ots=lbSOKx-1DA&sig=boaxoP-O26BcJezqkZ-0El29dOs&hl=en&ei=uKlOTeO9HaOShaeI5ZGBBg&sa=X&oi=book_result&ct=result&resnum=3&ved=0CCUQ6AEwAg#v=onepage&q=A%20measure%20is%20reliable%20if%20it%20provides%20consistent%20results&f=false

- ▶ Procedure
- ▶ Sensitivity

Question No: 47 (Marks: 1) - Please choose one

Which of the following typically does NOT apply to observers in survey research studies?

- ▶ They observe predetermined activities.
- ▶ They are participant observers.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html
MCQ # 09

- ▶ They obtain information by watching rather than asking.
- ▶ They must be careful not to influence the activities they observe.

Question No: 48 (Marks: 1) - Please choose one

Which of the following is NOT a longitudinal study?

- ▶ Panel study
- ▶ Trend study
- ▶ Cohort study
- ▶ Census study

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html
MCQ # 12

Question No: 49 (Marks: 3)

Do you think that case studies are empirical? Explain.

Question No: 50 (Marks: 3)

How would you differentiate between **History Effect** and **Mechanical Loss** in Experimental research?

Question No: 51 (Marks: 5)

Write a note on any three varieties of non reactive observations.

Question No: 52 (Marks: 5)

In research process, once you collect the data, how would you perform the scoring index activity? Explain it with the help of example.

Question No: 53 (Marks: 5)

You want to explore females' cosmetic preferences. How would you prepare focus group study for this topic?

FINAL TERM EXAMINATION

Spring 2010

Afaaq_tariq@yahoo.com

STA630- Research Methods (Session - 3)

Time: 90 min

Marks: 69

Student Info	
StudentID:	
Center:	
ExamDate:	

For Teacher's Use Only									
Q No.	1	2	3	4	5	6	7	8	Total
Marks									
Q No.	9	10	11	12	13	14	15	16	
Marks									
Q No.	17	18	19	20	21	22	23	24	
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Q No.	33	34	35	36	37	38	39	40	
Marks									
Q No.	41	42	43	44	45	46	47	48	

Marks									
Q No.	49	50	51	52	53				
Marks									

AFAAQ

Question No: 1 (Marks: 1) - Please choose one

The part of the action research spiral that differentiates this research methodology from other kinds of research is;

- ▶ Looking at multiple sources of data.
- ▶ Taking action based on results.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381555.cw/index.html

MCQ # 6

- ▶ Thinking about or analyzing data in more than one way.
- ▶ The kinds of data that are collected.

Question No: 2 (Marks: 1) - Please choose one

If a researcher was studying the use of various instructional approaches to the "multiple intelligences" of his students, he is likely to be conducting which of the following type of research?

- ▶ Basic
- ▶ Evaluation
- ▶ Applied

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525631.cw/index.html#topofquiz1

MCQ # 1

- ▶ Grounded theory

Question No: 3 (Marks: 1) - Please choose one

Question No: 4 (Marks: 1) - Please choose one

Which of the following functions is performed by theoretical framework?

- ▶ Elaborates the relationship among the variables.
- ▶ Explains the logic underlying these relationships.
- ▶ Describes the nature, and direction of the relationships.
- ▶ All of the given options.

Specifically a theoretical framework serves the purpose of:

All of the given option

Elaborates the relationship among the variables

Explains the logic underlying these relationships

Describes the nature, and direction of the relationships

Page # 30

Question No: 5 (Marks: 1) - Please choose one

Panel and cohort designs differ in that:

- ▶ Cohort studies involve quantitative research, whereas panel studies are qualitative.
- ▶ A panel study does not need rules to handle new entrants to households.
- ▶ Only a cohort study will suffer from sample attrition.
- ▶ A panel study can distinguish between age effects and cohort effects, but a cohort design cannot.

Handouts page # 10

ii. *The panel study* is a powerful type of longitudinal research. In panel study, the researcher observes exactly the same people, group, or organization across time periods. It is a difficult to carry out such study. Tracking people over time is often difficult because some people die or cannot be located. Nevertheless, the results of a well-designed panel study are very valuable.

iii. A cohort analysis is similar to the panel study, but rather than observing the exact same people, a category of people who share a similar life experience in a specified time period is studied. The focus is on the cohort, or category, not on specific individuals. Commonly used cohorts include all people born in the same year (called birth cohorts), all people hired at the same time, all people retire on one or two year time frame, and all people who graduate in a given year. Unlike panel studies, researchers do not have to locate the exact same people for cohort studies. The only need to identify those who experienced a common life event.

And

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch02/?view=za>

MCQ # 9

Question No: 6 (Marks: 1) - Please choose one

Which of the following would LEAST likely be a data source for an action research study of "teachers' questioning techniques in social studies classes"?

- ▶ Classroom observation
- ▶ Student questionnaires
- ▶ Videotaping of classes
- ▶ Students' standardized test scores

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 9

Question No: 7 (Marks: 1) - Please choose one

Which of the following represents excellent advice for conducting an interview?

- ▶ Listen more and talk less
- ▶ Don't interrupt
- ▶ Don't be judgmental about the interviewee's beliefs or views
- ▶ All of the given options

[PPT]

Qualitative Research Methods

Question No: 8 (Marks: 1) - Please choose one

Why should a business researcher record and transcribe interviews?

- ▶ It overcomes all possible ethical considerations.
- ▶ The response of participants can be more readily shared with senior management.
- ▶ It allows a more thorough examination of what the interviewee has said.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch18/>

MCQ # 7

- ▶ It allows the researcher to demonstrate his/her technical proficiency.

Question No: 9 (Marks: 1) - Please choose one

The Pearson product moment correlation is used to demonstrate the relationship between;

- ▶ Two continuous variables

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html

MCQ # 11

- ▶ Two rank-ordered variables
- ▶ Variables that are expected to be curvilinearly related
- ▶ Dichotomous variables

Question No: 10 (Marks: 1) - Please choose one

The statistic used to determine the relationship between two variables is:

- ▶ Analysis of covariance
- ▶ Chi square
- ▶ Standard deviation
- ▶ Pearson "r"

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html QuestionNo:11

MCQ # 17

Question No: 11 (Marks: 1) <http://vustudents.ning.com> - Please choose one

Researchers organize data into all of the following, EXCEPT:

- ▶ Field
- ▶ Table

Page # 99

Researchers organize data into fields, records, and files.

- ▶ Record
- ▶ File

Question No: 12 (Marks: 1) - Please choose one

Which of the following is NOT a necessary step in conducting experimental research?

- ▶ Manipulation of an independent variable
- ▶ Selection of measuring instruments
- ▶ Creating a hypothesis stating a causal relationship between variables
- ▶ Dividing the sample into subgroups to control for extraneous variables

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381867.cw/index.html

MCQ # 02

Question No: 13 (Marks: 1) - Please choose one

Testing most likely, negatively affect internal validity when:

- ▶ The information tested is attitudinal in nature
- ▶ The time between pre- and posttest is short

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381876.cw/index.html

MCQ # 2

- ▶ The instrument is unreliable
- ▶ The participants are very low scorers

Question No: 14 (Marks: 1) - Please choose one

Which of the following questions can be answered using content analysis?

- ▶ How do managers behave in the face of employment insecurity?
- ▶ How do the media report corporate re-branding exercises?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch12/>

MCQ # 01

- ▶ What effect does organizational size have on marketing strategy?
- ▶ What are the most popular leisure activities amongst the over-50s?

Question No: 15 (Marks: 1) - Please choose one

Which one is not the part of non reactive research?

- ▶ Physical traces
- ▶ Archives
- ▶ Observations
- ▶ Interviews

PAGE # 124

Varieties of Non-Reactive Observations

Physical Traces:

Archives:

Observations:

Question No: 16 (Marks: 1) - Please choose one

On which component of his field notes did Mr. Majid focused when he expressed in his notes his thoughts and ideas about what he observed?

- ▶ Description
- ▶ Reflection

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381392.cw/index.html

MCQ # 01

- ▶ Protocol
- ▶ Formal data

Question No: 17 (Marks: 1) <http://vustudents.ning.com> - Please choose one

Which of the following is linked with an abstract model of underlying relations or causal mechanism?

- ▶ Historical comparative

research PAGE # 148

Synthesis links specific evidence with an abstract model of underlying relations or causal mechanism.

- ▶ Social research
- ▶ Action research
- ▶ Experimental research

Question No: 18 (Marks: 1) - Please choose one

Historians organize evidence usually in:

- ▶ Comparative form
- ▶ Narrative form

PAGE # 152

Historians organize evidence as they write works of history. They often write *narrative history*.

- ▶ Logical form
- ▶ Critical form

Question No: 19 (Marks: 1) - Please choose one

What is the difference between a focus group and a group interview?

▶ A focus group is used to analyse group interaction, whereas a group interview is used as a straight forward data collection tool.

MCQ # 1

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch19/>

▶ A focus group is used only for political research, whereas group interviews are more widely used in the social sciences.

▶ A focus group is used at the planning stage of a research project, whereas a group interview is part of the actual data collection.

► A focus group is used to discuss a wide range of issues, whereas a group interview looks at one specific topic.

Question No: 20 (Marks: 1) - Please choose one

In which component of the method section would you find a discussion of validity and reliability?

- Participants
- Instruments

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1487/380850.cw/site_search_frame/index.html

- Design
- Procedures

Question No: 21 (Marks: 1) - Please choose one

Which of the following sampling is least reliable but normally the cheapest and easiest to conduct?

- Purposive Sampling
- Snowball Sampling
- Convenience Sampling

Convenience samples are least reliable but normally the cheapest and easiest to conduct
P # 90

- Quota Sampling

Question No: 22 (Marks: 1) - Please choose one

Which of the following sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently?

- Convenience Sampling

Convenience sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently.
P # 90

- Quota Sampling
- Snowball Sampling
- Purposive Sampling

Question No: 23 (Marks: 1) <http://vustudents.ning.com>- Please choose one

Which of the following is a form of Non-random sampling?

- Snowball sampling
- Convenience sampling
- Quota sampling

- ▶ All of the given option

PAGE # 90

OR

Nonrandom Sampling Techniques

The other major type of sampling used in quantitative research is nonrandom sampling (i.e., when you do not use one of the random sampling techniques). There are four main types of nonrandom sampling:

The first type of nonrandom sampling is called convenience sampling

The second type of nonrandom sampling is called quota sampling

The third type of nonrandom sampling is called purposive sampling

The fourth type of nonrandom sampling is called snowball sampling

<http://www.southalabama.edu/coe/bset/johnson/lectures/lec7.htm>

OR

http://en.wikipedia.org/wiki/Nonprobability_sampling

Question No: 24 (Marks: 1) - Please choose one

Sampling in qualitative research is similar to which type of sampling in quantitative research?

- ▶ Simple random sampling
- ▶ Systematic sampling
- ▶ Quota sampling
- ▶ Purposive

sampling PAGE # 90

Question No: 25 (Marks: 1) - Please choose one

Which of the following relates with an abstract model of underlying relations or causal mechanism?

- ▶ Analysis
- ▶ Synthesis

Synthesis links specific evidence with an abstract model of underlying relations or causal mechanism.

PAGE # 148

- ▶ Results
- ▶ Findings

Question No: 26 (Marks: 1) - Please choose one

The easiest way to describe the numerical data of one variable is;

- ▶ Frequency distribution

The easiest way to describe the numerical data of one variable is with a frequency distribution.

PAGE # 104

- ▶ Normal distribution
- ▶ Poisson distribution
- ▶ Probability distribution

Question No: 27 (Marks: 1) - Please choose one

All of the following are ways to show a table in percentages, EXCEPT;

- ▶ By margins

There are three ways to percentage a table: by row, by column, and for the total.

Page # 107

- ▶ By row
- ▶ By column
- ▶ For the total

Question No: 28 (Marks: 1) - Please choose one

Which of the following is **True** for survey research?

- ▶ Survey research is a subset of experimental research.
- ▶ Survey research is often used in experimental research.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html

MCQ # 2

- ▶ Survey research is never used in experimental research.
- ▶ Survey research is always used in experimental research.

Question No: 29 (Marks: 1) - Please choose one

When an interviewer unintentionally and mistakenly checks the wrong response on a checklist during an interview, this is an example of:

- ▶ Social desirability bias
- ▶ Interviewer error

A type of non-sampling error caused by mistakes made by the interviewer These may include influencing the respondent in some way, asking questions in the wrong order, or sing slightly different phrasing (or tone of voice) than other interviewers.

- ▶ Interviewer cheating
- ▶ Sponsorship bias

Question No: 30 (Marks: 1) - Please choose one

When an interviewer asks a respondent: "Why do you shop at Liberty's department store?" this is an example of a:

- ▶ Unstructured question
- ▶ Structured question
- ▶ Disguised question
- ▶ Social desirability question

Question No: 31 (Marks: 1) - Please choose one

All of the following are stages in the selection of a sample **EXCEPT**:

- ▶ Determine sample size
- ▶ Analyze data

Stages in the Selection of a Sample

Step 1: Define the target population

Step 2: Select The Sampling Frame

Step 3: Probability OR Non-probability?

Step 4: Plan Selection of sampling units

Step 5: Determine Sample Size

Step 6: Select Sampling units

Step 7: Conduct Fieldwork

- ▶ Conduct fieldwork
- ▶ Select a sampling frame

Question No: 32 (Marks: 1) - Please choose one

Codes are rules for _____ data.

- ▶ Classifying
- ▶ Interpreting
- ▶ Recording
- ▶ All of the given options

Although codes are generally considered to be numerical symbols, they are more broadly defined as the rules for interpreting, classifying, and recording data

PAGE # 99

Question No: 33 (Marks: 1) - Please choose one

When a competitor introduces a 25% price cut in order to blunt the effect of a test marketing study, this is an example of a:

- ▶ Maturation

effect PAGE 120

Maturation Effect: Cause and effect relationship can also be contaminated by the effects of the passage of time – another uncontrollable variable. Such contamination is called Maturation effect.

- ▶ Testing effect
- ▶ History effect
- ▶ Cohort effect

Question No: 34 (Marks: 1) - Please choose one

All of the following elements of Observation is/are included in Non Reactive research **EXCEPT**:

- ▶ Count Behaviors
- ▶ Time Duration
- ▶ **External Appearance**
- ▶ Other Records

PAGE # 124

Observations:

- **External Appearance:** How people appear may indicate social factors. For example, researcher watches students to see whether they are more likely to wear their college's colors and symbols after the college team won or lost.
- **Count Behaviors:** Counting how many people do something can be informative. For example researcher may count the number of men and women who come to a full stop and those who come to a rolling stop at a traffic stop sign. This suggests gender difference in driving behavior.
- **Time Duration:** How long people take to do things may indicate their intention. For example a researcher may measure how long men and women pause in front of a particular painting. Time taken may indicate their interest in the painting.

Question No: 35 (Marks: 1) - Please choose one

Which of the following element is not included for behavioral observation?

- ▶ Space
- ▶ **Direction**
- ▶ Frequency
- ▶ Accretion

PAGE # 126

Question No: 36 (Marks: 1) - Please choose one

The study of documents used by writers is a method of_____.

- ▶ In-depth analysis
- ▶ Time series analysis
- ▶ Regression analysis
- ▶ **None of the given options**

Content analysis is also the study of documents through which the writers try to communicate, though some of the documents (like population census) may simply contain figures.

Page # 129

Question No: 37 (Marks: 1) - Please choose one

When a manufacturer studies his most successful retailer in depth in order to determine some better ideas for displaying bicycles in its retail stores, this is an example of:

- ▶ An experiment
- ▶ A test market
- ▶ A case study

Case study: It is an in-depth analysis of a unit which could be an individual person, a couple, a group, or an organization
PAGE # 38

- ▶ Causal research

Question No: 38 (Marks: 1) - Please choose one

The written set of guidelines that describes an outline of topics to be covered by a focus group moderator is called a:

- ▶ Discussion guide

OR

A detailed written outline of topics the moderator will cover during a focus group discussion.

- ▶ Concept test
- ▶ Case study
- ▶ All of the given options

Question No: 39 (Marks: 1) - Please choose one

Which of the following is a disadvantage of focus groups?

- ▶ Requires objective, sensitive, and effective moderators
- ▶ May not be useful for discussing sensitive topics
- ▶ High cost
- ▶ All of the given options

Disadvantages of Focus Groups

Require objective, sensitive, and effective moderators.

May have unique sampling problems.

May not be useful for discussing sensitive topics in face-to-face situations.

Cost a considerable amount of money, particularly when they are not conducted by someone employed by the company desiring the focus group.
Higher cost

Question No: 40 (Marks: 1) - Please choose one

Which section of a report gives a summary of the contents, including the purpose, description of the participants, the results, and any conclusions being offered?

- ▶ Methodology
- ▶ **Introduction**
- ▶ Abstract

An *abstract* is a summary of a body of information. Sometimes, abstracts are in fact called summaries—sometimes, executive summaries or executive abstracts. There are different kinds of abstracts—your technical report uses two types: the descriptive abstract and the informative abstract.
OR HANDOUTS PAGE 161

- ▶ Letter of transmittal

Question No: 41 (Marks: 1) - Please choose one

Which of the following characteristic of the scientific method is defined as the confirmation or refutation of the observation through the scientific method by using sensory experience?

- ▶ **Empirical**
- ▶ Verifiable

Verifiable

Observations made through scientific method are to be verified again by using the senses to confirm or refute the previous findings

PAGE # 04

- ▶ Observable
- ▶ Cumulative

Question No: 42 (Marks: 1) - Please choose one

Basic research can also be called as

- ▶ Practical research
- ▶ **Fundamental Research**

Basic research (also called academic research or pure research or fundamental research).

PAGE # 08

- ▶ Action research
- ▶ Assessment research

Question No: 43 (Marks: 1) - Please choose one

Which of the following statement is true about the peer review?

- ▶ Name of the article's author is not mentioned to avoid biases
- ▶ It should be accepted
- ▶ **It should be published in a well known journal**
- ▶ Name of the author should be mentioned for the further correspondence

Question No: 44 (Marks: 1) - Please choose one

After making the inventory of the relevant variables the next step is to:

- ▶ Provide logic for the relationship
- ▶ Make inventory of the propositions
- ▶ Identify the relationships between the variables

In the discussions the relevant variables are identified, and relationships are postulated. Once the variables are identified, the same focus group discussions help in the formulation of questions, along with the response categories, for the measurement of variables.

PAGE # 156

- ▶ Deduce hypothesis

Question No: 45 (Marks: 1) - Please choose one

Theoretical framework helps to:

- ▶ Deduce the hypothesis
- ▶ Reject the hypothesis
- ▶ Test the hypothesis

From the theoretical framework, then, testable hypotheses can be developed to examine whether theory formulated is valid or not. The hypothesized relationships can thereafter be tested through appropriate statistical analysis.

PAGE # 30

- ▶ Accept the hypothesis

Question No: 46 (Marks: 1) - Please choose one

Which of the following is NOT a method of narrowing a topic?

- ▶ Literature review
- ▶ Specifying the context
- ▶ Talk to the experts
- ▶ Pilot testing

Techniques for Narrowing a Topic into a Research Question

1. Examine the literature.
2. Talk over ideas with others.
3. Apply to a specific context.
4. Define the aim or desired outcome of the study.

PAGE # 33

Question No: 47 (Marks: 1) - Please choose one

The working definition of the variables is called:

- ▶ Theoretical definition
- ▶ Dictionary definition
- ▶ Operational definition

Operational definition is also called a *working definition* stated in terms of specific testing or measurement criteria.

PAGE # 18

- ▶ Fundamental definition

Question No: 48 (Marks: 1) - Please choose one

Which of the following characteristic is reflected by an interval scale?

- ▶ The distance between each participant's individual scores.
- ▶ Arithmetic operations can be performed after data collection
- ▶ Classify the data into exclusive categories
- ▶ All of the given options

http://books.google.com/books?id=eNsVUGTMcDoC&pg=PA138&dq=characteristic+is+reflected+by+an+interval+scale&hl=en&ei=pD5mTJH9MojRcfiPva0P&sa=X&oi=book_result&ct=result&resnum=1&ved=0CCkQ6AEwAA#v=onepage&q=characteristic%20is%20reflected%20by%20an%20interval%20scale&f=false

Question No: 49 (Marks: 3)

What is the logic of field research? How does a field researcher work?

Question No: 50 (Marks: 3)

Historical-Comparative research focuses on some factors, list down those factors?

Question No: 51 (Marks: 5)

Briefly describe the type of observation you would use, the field notes you would develop, and some general principles you would follow to ensure successful data collection.

Question No: 52 (Marks: 5)

What are the functions of a recorder? <http://vustudents.ning.com>

Question No: 53 (Marks: 5)

Briefly discuss the importance of Data Transformation in Research with the help of example?

FINAL TERM EXAMINATION

Spring 2009

AFAAQ_TARIQ@YAHOO.COM

STA630- Research Methods (Session - 1)

Marks: 80

Question No: 1 (Marks: 1) - Please choose one

Which of the following is NOT an assumption of action research?

Action researchers have basic research skills to collect and analyze data.

All professionals need and want feedback on their performance.

Results enable the researchers to evaluate the performance of others.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 06

Teachers are capable of assuming responsibility for their own professional growth.

Question No: 2 (Marks: 1) - Please choose one

Which of the following statements is TRUE for operational definition?

It is one that bears no relation to the underlying concept.

It is an abstract, theoretical definition of a concept

A definition of a concept in terms of specific and empirical measures

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch06/>

MCQ # 01

HANDOUTS PAGE # 18 & 50

It is one that refers to opera singers and their work.

Question No: 3 (Marks: 1) - Please choose one

Which of the following statements best defines hypothesis?

A quantitative study

A tentative prediction of the results of the research

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525651.cw/content/index

MCQ @ 24

A qualitative research design

The operational definition of the study

Question No: 4 (Marks: 1) - Please choose one

When the research starts from the effects and tracing the reasons back in time, what does it called?

Case study

It is more like a clinical analysis in retrospect; starting from the effect and tracing the reasons back in time. The researcher takes the history of the situation and makes use of any other relevant information about the case to identify the factors leading to the present situation

Page # 38

Experiment

Observation studies

Historical comparative research

Question No: 5 (Marks: 1) - Please choose one

The extent to which a test provides scores that are meaningful, appropriate, or useful is referred to as;

Reliability

Accuracy

Internal validity

Validity

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9866/2525945.cw/content/index

MCQ # 18

HANDOUTS PAGE # 55

Question No: 6 (Marks: 1) - Please choose one

Mr. Hasan's son has applied to a high school in Florida, but the application was denied solely on his low score on the Iowa Test of Basic Skills (ITBS). His son wants to attend this school and contends his current grades and other standardized test scores speak well to both his past work and future academic capability. Which of the following characteristics of the ITBS is being questioned by this student?

Construct validity

Content validity

Predictive validity

Predictive validity:

Criterion validity whereby an indicator predicts future events that are logically related to a construct is called a predictive validity.

PAGE # 56

Concurrent validity

Question No: 7 (Marks: 1) - Please choose one

Internal consistency estimates of reliability such as the KR-20 or Cronbach's alpha are used more frequently than other estimates such as test-retest or parallel forms because internal consistency estimates;

Are easily calculated

Require only one administration of a test

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381232.cw/index.html

MCQ # 05

Are more accurate than all other types of estimates

Are usually higher

Question No: 8 (Marks: 1) - Please choose one

Which of the following functions is performed by the Ordinal scale?

Categorize

Distance

Order

Ordinal Scale

Ordinal scales include the characteristics of the nominal scale plus an indicator of order.

PAGE # 53

Unique origin

Question No: 9 (Marks: 1) - Please choose one

Which of the following is measured by the Interval scale?

Order of the object

Magnitude of the object

Categorize the object

All of the given options

On interval measurement scales, one unit on the scale represents the same magnitude on the trait or characteristic being measured across the whole range of the scale.

OR HANDOUTS PAGE # 53

Question No: 10 (Marks: 1) - Please choose one

Following are the properties of nominal scale, except;

Least powerful

Suggest no order

Provide categorical information

Provide magnitude of object

Nominal Scale

A nominal scale is the one in which the numbers or letters assigned to objects serve as labels for identification or classification. This measurement scale is the simplest type.

With nominal data, we are collecting information on a variable that naturally or by design can be grouped into two or more categories that are mutually exclusive, and collectively exhaustive.

Nominal scales are the least powerful of the four scales. They suggest no order or distance relationship and have no arithmetic origin. Nevertheless, if no other scale can be used, one can almost always one set of properties into a set of equivalent classes.

PAGE # 53

Question No: 11 (Marks: 1) - Please choose one

What is the difference between interval/ratio and ordinal variables?

Ordinal data can be rank ordered, but interval/ratio data cannot.

The distance between categories is equal across the range of interval/ratio data.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch14/>

MCQ # 01

Interval/ratio variables contain only two categories.

Ordinal variables have a fixed zero point, whereas interval/ratio variables do not.

Question No: 12 (Marks: 1) - Please choose one

A study design in which the researcher might create _____ to establish cause-and-effect relationship is called Experimental Design.

An artificial setting, control some variables and manipulates the independent variable

A natural setting, control some variables and manipulates the dependent variables

An artificial setting, control some variables and manipulates the dependent variable

All of the given options

Question No: 13 (Marks: 1) - Please choose one

Which of the following would LEAST likely be a data source for an action research study of "teachers' questioning techniques in social studies classes"?

Student questionnaires

Videotaping of classes

Students' standardized test scores

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 09

Classroom observation

Question No: 14 (Marks: 1) - Please choose one

Teachers are advised to predict the results of student attitudinal questionnaires, because;

It will help them decide if students answered truthfully.

It gives them a point of comparison against which to judge actual responses.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 10

It will allow them to apply statistical procedures in analyzing results.

It helps them familiarize themselves with the questionnaires.

Question No: 15 (Marks: 1) - Please choose one

Which of the following is an example of a question about normative standards and values?

How many workers are employed at this plant?

What is your attitude towards the management at this plant?

Do you always cast your vote in trade union elections?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch10/>

MCQ # 03

Are you aware of the main features of the European Union Directive for informing and consulting employees?

Question No: 16 (Marks: 1) - Please choose one

Questions that include negatives should be avoided because:

The respondent may miss out the negative word.

The respondent may be unsure how to answer if the question includes a double negative.

The respondent may be led by the question.

All of the given options.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/>

OR

When using a Likert scale it can be difficult to avoid asking a question with a negative, however the researcher should attempt to avoid them if possible.

Question No: 17 (Marks: 1) - Please choose one

Random assignment to treatment groups is characteristic of which kind of research?

Causal-comparative

Correlational

Experimental

PAGE # 114

OR

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html

MCQ # 05

Descriptive

Question No: 18 (Marks: 1) - Please choose one

Which of the following is likely to happen if clear instructions are not given as to how the respondent should answer the question?

Respondents may delete inappropriate answers rather than select appropriate ones.
Respondents may choose only one answer when they need to choose as many as apply.
Respondents may complete questions that are not relevant to them.

All of the given options

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>
MCQ # 07

Question No: 19 (Marks: 1) - Please choose one

Which of the following is NOT an example of a problem with using social survey research to investigate behaviour?

Respondents tend to answer by giving the most socially desirable answer.
Respondents may inadvertently omit key terms in the question.
Respondents may not give an honest reply to what they see as a threatening question.
Respondents may be unwilling to reveal information as they believe they are likely to be identified.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch11/>
MCQ # 01
OR

An advantage of social survey research is that the researcher can ensure that the anonymity of the respondent is maintained by administering the same questions to each individual.

Question No: 20 (Marks: 1) - Please choose one

What is the main purpose of pilot testing?

To accumulate responses
To identify respondent
To identify potential problems

Pilot testing is to identify potential problems with the methods, logistics, and the questionnaire.

PAGE # 80

To evaluate the research

Question No: 21 (Marks: 1) - Please choose one

Which of the following sampling strategies was used when the three students with the highest GPAs were selected?

Extreme case

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381384.cw/index.html
MCQ # 02

Snowball
Maximum variation
Normal case.

Question No: 22 (Marks: 1) - Please choose one

Which of the following best describes qualitative data analysis?

It begins after all the data has been collected.

It is an ongoing, cyclic process integrated into all phases of research.

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527149.cw/content/index.html

MCQ # 05

It is an awkward, haphazard process.

It builds from abstraction to specific, concrete examples

Question No: 23 (Marks: 1) - Please choose one

Which of the following represents the most general conceptualization in qualitative data analysis?

Word

Topic

Category

Pattern

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381483.cw/index.html

MCQ # 01

Question No: 24 (Marks: 1) - Please choose one

The control procedure that allows the researcher to determine the effect of the independent variable and the control variable on the dependent variable both separately and in combination is;

Analysis of covariance

Matching

Forming subgroups to represent all levels of the control variable

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html Question No: 11

MCQ # 08

Randomization

Question No: 25 (Marks: 1) - Please choose one

Which of the following could NOT be a cause of variation in high school achievement?

Reading ability
Parental involvement
Teacher expectations
College attendance

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html Question No:11
MCQ # 11

Question No: 26 (Marks: 1) - Please choose one

In experimental research, what does a researcher manipulate?

At least one dependent variable
All variables
At least one independent variable

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html
MCQ # 01

OR

<http://books.google.com.pk/books?id=j09b2rTVRsAC&pg=PA20&lpg#v=onepage&q&f=false>

At least one independent variable and one dependent variable

Question No: 27 (Marks: 1) - Please choose one

In an experimental study, "the effects of inclusion on academic self-concept of children with special needs", the researcher must control which of the following?

The selection of subjects but not their assignment to a treatment group
The selection and assignment of subjects

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html
MCQ # 04

The assignment of subjects to a treatment group but not their selection
Neither the selection nor assignment of subjects

Question No: 28 (Marks: 1) - Please choose one

Ecological validity refers to:

The participants to whom results generalize
The instruments used to measure the independent and dependent variables
The internal validity of a study
The context to which results generalize

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9869/2526465.cw/index.html
MCQ # 01

Question No: 29 (Marks: 1) - Please choose one

Many beginner researchers believe that research involves testing, treating, and testing again . This is an example of:

- Comparison group research
- Quasi-experimental research
- True experimental research
- Pre-experimental research

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html
MCQ # 15

Question No: 30 (Marks: 1) - Please choose one
Single-subject research is LEAST concerned with:

- Clinical significance
- Internal validity
- Validity of measuring instruments
- External validity

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html
MCQ # 18

Question No: 31 (Marks: 1) - Please choose one

On which component of his field notes did Mr. Majid focused when he expressed in his notes his thoughts and ideas about what he observed?

- Description
- Reflection

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1487/380850.cw/site_search_frame/index.html

- Protocol
- Formal data

Question No: 32 (Marks: 1) - Please choose one

In which section is the researcher allowed greater flexibility to express opinions, discuss implications for educational practice, and suggest additional research?

- Review of the literature

Significance of the study

Results

Discussion

http://wps.prenhall.com/chetairasian_edresearch_7/5/1492/382157.cw/index.html

MCQ # 07

Question No: 33 (Marks: 1) - Please choose one

Determining the sample interval (represented by K), randomly selecting a number between 1 to K, and including each K element in your sample are the steps for which form of sampling?

Simple Random Sampling

Stratified Random Sampling

Systematic Sampling

Systematic sampling

Simple or stratified in nature

Systematic in the “picking-up” of element. E.g. every 5th. visitor, every 10th. House, every 15th. minute

Steps:

* Number the population (1,...,N)

* Decide on the sample size, n

* Decide on the interval size, $k = N/n$

* Select an integer between 1 and k

* Take case for every kth.

unit Cluster sampling

Question No: 34 (Marks: 1) - Please choose one

A focus group session is ideally for;

1 hour

1 and half hour

Duration, a focus group session typically lasts up to an hour and a half.

PAGE # 155

2 hours

More than 2 hours

Question No: 35 (Marks: 1) - Please choose one

In an experimental research study, the primary goal is to isolate and identify the effect produced by which of the following?

Dependent variable

Extraneous variable

Independent variable

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

MCQ # 23

Confounding variable

Question No: 36 (Marks: 1) - Please choose one

Which of the following is the process of identifying and classifying each item and giving labels to each category?

Accretion

Count Behaviors

Intensity

Coding

Coding

The process of identifying and classifying each item and giving labels to each category.

PAGE # 126

Question No: 37 (Marks: 1) - Please choose one

When do largest percentages form a pattern across cells?

If there is no relationship

If there is non linear relationship

If there is curvilinear relationship

Curvilinear relationship, the largest percentages form a pattern across cells.

PAGE # 107

If there is linear relationship

Question No: 38 (Marks: 1) - Please choose one

Which of the following elements is/are not included for structuring Observation in Non reactive research?

Frequency

Intensity

Direction

Accretion

Observations can be structured

Frequency:

Direction:

Intensity:

Space:

PAGE # 126

Question No: 39 (Marks: 1) - Please choose one
A census taker often collects data through which of the following?

Standardized tests

Interviews

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc6.htm>

MCQ # 20

Secondary data

Observations

Question No: 40 (Marks: 1) - Please choose one

What is the particular advantage of secondary analysis to business students?

It is less challenging intellectually

It guarantees positive results

It is less expensive and less time consuming than primary analysis

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch13/>

MCQ # 02

It enables students to gain experience of the workplace

Question No: 41 (Marks: 5)

Defend the use of the term inductive to describe qualitative data analysis and interpretation.

Question No: 42 (Marks: 5)

What are the main parts of a research report?

Question No: 43 (Marks: 10)

Many universities do not allow their students to conduct experimental research to fulfil thesis or dissertation requirements. Provide a rationale for changing this practice, acknowledging the limitations of experimental research, but also citing at least three reasons that action research should be accepted.

Question No: 44 (Marks: 10)

A multination company ABC has launched a new tooth paste Cleanex in Pakistan. After eight months the company wants to analyze the consumer satisfaction about their tooth paste. For research purpose, develop questions for the following scenarios that can be used in questionnaire.

See the consumer preference for tooth paste or tooth powder by using nominal scale.

i. See the consumer preference for Cleanex Tooth Paste by using ordinal scale.

ii. See the important characteristics of the Cleanex Tooth Paste by using interval scale so that the company can modify its strengths and improve its weaknesses.

iii. Check the monthly consumption of the tooth paste by using the ratio scale.

Question No: 45 (Marks: 10)

What is the need of a trivariate table? How can we construct trivariate table and what

FINAL TERM EXAMINATION

Spring 2009

AFAAQ_TARIQ@YAHOO.COM

STA630- Research Methods

Question No: 1 (Marks: 1) - Please choose one

An experiment has high_____if one has confidence that the experimental treatment has been the source of change in the dependent variable.

Internal validity

<http://www.blurtit.com/q346633.html>

External validity

Internal and external validity

Internal and external reliability

Question No: 2 (Marks: 1) - Please choose one

_____is the arbitrary and subjective.

Probability sampling

Non- Probability sampling

The selection of units in non-probability sampling is quite arbitrary

PAGE # 90

Cluster sampling

All of the given options

Question No: 3 (Marks: 1) - Please choose one

Stages of an Interview

Asking the Questions

Probing

Recording the Responses

Page # 83 & 84

Question No: 4 (Marks: 1) - Please choose one

Critical decision areas in questionnaire construction are_____

Question content

Question wording

Response strategy

All of the given options

<http://books.google.com.pk/books?id=Cf1D0DvWXI8C&pg=PA336&lpg=PA336&dq=#v=onepage&q&f=false>

Question No: 5 (Marks: 1) - Please choose one
_____ is based on the concept of random sampling.

Non- probability sampling

Probability sampling

The simple random is the best known probability sample,
PAGE # 90

Random sampling

Multiple sampling

Question No: 6 (Marks: 1) - Please choose one
A sampling design in which the elements in the population do NOT have a known or predetermined chance of being selected as sample subject is:

Convenience sampling

Stratified sampling

Non-Probability sampling

http://www.slidefinder.net/s/sampling_sample_design_jn602_week/5349303

SLIDE # 09

OR

In non-probability sampling the probability of any particular element of the population being chosen is unknown.

PAGE # 90

Probability sampling

Question No: 7 (Marks: 1) - Please choose one
_____ is the population for which results are required.

Finite population

Infinite population

Target population

Page # 88

OR

http://www.ehes.info/manuals/EHES_manual/PartA/EHES_Manual_PartA_Chapter2.pdf

None of the given options

Question No: 8 (Marks: 1) - Please choose one
Which of the following technique yields a simple random sample?

Choosing volunteers from an introductory psychology class to participate

Listing the individuals by ethnic group and choosing a proportion from within each ethnic group at random

Numbering all the elements of a sampling frame and then using a random number table to pick cases from the table

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc7.htm>

MCQ # 02

Randomly selecting schools, and then sampling everyone within the school

Question No: 9 (Marks: 1) - Please choose one
Which of the following designs permits a comparison of pretest scores to determine the initial equivalence of groups on the pretest before the treatment variable is introduced into the research setting.

(a) One-group pretest-posttest design

(b) Pretest-posttest control group design

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ # 09

(c) Posttest-only design with nonequivalent groups

(d) Both b and c

Question No: 10 (Marks: 1) - Please choose one

Where do you provide a step-by-step account of what the researcher and participants did during the research study?

Introduction

Abstract

Procedure

Procedure: The procedure includes the step-by-step how of your experiment. The procedure should include:

- A description of the experimental design and how participants were assigned conditions.
- Identification of your independent variable(s) (IV), dependent variable(s) (DV), and control variables. Give your variables clear, meaningful names so that your readers are not confused.
- Important instructions to participants.
- A step-by-step listing in chronological order of what participants did during the experiment.

<http://owl.english.purdue.edu/owl/resource/670/04/>

Design

Question No: 11 (Marks: 1) - Please choose one

Which of the following has high response rate?

Mail interviewing

Telephone interviewing

Personal interviewing

[http://books.google.com.pk/books?](http://books.google.com.pk/books?id=FqF7n0zGJm0C&pg=PA380&lpg=PA380&#v=onepage&q&f=false)

[id=FqF7n0zGJm0C&pg=PA380&lpg=PA380&#v=onepage&q&f=false](http://books.google.com.pk/books?id=FqF7n0zGJm0C&pg=PA380&lpg=PA380&#v=onepage&q&f=false)

2ND PARAGRAPH

None of the given options

Question No: 12 (Marks: 1) - Please choose one

Observation studies are also known as _____ research.

Experimental

Field

OBSERVATION STUDIES/FIELD RESEARCH

PAGE 134

Quantitative

None of the given options

Question No: 13 (Marks: 1) - Please choose one

Open-ended questions provide primarily _____ data.

Unprocessed data

Qualitative data

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc6.htm>

MCQ # 11

All of the given options

None of the given options

Question No: 14 (Marks: 1) - Please choose one

Which one of the following is NOT a major method of data collection:

Questionnaires

Interviews

Focus groups

All of the given options are methods of data collection

Data collection forms (questionnaires, checklist, interview guide, other forms)

PAGE # 35

Question No: 15 (Marks: 1) - Please choose one
Which of the following statement is incorrect?

In non participant observation the observer is just an observer.

In participant observation, the data accuracy is high.

Observation studies can be participant or non-participant. In participant observation the researcher directly observes and participates in small scale social settings in the present time.

PAGE # 134

Participant observation is also referred to as field research.

None of the given options

Question No: 16 (Marks: 1) - Please choose one
If the subjects are given a pretest it will not affect their performance in the posttest.

True

False

Question No: 17 (Marks: 1) - Please choose one
In non- reactive research the subjects do not have knowledge that they are being studied.

True

In non-reactive research, those being studied are not aware that they are part of a research project.

Page # 124

False

Question No: 18 (Marks: 1) - Please choose one
In experimental group the subjects do not under go any treatment; however in control group the subjects are given the treatment.

True

False

Page # 114

Question No: 19 (Marks: 1) - Please choose one

When multiple questions are asked in one question, it leads to ambiguous answers provided by the respondents.

True

http://en.wikipedia.org/wiki/Multiple_choice

OR

Page # 78

Avoid Double-Barreled Questions

Make each question about one and only one. A double barreled question consists of two or more questions joined together. It makes the respondent's answer ambiguous. For example, if asked, "Does this company have pension and health insurance benefits?" a respondent at the company with health insurance benefits only might answer either yes or no. The response has an ambiguous meaning and the researcher cannot be certain of the respondent's intentions. When multiple questions are asked in one question, the results may be exceedingly difficult to interpret.

False

Question No: 20 (Marks: 1) - Please choose one

An advantage of communication analysis is that it provides access to the inaccessible subjects.

True

False

Question No: 21 (Marks: 1)

Pretest is the phase when the _____ variable is measured prior to the introduction of treatment.

Question No: 22 (Marks: 1)

If the percentages are calculated column wise in a table, then we will make comparison between the variables in a **frequency**.

Question No: 23 (Marks: 1)

In order to make two identical groups for experiment, the procedures to be undertaken are randomization and **matching**.

Question No: 24 (Marks: 1)

The main advantage of **_mail _**questionnaire is that a wide geographical area can be covered in the survey.

Question No: 25 (Marks: 1)

A type of bias in questions occurs when they are phrased in an emotionally charged manner, they are described as **___Loaded___** questions.

Page No.78

Question No: 26 (Marks: 5)

Make one hypothesis for each of the following types of hypotheses. (1 mark each)

- i. If-then hypothesis
- ii. Directional hypothesis
- iii. Non directional hypothesis
- iv. Null hypothesis
- v. Alternative hypothesis

Answer:

i- **If-then hypothesis:**

If there is increase in cost there is decrease in profit.

ii. Directional hypothesis:

Increase in absenteeism causes a decrease in productivity level of employees.

iii. Non directional hypothesis:

Productivity level of employees is associated with rate of absenteeism.

iv. Null hypothesis:

There is no association between level of productivity and absenteeism.

v. Alternative hypothesis :

There is a relationship between level of job commitment of officers and their level of efficiency.

Question No: 27 (Marks: 5)

Which is the most powerful scale among Nominal, Ordinal, Interval and Ratio scale, and why?

Answer:

The highest level of measurement is a ratio scale. This has the properties of an interval scale together with a fixed origin or zero point. Examples of variables which are ratio scaled include weights, lengths and times. Ratio scales permit the researcher to compare both differences in scores and the relative magnitude of scores. For instance the difference between 5 and 10 minutes is the same as that between 10 and 15 minutes, and

10 minutes is twice as long as 5 minutes. Suffice it to say that virtually all statistical operations can be performed on ratio scales.

Question No: 28 (Marks: 5)

A manager finds that off-the-job classroom training has a great impact on the productivity of the employees in her department. However, she also observes that employees over 60 years of age do not seem to derive much benefit and do not improve with such training.

i. Identify the independent, dependent and moderating variables in the given scenario. (3)

Answer:

Independent Variable: Off-the-job classroom training

Dependent Variable: Employees performance

Moderating Variable: Employees age over 60 years

ii. How the moderating variable you identified in part (i) is affecting the independent-dependent variable relationship in the scenario? (2)

Answer:

The moderating variable is one that has a strong contingent effect on the independent variable and dependent variable relationship. That is the presence of a third variable modifies the original relationship between the independent and the dependent variable. In the scenario above employees age over 60 years is acting as moderating variable because it is the variable which affects the relationship of employees performance (dependent variable) and off-the-job classroom training (independent variable). which was positive in above case but age over 60 years reduces the positivity .

Question No: 29 (Marks: 5)

The accounts executive has established a new accounting system that utilizes maximum computer technology. Before making further changes, he would like to get a feel for how the accounting clerks react to the new system by acting as if he has no doubts about their acceptability of the new system. He may then casually talk to the first five accounting personnel that walk into his office, trying to gauge their reactions.

i. Describe the type of sampling the director should use in the given scenario, probability or non probability? (1)

Answer:

Director should use probability sampling as probability sampling is the technique in which some known elements of population participated in order to provide useful descriptions.

ii. What type of sampling technique is being used and why? Explain. (2)

Answer:

Director should use probability sampling as probability sampling is the technique in which some known elements of population participated in order to provide useful descriptions.

- iii. Give two characteristics of the type of sampling technique that you selected in part (ii).

Answer:

Two characteristics of probability sampling:

- 1- Random sampling lets a researcher statistically calculate the relationship between the sample and the population – that is the size of *sampling error*
- 2- All possible samples have a known and specified probability of being drawn.

Question No: 30 (Marks: 5)

You are doing research on “how to increase the efficiency level of labor”. For the research purpose you have conducted an interview with the supervisor. Give two structured and two unstructured questions that you may ask related to your research. (2.5+2.5)

Question No: 31 (Marks: 10)

What is meant by validity and reliability? Describe the situations in which validity and reliability problems occur.
for more contents visit

FINAL TERM EXAMINATION

Spring 2009

AFAAQ_TARIQ@YAHOO.COM

STA630- Research Methods (Session - 2)

Marks: 80

Question No: 1 (Marks: 1) - Please choose one

Who, among the following, wrote the book "Research Methods for Business"?

Zikmund, W.

Sekaran, U.

Research Methods For Business (A Skill Building Approach), 4E by Sekaran U.

Dessler, G.

Neuman, W.C.

Question No: 2 (Marks: 1) - Please choose one

On which of the following, Scientific knowledge mostly relies?

Identification of events

Logical understanding

Prior knowledge

All of the given options

PAGE # 04

Question No: 3 (Marks: 1) - Please choose one

Which of the following refers to research supported by measurable evidence?

Opinion

Speculation

Empiricism

PAGE # 03

Rationalism

Question No: 4 (Marks: 1) - Please choose one

All of the following are true statements about action research EXCEPT;

Data are systematically analyzed.

Data are collected systematically.

Results are generalizable.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 02

Results are used to improve practice.

Question No: 5 (Marks: 1) - Please choose one

If a researcher is studying the effect of using laptops in his classroom to ascertain their merit and worth, he is likely conducting which of the following types of research?

Evaluation

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525631.cw/index.html

MCQ # 02

Experimental

Applied

Basic

Question No: 6 (Marks: 1) - Please choose one

What is the problem with using strict definitions of important concepts?

They take the focus away from accurate measurement.

They prevent the researcher from assessing alternative ways of viewing a concept.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch16/>

MCQ # 03

They prevent a consistent approach being achieved with business research.

They prevent research from being truly objective.

Question No: 7 (Marks: 1) - Please choose one

A variable that is presumed to cause a change in another variable is known as:

Discontinuous variable

Dependent variable

Independent variable

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc2.htm>

MCQ # 05

Intervening variable

Question No: 8 (Marks: 1) - Please choose one

Which of the following is the difference between measures and indicators?

Measures are unambiguous quantities, whereas indicators are devised from common sense understandings.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch06/>

MCQ # 03

OR

Measures include things like demographics (of age, income and so on), which can be counted. In fact, usually we think of measures as raw numbers. Often though, what we want to research does not lend itself immediately to straightforward calculation on numbers of things and how they vary but on slightly vaguer concepts. Like job satisfaction, for example. In this case we need a number of attitude statements, which, taken together, can be argued to represent the concept. These separate statements are indicators and often represent our 'common sense' understanding of a concept. Later, these can be coded to turn them into numbers for statistical analysis.

Indicators have a more direct relationship to the underlying concept than measures.

Measures are intuitively devised and then applied as if they were direct indicators of a concept.

Indicators are unambiguous quantities, whereas measures are subjective and value laden.

Question No: 9 (Marks: 1) - Please choose one

Which of the following is NOT the implication of Ordinal scale?

Characteristics of nominal scale

Rank the object

Does not provide magnitude of object

Provide rate

PAGE # 53

Question No: 10 (Marks: 1) - Please choose one

Measurement reliability refers to which of the following?

Accuracy of the scores

Dependency of the scores

Consistency of the scores

Comprehensiveness of the scores

Question No: 11 (Marks: 1) - Please choose one

Which of the following statements might assist response rates?

Please photocopy the questionnaire five times and pass on to your work colleagues.

Please make sure that the questionnaire is completed with a fountain pen.

Please read the attached journal article on the ontological foundations of positivism prior to completing the questionnaire.

Please put the completed questionnaire in the enclosed stamped addressed envelope and place in the mail out tray.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>
MCQ # 03

Question No: 12 (Marks: 1) - Please choose one

Why it is important to avoid ambiguous terms while designing questions?

Respondents may not understand the question.

Respondents may operate with a different frame of reference.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch10/>
MCQ # 05

Respondents may think the question is less important.

Respondents may have to ask for help when completing the questionnaire.

Question No: 13 (Marks: 1) - Please choose one

Which of the following is a double-barrelled question?

How satisfied you are with the performance appraisal system?

How satisfied you are with investment levels in new and existing software packages?

A double barreled question consists of two or more questions joined together. It makes the respondent's answer ambiguous. For example, if asked, "Does this company have pension and health insurance benefits?" a respondent at the company with health insurance benefits only might answer either yes or no.

PAGE # 78

How satisfied you are with the organisation's marketing strategy?

How satisfied you are with the levels of customer satisfaction?

Question No: 14 (Marks: 1) - Please choose one

The small scale trial run of a particular item is called_____.

Test Run

Pilot test

Pilot testing also called pre-testing means small scale trial run of a particular component; here we are referring to pilot testing of the questionnaire.

PAGE # 80

Post hoc test

T test

Question No: 15 (Marks: 1) - Please choose one

Which of the following terms describes an interview protocol in which the topics and questions to be addressed are identified, but the order in which the questions can be asked is not stipulated?

Unstructured

Partially structured

Semistructured

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9870/2526923.cw/content/index

MCQ # 14

Structured

Question No: 16 (Marks: 1) - Please choose one

The most important characteristic of the sample in survey research is that it is:

Representative of the target population.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381619.cw/index.html

MCQ # 04

OR

Usually, the population is too large for the researcher to attempt to survey all of its members. A small, but carefully chosen *sample* can be used to represent the population. The sample reflects the characteristics of the population from which it is drawn.

Convenient to access.

Easily observed in naturalistic settings.

Large enough to compare differences between subgroups.

Question No: 17 (Marks: 1) - Please choose one

Which of the following is NOT something a researcher will have to consider while thinking about their sample size?

Time and cost.

Non-response.

Length of questionnaire

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch07/>

MCQ # 05

OR

In general bigger is better when considering sample size however all researchers need to be aware of the limitations of their resources.

Heterogeneity of population.

Question No: 18 (Marks: 1) - Please choose one

A correlation coefficient of -0.45 is generally considered to be;

No correlation

Low

Moderate

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html

MCQ # 06

High

Question No: 19 (Marks: 1) - Please choose one

What is a researcher doing when he removes the variance explained by one variable in order to understand the correlation between two other variables?

Statistical significance

Attenuation

Controlling for the variable

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html

MCQ # 10

Multiple regression research

Question No: 20 (Marks: 1) - Please choose one

Which of the following best describes qualitative data analysis?

It begins after all the data has been collected.

It is an ongoing, cyclic process integrated into all phases of research.

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527149.cw/content/index

MCQ # 05

It is an awkward, haphazard process.

It builds from abstraction to specific, concrete examples.

Question No: 21 (Marks: 1) - Please choose one

The statistic used to determine the relationship between two variables is:

Analysis of covariance

Chi square
Standard deviation
Pearson "r"

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html?questionNo:22
MCQ # 17

Question No: 22 (Marks: 1) - Please choose one
Which of the following describes the nature of qualitative data interpretation?

Reflection
Integrative
Explanatory
All of the given options

<http://wps.prenhall.com/wps/grader>

Question No: 23 (Marks: 1) - Please choose one
In frequency tables total of columns and rows are called:

Body of table
Cell of table
Area of table
Marginals

Include the totals of the columns and rows. These are called *marginals* They equal the bivariate frequency distribution for the variable.
Page #107

Question No: 24 (Marks: 1) - Please choose one
A researcher studies three groups of students who vary in level of self-confidence. She finds that students with higher self-confidence are more popular among their peers. The most plausible conclusion is that

We do not know what causes self-confidence or popularity.
Self-confidence causes popularity.
Popularity causes self-confidence.
Self-confidence and popularity are related.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html
MCQ # 07

Question No: 25 (Marks: 1) - Please choose one

Educational policy makers often conclude that an intervention didn't work. Often, however, the intervention was not implemented as intended. The validity of the policymakers' conclusion is threatened by

Lack of specificity of variables

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9869/2526465.cw/index.html

MCQ # 05

Selection-treatment interaction

Treatment diffusion

Faulty data analysis procedures

Question No: 26 (Marks: 1) - Please choose one

Many beginner researchers believe that research involves testing, treating, and testing again is an example of:

Comparison group research

Quasi-experimental research

True experimental research

Pre-experimental research

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381886.cw/index.html

MCQ #02

Question No: 27 (Marks: 1) - Please choose one

Which of the following questions can be answered using content analysis?

How do managers behave in the face of employment insecurity?

How do the media report corporate re-branding exercises?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch12/>

MCQ # 01

What effect does organizational size have on marketing strategy?

What are the most popular leisure activities amongst the over-50s?

Question No: 28 (Marks: 1) - Please choose one

Case study is empirical because;

It investigates a contemporary phenomenon within its real life context.

It is retrospective study in which the researcher follows the research process from effect to its cause.

It is a study back in time.

All of the given options

It investigates a contemporary phenomenon within its real life context. It is retrospective study in which the researcher follows the research process from effect to its cause. It is a study back in time

PAGE # 158

Question No: 29 (Marks: 1) - Please choose one

Which component of a research report contains information about the topic studied, literature review, hypotheses, participants, instruments, procedures, results, and discussion?

Preliminary pages

Main body

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9872/2527359.cw/index.html

MCQ03

Method

Discussion

Question No: 30 (Marks: 1) - Please choose one

Which one of the following Test helps in the proper sequence of the questions as wording, translation, coding and structuring?

Test Run

Pre Test

Pre-testing may help in putting questions in proper sequence, using acceptable wording, doing appropriate translation, question spacing, structuring of answers, coding system, and needing instructions for interviewers (probing).

PAGE # 81

Post Hoc Test

T- Test

Question No: 31 (Marks: 1) - Please choose one

Which of the following sampling is least reliable but normally the cheapest and easiest to conduct?

Purposive Sampling

Snowball Sampling

Convenience Sampling

Convenience samples are least reliable but normally the cheapest and easiest to conduct.

PAGE # 90

Quota Sampling

Question No: 32 (Marks: 1) - Please choose one

Which of the following is a form of Non-random sampling?

Snowball sampling

Convenience sampling

Quota sampling

All of the given option

PAGE # 90

OR

Nonrandom Sampling Techniques

The other major type of sampling used in quantitative research is nonrandom sampling (i.e., when you do not use one of the random sampling techniques). There are four main types of nonrandom sampling:

The first type of nonrandom sampling is called convenience sampling

The second type of nonrandom sampling is called quota sampling

The third type of nonrandom sampling is called purposive sampling

The fourth type of nonrandom sampling is called snowball sampling

<http://www.southalabama.edu/coe/bset/johnson/lectures/lec7.htm>

OR

http://en.wikipedia.org/wiki/Nonprobability_sampling

Question No: 33 (Marks: 1) - Please choose one

Which of the following has greatly facilitated the researcher to conduct tabulation and statistical analysis?

SPSS

MINITAB

SYSTAT

All of the given options

The proliferation of computer technology in business and universities has greatly facilitated tabulation and statistical analysis. Commercial packages eliminate the need to write a new program every time you want to tabulate and analyze data with a computer. SAS, Statistical Package for the Social Sciences (SPSS), SYSTAT, Epi. Info. And MINITAB is commonly used statistical packages.

Page # 104

Question No: 34 (Marks: 1) - Please choose one

What is the place of quotations in referencing?

Quotations should be given at the end.

Quotations should be given exactly as they appear in the source.

http://www.latrobe.edu.au/linguistics/resources_hons/Brochure/Para10.pdf

Quotations should be given in left margins only.

Quotations should not be given at all.

Question No: 35 (Marks: 1) - Please choose one

Which of the following terms refers to a statistical method that can be used to statistically equate groups on a pretest or some other variable?

Experimental control

Differential influence
Matching
Analysis of covariance

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ # 07

Question No: 36 (Marks: 1) - Please choose one
Which of the following could be used for randomly assigning participants to groups in an experimental study?

Split-half
Even versus Odd numbers
Use a list of random numbers or a computer randomization program

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ#15

Let the researcher decide which group will be the best

Question No: 37 (Marks: 1) - Please choose one
The design in which one group of research participants is administered a treatment and is then compared, on the dependent variable, with another group of research participants who did not receive the experimental treatment is known as:

One-group posttest-only design
One-group pretest-posttest design
Posttest-only design with non-equivalent groups

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ # 26

Time series design

Question No: 38 (Marks: 1) - Please choose one
Which of the following is referred to as the influence of a single independent variable?

Interaction effect
Reactive effect
Main effect

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ # 27

Proactive effect

Question No: 39 (Marks: 1) - Please choose one
Which of the following types of analysis can be done using secondary analysis?

The analysis of specific subgroups
Longitudinal analysis
Cross-cultural analysis
All of the given options

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch13/>
MCQ # 04

Question No: 40 (Marks: 1) - Please choose one
Which of the following is/are advantage(s) of the self-completed questionnaire?

Inability to confirm who completed the questionnaire
Its unsuitability for some kinds of respondents
Inability to ask many questions that are not directly relevant to the respondent
Easy to justify the answer

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>
MCQ # 02 U WILL SEE THE REMAINING IS DISADVANTAGE of the self-completed questionnaire

Question No: 41 (Marks: 5)
Defend the use of the term inductive to describe qualitative data analysis and interpretation.

Question No: 42 (Marks: 5)
Briefly discuss the Solomon's Four Group Design in experimental research with the help of example?

Question No: 43 (Marks: 10)
A multinational company ABC has launched a new tooth paste Cleanex in Pakistan.

After eight months the company wants to analyze the consumer satisfaction about their tooth paste. For research purpose, develop questions for the following scenarios that can be used in questionnaire.

See the consumer preference for tooth paste or tooth powder by using nominal scale.
i. See the consumer preference for Cleanex Tooth Paste by using ordinal scale.
ii. See the important characteristics of the Cleanex Tooth Paste by using interval scale so that the company can modify its strengths and improve its weaknesses.
iii. Check the monthly consumption of the tooth paste by using the ratio scale.

Question No: 44 (Marks: 10)
What are different types of probability sampling? Explain any two with detail.

Question No: 45 (Marks: 10)
What are different advantages and disadvantages of using secondary data?

FINAL TERM EXAMINATION
Fall 2009
AFAAQ_TARIQ@YAHOO.COM
STA630- Research Methods

Question No: 1 (Marks: 1) - Please choose one

The part of the action research spiral that differentiates this research methodology from other kinds of research is;

- ▶ Looking at multiple sources of data.
- ▶ Taking action based on results.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381555.cw/index.html
MCQ # 06

- ▶ Thinking about or analyzing data in more than one way.
- ▶ The kinds of data that are collected.

Question No: 2 (Marks: 1) - Please choose one

Individuals who engage in action research are most concerned with:

- ▶ Supporting the way things are being done.
- ▶ Publishing results
- ▶ Proving a hypothesis
- ▶ Improvement

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html
MCQ # 20

Question No: 3 (Marks: 1) - Please choose one

Research may differ along a series of dimensions. Which of the following may be applied to this statement?

- ▶ The level of manipulation used to elicit data collection.
- ▶ The data-collection technique.
- ▶ The type of data collected.
- ▶ Type, technique and manipulation of data collection

Question No: 4 (Marks: 1) - Please choose one

Which of the following statements best defines hypothesis?

- ▶ A quantitative study.
- ▶ A tentative prediction of the results of the research.

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525651.cw/content/index
MCQ # 24

- ▶ A qualitative research design.
- ▶ The operational definition of the study.

Question No: 5 (Marks: 1) - Please choose one

What is the first step in the research process?

- ▶ Problem definition
- ▶ Define broad problem area

The research process consists of a number of steps. The first step in any research is selecting the topic, which could start from the broad area of interest

Page # 33

- ▶ Theoretical framework
- ▶ Preliminary data collection

Question No: 6 (Marks: 1) - Please choose one

When there is a need of generating new ideas for hypotheses or to interpret the results of some research, which one is the best research design?

- ▶ Experiment
- ▶ Surveys
- ▶ Focus group discussion

Focus group discussions: It is a discussion of an issue by 6-12 persons with a moderator for 1-2 hours. The issue can be a public concern, a product, a television program, a political candidate, or a policy. Focus groups are useful in exploratory research or to generate new ideas for hypotheses, and the interpretation of results.

PAGE # 38

- ▶ Communication analysis

Question No: 7 (Marks: 1) - Please choose one

Which of the following is an example of deception in business research?

- ▶ The obtaining of company material without permission.
- ▶ The researcher wearing a disguise during an observation.
- ▶ The researcher representing their research as being about a different

topic. <http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch05/>
MCQ # 09

- ▶ The researcher failing to ask permission to interview someone.

Question No: 8 (Marks: 1) - Please choose one

Which of the following is least likely to occur as an ethical problem with electronic research?

- ▶ Privacy could be invaded.
- ▶ People are not likely to be able to stop once they have begun participating.
- ▶ Debriefing could be avoided.
- ▶ Informed consent cannot be completely monitored.

Question No: 9 (Marks: 1) - Please choose one

Question No: 10 (Marks: 1) - Please choose one

Which of the following is the difference between measures and indicators?

- ▶ Measures are unambiguous quantities, whereas indicators are devised from common sense understandings.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch06/MCQ # 03>

- ▶ Indicators have a more direct relationship to the underlying concept than measures.
- ▶ Measures are intuitively devised and then applied as if they were direct indicators of a concept.
- ▶ Indicators are unambiguous quantities, whereas measures are subjective and value-laden.

Question No: 11 (Marks: 1) - Please choose one

The extent to which a test provides scores that are meaningful, appropriate, or useful is referred to as;

- ▶ Reliability
- ▶ Accuracy
- ▶ Internal validity
- ▶ Validity

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9866/2525945.cw/content/index
MCQ # 18

Question No: 12 (Marks: 1) - Please choose one

Which of the following functions is performed by the Ordinal scale?

- ▶ Categorize
- ▶ Distance
- ▶ Order

Ordinal scales include the characteristics of the nominal scale plus an indicator of order.
PAGE # 53

- ▶ Unique origin

Question No: 13 (Marks: 1) - Please choose one

What is the difference between interval/ratio and ordinal variables?

- ▶ Ordinal data can be rank ordered, but interval/ratio data cannot.
- ▶ The distance between categories is equal across the range of interval/ratio data.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch14/>
MCQ # 01

- ▶ Interval/ratio variables contain only two categories.
- ▶ Ordinal variables have a fixed zero point, whereas interval/ratio variables do not.

Question No: 14 (Marks: 1) - Please choose one

Which of the following statement refers to cross-sectional design?

- ▶ A comparison of two or more variables over a long period of time
- ▶ The collection of data from more than one case at one moment in time

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch02/>
MCQ # 05

- ▶ One that is devised when the researcher is in a bad mood
- ▶ A study of one particular section of society, e.g. the middle classes

Question No: 15 (Marks: 1) - Please choose one

Which of the following is TRUE for research plan?

- ▶ It should be detailed.
- ▶ It should be given to others for review and comments.
- ▶ It sets out the rationale for a research study.
- ▶ All of the given options

<http://www.scribd.com/doc/22683412/Lecture-Notes-Research-Chapter-1-9>

Question No: 16 (Marks: 1) - Please choose one

Which of the following typically does NOT apply to observers in survey research studies?

- ▶ They observe predetermined activities.
- ▶ They are participant observers.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html

MCQ # 09

- ▶ They obtain information by watching rather than asking
- ▶ They must be careful not to influence the activities they observe.

Question No: 17 (Marks: 1) - Please choose one

Which of the following is **not** an advantage of the self-completion questionnaire over the structured interview?

- ▶ It is cheaper to administer.
- ▶ It is quicker to administer.
- ▶ It is easier to prompt the interviewee.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>

MCQ # 01

- ▶ It is easier to remove interviewer effects.

Question No: 18 (Marks: 1) - Please choose one

Mr. X has coded his observations to hide the identity of each of the three participants in his study. He is ensuring;

- ▶ protection from harm
- ▶ confidentiality

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381347.cw/index.html

MCQ # 01

- ▶ informed consent
- ▶ anonymity

Question No: 19 (Marks: 1) - Please choose one

The cover letter to a questionnaire study should contain all of the following, EXCEPT;

- ▶ A list of participants

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html

MCQ # 17

- ▶ A self-addressed, stamped envelope
- ▶ Purpose of the study
- ▶ Reasons to respond

Question No: 20 (Marks: 1) - Please choose one

Teachers are advised to predict the results of student attitudinal questionnaires, because;

- ▶ It will help them decide if students answered truthfully.
- ▶ It gives them a point of comparison against which to judge actual responses.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 10

- ▶ It will allow them to apply statistical procedures in analyzing results.
- ▶ It helps them familiarize themselves with the questionnaires.

Question No: 21 (Marks: 1) - Please choose one

In conducting an action research study of "student's organizational skills during class in a particular school", which of the following would NOT likely to provide useful data?

- ▶ Interviews with teachers
- ▶ Classroom observations
- ▶ Parent surveys

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 16

- ▶ Teacher's journal entries

Question No: 22 (Marks: 1) - Please choose one

Why it is helpful to keep a research diary or log book while you are conducting your project?

- ▶ To give you something to do in the early stages of your research when nothing is happening.
- ▶ Because funding councils generally demand to see written evidence that you were working every day during the period of the research.
- ▶ To keep a record of what you did and what happened throughout the research process.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch03/>

MCQ # 08

- ▶ It can be added to your dissertation to ensure that you reach the required word limit.

Question No: 23 (Marks: 1) - Please choose one

Which of the following is likely to happen if clear instructions are not given as to how the respondent should answer the question?

- ▶ Respondents may delete inappropriate answers rather than select appropriate ones.
- ▶ Respondents may choose only one answer when they need to choose as many as apply.
- ▶ Respondents may complete questions that are not relevant to them.
- ▶ All of the given options

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>
MCQ # 07

Question No: 24 (Marks: 1) - Please choose one

Which of the following is NOT a suitable topic for research using a diary?

- ▶ The amount of time managers spend on particular activities.
- ▶ The frequency with which managers undertake particular tasks.
- ▶ The locations in which a trade union representative has discussions with individual members. **Correct**
- ▶ The volume of female managers in the retail industry.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>
MCQ # 09

Question No: 25 (Marks: 1) - Please choose one

Which of the following represents excellent advice for conducting an interview?

- ▶ Listen more and talk less
- ▶ Don't interrupt
- ▶ Don't be judgmental about the interviewee's beliefs or views
- ▶ All of the given options

Question No: 26 (Marks: 1) - Please choose one

Which of the following is an example of a dilemma that might face feminist business researchers conducting qualitative interviews with women?

- ▶ What role to adopt while interviewing male managers?
 - ▶ How many female employees should be interviewed for a representative sample?
- Correct**
- ▶ How to overcome the issue of false consciousness?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch18/>
MCQ # 09

- ▶ What data to use while publishing findings?

Question No: 27 (Marks: 1) - Please choose one

Which of the following sampling strategies was used when the three students with the highest GPAs were selected?

- ▶ Extreme case

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381384.cw/index.html
MCQ # 02

- ▶ Snowball
- ▶ Maximum variation

- ▶ Normal case

Question No: 28 (Marks: 1) - Please choose one

Which type of sampling strategy is exemplified by selecting two types of individuals: those who are extremely happy and those who are extremely sad?

- ▶ Snowball
- ▶ Intensity

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9866/2525932.cw/index.html

MCQ # 03

- ▶ Homogeneous
- ▶ Purposive

Question No: 29 (Marks: 1) - Please choose one

The logic of purposive sampling is:

- ▶ To use participants because the researcher has access to them.
- ▶ That a random sample can generalize to a population.
- ▶ That a few information-rich participants studied in depth yield many insights about a topic.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1488/381150.cw/index.html

MCQ # 02

OR

PAGE # 90

- ▶ To include all participants, even though they are not all relevant to the problem.

Question No: 30 (Marks: 1) - Please choose one

Using a sample of 30 participants, a researcher finds a correlation of 0.30 between two variables. The relationship is not statistically significant. If the researcher were to triple her sample size, which of the following is most likely?

- ▶ The correlation would be statistically significant.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html

MCQ # 09

- ▶ The correlation would be larger.
- ▶ The correlation would be smaller.
- ▶ Nothing is likely to change.

Question No: 31 (Marks: 1) - Please choose one

Which of the following steps begins the analysis of qualitative data?

- ▶ Reading and memoing
- ▶ Describing the content and participants **Correct**
- ▶ Classifying and interpreting

- ▶ Data management

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381473.cw/index.html
MCQ # 06

Question No: 32 (Marks: 1) - Please choose one

Which of the following represents the most general conceptualization in qualitative data analysis?

- ▶ Word
- ▶ Topic **Correct**
- ▶ Category
- ▶ Pattern

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381483.cw/index.html
MCQ # 01

Question No: 33 (Marks: 1) - Please choose one

Which of the following BEST differentiates data analysis from interpretation?

- ▶ Interpretation requires more conceptual and integrative thinking than data analysis.

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527149.cw/content/index
MCQ # 11

- ▶ Interpretation involves computerized analysis of data.
- ▶ Data analysis is explanatory and interpretation is conceptual. **Correct**
- ▶ Data analysis involves conceptualization but interpretation does not.

Question No: 34 (Marks: 1) - Please choose one

The statistic used to determine the relationship between two variables is:

- ▶ Analysis of covariance
- ▶ Chi square
- ▶ Standard deviation **Correct**
- ▶ Pearson "r"

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html Question No: 35
MCQ # 17

Question No: 35 (Marks: 1) - Please choose one

Which of the following is NOT a control procedure used in causal-comparative research?

- ▶ Matching
- ▶ Subgroups
- ▶ Chi square

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html

MCQ # 18

- ▶ Analysis of covariance

Question No: 36 (Marks: 1) - Please choose one

Which of the following best describes qualitative data coding?

- ▶ Adding all of the scores together and describing them statistically
- ▶ Identify data segments that contain general episodes
- ▶ Numerically representing the concepts identified by the participants **Correct**
- ▶ Dividing data in parts that represent single thoughts

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381473.cw/index.html

MCQ # 04

Question No: 37 (Marks: 1) - Please choose one

The bivariate tables derived from trivariate table are called;

- ▶ Sub table
- ▶ Bivariates
- ▶ **Partials**

A trivariate table has a bivariate table of the independent and dependent variable for each category of the control variable. These new tables are called *partials*.

PAGE # 110

- ▶ Correlational tables **Correct**

Question No: 38 (Marks: 1) - Please choose one

Quasi-experimental research is used because:

- ▶ Random selection is not possible
- ▶ Neither random selection nor random assignment is possible
- ▶ **Random assignment is not possible**

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html

MVQ # 16

- ▶ There are no comparison groups available

Question No: 39 (Marks: 1) - Please choose one

A researcher believes that the effects of a treatment will be different for males and females. Which one is the best method to test this possible interaction?

- ▶ Single-subject design
- ▶ **Factorial design**

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html

MCQ # 17

OR

http://en.wikipedia.org/wiki/Factorial_experiment

- ▶ Time-series design **Correct**
- ▶ Quasi-experimental design

Question No: 40 (Marks: 1) - Please choose one

The influence of the researcher's background, personal experiences, preferences, or attitude on an interview or observation is technically defined as:

- ▶ Participant bias
- ▶ **Observer bias**

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381347.cw/index.html

MCQ # 18

- ▶ Observer effect **Correct**
- ▶ Nonparticipant effect

Question No: 41 (Marks: 1) - Please choose one

On which component of his field notes did Mr. Majid focused when he expressed in his notes his thoughts and ideas about what he observed?

- ▶ Description **Correct**
- ▶ **Reflection**

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381392.cw/index.html

MCQ # 01

- ▶ Protocol
- ▶ Formal data

Question No: 42 (Marks: 1) - Please choose one

Which of the following is linked with an abstract model of underlying relations or causal mechanism?

- ▶ **Historical comparative research**

PAGE # 148

Synthesis links specific evidence with an abstract model of underlying relations or causal mechanism.

- ▶ Social research
- ▶ Action research
- ▶ Experimental research

Question No: 43 (Marks: 1) - Please choose one

In which section is the researcher allowed greater flexibility to express opinions, discuss implications for educational practice, and suggest additional research?

- ▶ Review of the literature
- ▶ Significance of the study
- ▶ Results
- ▶ Discussion

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1492/382157.cw/index.html
MCA # 07

Question No: 44 (Marks: 1) - Please choose one

Which of the following can be referred as Haphazard Sampling?

- ▶ Convenience Sampling

Convenience sampling (also called haphazard or accidental sampling)

PAGE # 90

OR

http://www.starmass.com/en/research_sampling_method.htm

- ▶ Purposive Sampling
- ▶ Snowball Sampling **Correct**
- ▶ Quota Sampling

Question No: 45 (Marks: 1) - Please choose one

An important issue in index construction is to-----items.

- ▶ Reconstruct
- ▶ Codify
- ▶ Measure
- ▶ Weight

An important issue in index construction is whether to weight items.

PAGE # 103

Question No: 46 (Marks: 1) - Please choose one

Which of the following elements of Observation is/are included in Non Reactive research?

- ▶ External Appearance
- ▶ Count Behaviors
- ▶ Time Duration
- ▶ All of the given options

Observations of Non-Reactive Observations

• External Appearance

• Count Behaviors
• Time Duration
PAGE # 124

Question No: 47 (Marks: 1) - Please choose one

Secondary /existing data may include which of the following?

- ▶ Official documents
- ▶ Personal documents
- ▶ Archived research data **Correct**
- ▶ All of the given options

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc6.htm>
MCQ # 07

Question No: 48 (Marks: 1) - Please choose one

Which of the following major problem exist with non respondents in survey research?

- ▶ They tend to be alike in many ways.
- ▶ Data cannot be analyzed for only part of a sample.
- ▶ They cannot be found to determine if they are similar to respondents. **Correct**
- ▶ They may have different opinions than respondents.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381580.cw/index.html
MCQ # 05

Question No: 49 (Marks: 1) - Please choose one

Which of the following advantage differentiates personal interview from mail, internet and telephonic survey?

- ▶ Cheaper
- ▶ Expensive
- ▶ Easier
- ▶ Inexpensive

Question No: 50 (Marks: 1) - Please choose one

Which one of the following methods offers the lowest degree of geographic flexibility?

- ▶ Mail survey

Mail questionnaires can reach a geographically dispersed sample simultaneously and at a relatively low cost because interviewers are not required.

PAGE # 70

- ▶ Telephone interview

- ▶ Door-to-door personal interview
- ▶ Internet survey

Question No: 51 (Marks: 1) - Please choose one

Which of the following survey research methods is the most expensive?

- ▶ Telephone interview
- ▶ Mail survey
- ▶ Door-to-door personal interview

As the cost of personal interviews continues to increase

PAGE # 69

- ▶ Mall intercept personal interview

Question No: 52 (Marks: 1) - Please choose one

When a respondent tells the interviewer that he reads "Best Selling English News Paper" on a daily basis so that he can impress the interviewer, this is an example of:

- ▶ Administrative bias
- ▶ Interviewer bias

Interviewer Bias

Interviewer's personal likings and dis-likings, the environment, and cultural biases can affect the understanding of the responses, its recording, and its interpretation.

PAGE # 66

- ▶ Submission bias
- ▶ Response bias **Correct**

Question No: 53 (Marks: 1) - Please choose one

All of the following are stages in the selection of a sample **EXCEPT**:

- ▶ Determine sample size
- ▶ Analyze data
- ▶ Conduct fieldwork
- ▶ Select a sampling frame

Question No: 54 (Marks: 1) - Please choose one

A stratified sample in which the number of sampling units drawn from each stratum is in proportion to the population size of that stratum is called a:

- ▶ Balanced stratified sample **Correct**
- ▶ Proportional stratified sample

The number of sampling units drawn from each stratum is in proportion to the relative population size of the stratum, the sample is proportionate stratified sampling.

Page # 94

- ▶ Cluster sampling
- ▶ Convenience sample

Question No: 55 (Marks: 1) - Please choose one

Assigning males the value of zero and females the value of one in a database to record the gender of the respondents is an example of:

- ▶ Coding

Coding

Entering the answer to survey questions into a computer in abbreviated form. For example, M for male, F for female. [Coding in qualitative research](http://www.audiencedialogue.net/gloss-data.html) uses the same principle, on a larger scale.

<http://www.audiencedialogue.net/gloss-data.html>

Or

Page # 99

For example, a researchers codes males as 1 and females as 2. Each category of variable and missing information needs a code. A **codebook** is a document (i.e. one or more pages) describing the coding procedure and the location of data for variables in a format that computers can use.

- ▶ Editing
- ▶ Verification
- ▶ Test tabulation

Question No: 56 (Marks: 1) - Please choose one

Arranging data into a table is called:

- ▶ Analysis
- ▶ Frequency
- ▶ Interpretation
- ▶ Tabulation

The classification or placing of data into tabular form is called as tabulation

<http://www.tutorvista.com/math/tabulation-of-data-tutoring>

Question No: 57 (Marks: 1) - Please choose one

A researcher interested in a data matrix that displays the frequency of some combination of possible responses to multiple variables should construct a:

- ▶ Contingency table

A contingency table is formed by cross-tabulating the two or more variables. It is contingent because the cases in each category of a variable get distributed into each category of a second variable. The table distributes cases into categories of multiple variables at the same time and shows how the cases, by the category of one variable, are “contingent upon” the categories of the other variables

- ▶ Regression equation
- ▶ Marginal table
- ▶ None of the given options

Question No: 58 (Marks: 1) - Please choose one

When initial subjects are selected randomly and additional subjects are obtained from recommendations of names from the initial subjects, this sampling technique is called:

- ▶ Judgment sample
- ▶ **Snowball**

Snowball sampling is a special nonprobability method used when the desired sample characteristic is rare. It may be extremely difficult or cost prohibitive to locate respondents in these situations. Snowball sampling relies on referrals from initial subjects to generate additional subjects. While this technique can dramatically lower search costs, it comes at the expense of introducing bias because the technique itself reduces the likelihood that the sample will represent a good cross section from the population.

<http://www.statpac.com/surveys/sampling.htm>

- ▶ Convenience sample
- ▶ Cluster sample **Correct**

Question No: 59 (Marks: 1) - Please choose one

When different interviewers are used in a pretest from those used in the posttest and this produces different results in the study, this is an example of a:

- ▶ History effect
- ▶ Mortality effect
- ▶ **Instrumentation effect**

Instrumentation Effects: Instrumentation effects are yet another source of threat to internal validity. These might arise because of a change in the measuring instrument between pretest and posttest, and not because of the instrument's differential impact at the end. For example, in a weightloss experiment, the springs on the scale weaken during the experiment, giving lower readings in the posttest.

A change in the wording of questions (may be done to avoid testing effects), change in interviewers, or change in other procedures to measure the dependent variable can cause instrumentation effect.

Performance of the subjects measured by the units of output in the pretest, but when measuring the out put in posttest the researcher measures it by "the number of units rejected, and the amount of resources expended to produce the units.

- ▶ Cohort effect

Question No: 60 (Marks: 1) - Please choose one

Which of the following is a threat to the internal validity of experiment using a repeated measures design?

- ▶ Instrumentation effect

Factors Affecting Internal Validity

1. History Effect:
2. Maturation Effect:
3. Testing Effects:
4. Instrumentation Effects: (Page # 121)
5. Selection Bias Effect:
6. Statistical Regression:
7. Mortality:
8. Mechanical Loss:
9. Experimenter Expectancy:
 - ▶ Cohort effect
 - ▶ Attrition effect
 - ▶ All of the given options

Question No: 61 (Marks: 1) - Please choose one

Most threats to _____ are taken care of by the experiment's design, while most threats to _____ need to be taken care of by the designer of the experiment.

- ▶ Internal validity, external validity

<http://www.coe.iup.edu/grbieger/Classes/LTCY698/Module 6/Validity.ppt#263,6>

- ▶ External validity, internal validity
- ▶ Randomization, reliability
- ▶ Reliability, randomization

Question No: 62 (Marks: 1) - Please choose one

In which of the following, the beginning and end are not clear. The interview can be picked up later?

- ▶ Survey Interview
- ▶ Field Interview

Field Interview

The beginning and end are not clear. The interview can be picked up later.

- ▶ Deception
- ▶ None of the given options

Question No: 63 (Marks: 1) - Please choose one

The written set of guidelines that describes an outline of topics to be covered by a focus group moderator is called a:

► Discussion guide

The basic idea is to lay out a set of issues for the group to discuss. It is important to bear in mind that the moderator will mostly be improvising comments and questions within the framework set by the guidelines.

Page # 153

- Concept test
- Case study
- All of the given options

Question No: 64 (Marks: 1) - Please choose one

Which of the following is a disadvantage of focus groups?

- Requires objective, sensitive, and effective moderators
- May not be useful for discussing sensitive topics
- High cost
- All of the given options

Disadvantages of Focus Groups

Require objective, sensitive, and effective moderators.

May have unique sampling problems

May not be useful for discussing sensitive topics in face-to-face situations

Cost a considerable amount of money, particularly when they are not conducted by someone employed by the company desiring the focus group.

Higher cost

Question No: 65 (Marks: 3)

What do we write in executive summary of a research report?

Executive Summary of Research Report:

It is very important part of the report. And it is observed that mostly managers read summary report normally and rest members read whole report.

Executive summary write in four elements:

1. First objective of the report is mentioned and then most important part and specific reason of the project.
2. Main results are presented including purpose.
3. The conclusions of the report based on results.
4. The suggestions on the basis of conclusions that action will be taken

Question No: 66 (Marks: 5)

What is different Ethical dilemma of Field research?

Ans

Ethical Dilemmas of Field research

The dilemmas are made when the researchers are alone in fields and have very much little time to make decision. The ethical dilemmas raises when a field researcher get involve into lives of other people.

These dilemmas arise suddenly when some one interacting in the field with others. Some of these dilemmas:

Confidentiality:

In field some learns a lot and some not very much, similarly some one has some confidential data and don't want to share with anyone which creates it.

Deception:

Deception may arise because of false role, name or identity, some agreed with some one and some one not some time. So because of these things this occurs.

The powerful:

Field researchers are normally those who are without power in society e.g., street people, the poor, and powerful people block their way and criticized them

Involvement with deviations:

Some researchers conduct research on deviants who engage in illegal behavior. This type of things create dilemma due to involvement in illeal activities.

Last field reports:

At the end of research, the knowledge, a researcher gains and his final report or thesis can make a dilemma between the right of privacy and the right to know. In last report if researcher hides some fact or not give the true picture of research then it creates a dilemma.

Question No: 67 (Marks: 10)

By using Likert scale, how would you score a positive and negative statement? Give one example to explain your answer.

Ans:

Likert scale is based on 5 responses therefore let's take an example and construct a number of statements for each element with five responses.

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

These statements could be of both positive and negative.

For positive statements

We score from 5 to 1 i.e. strongly agree to strongly disagree

For negative statement

Score will be reversed i.e. 1 to 5

- 1 for strongly agree
- 2 for agree
- 3 for undecided
- 4 for disagree
- 5 for strongly disagree

Question No: 68 (Marks: 10)

How observations can be structured in non-reactive research?

Ans

In non reactive research, the people or the things that are being studied are not aware of that.

Non reactive research is structured as follow:

PHYSICAL TRACES:

• **Erosion:**

In erosion wear and tear has a greater use. For example, a researcher examines that children like those toys which are worn out and children have more interest in them.

ARCHIVES:

• **Running Records:**

In these records many researches can be done.

For example, a record of thieves in jail record of daily marriages. Etc.

• **Other Records:**

Irregular records can give a lot

. For example, look into the number of reams of paper purchased by a college principal's office for the last 10 years and compare it with students' enrollment.

OBSERVATIONS:

• **Time Duration:**

By this type of research, researcher can check the interest of people indifferent things. Like time spending in seeing the signboards on the road.

• **External Appearance:**

It shows the behavior of people in social factor that how they want to look.

How people appear may indicate social factors. For example, a researcher can examine that in university how much percentage of student's wear casual dressing and how much formal.

Question No: 1 (Marks: 1) - Please choose one

Which of the following is the basis of the Scientific Method?

To test hypothesis in conditions that is conducive to its success.

To formulate a research problem and disprove the hypothesis

To formulate a research problem, test the hypothesis in carefully controlled conditions that challenge the hypothesis.

http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq_01/mcq_01.htm

Mcq # 01

To test hypothesis and if they are disproved, they should be abandoned completely.

Question No: 2 (Marks: 1) - Please choose one

An inductive logic is one that:

Involves testing as explicitly defined hypothesis

Does not allow for findings to feed back into the body of knowledge

Uses quantitative methods whenever possible

Allows theory to emerge out of the data

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch01/>

MCQ # 03

OR

The usual application of inductive theory, however, is to allow theory to emerge from our findings. We find an interesting question, we gather data on it and we 'theories' from our findings. It may be that these 'theories' are, in reality, simply 'interesting insights' rather than 'grand theories' but they can be valuable for all that.

Question No: 3 (Marks: 1) - Please choose one

Which of the following is not a concept?

Leadership

Total Quality Management

Human Resource Management

Intelligence Quotient (IQ).

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch06/>

MCQ # 01

OR

Concepts are the building blocks of theory, each of which represents a label given to a common element of the social world. IQ is a measure of the concept of intelligence; it is not a concept in itself.

Question No: 4 (Marks: 1) - Please choose one

Which of the following is the definition of an independent variable?

A variable that is manipulated or controlled by the experimenter

An independent variable is a factor that can be varied or manipulated in an experiment
<http://www.everythingbio.com/glos/definition.php?word=independent+variable>

A response variable

The behavioral measure made by the experimenter

A dependent variable that is controlled by the experimenter

Question No: 5 (Marks: 1) - Please choose one

The cause variable or the one that identifies forces or conditions that act on something else is known as:

Moderating variable

Independent variable

The cause variable, or the one that identifies forces or conditions that act on something else, is the independent variable.

PAGE # 19

Categorical variable

Dependent variable

Question No: 6 (Marks: 1) - Please choose one

A measure is reliable if it provides consistent_____.

Hypothesis

Results

A measure is reliable if it provides consistent Results

[http://wiki.answers.com/Q/A measure is reliable if it provides consistent](http://wiki.answers.com/Q/A_measure_is_reliable_if_it_provides_consistent)

Procedure

Sensitivity

Question No: 7 (Marks: 1) - Please choose one

Which of the following statements relates to concurrent validity?

The measure apparently reflects the content of the concept in question.

A criterion is employed on which cases are known to differ.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch06/>

MCQ # 04

A future criterion is employed on which cases are known to differ.

A measure is gauged by comparing it to measures of the same concept developed through other methods.

Question No: 8 (Marks: 1) - Please choose one

Research may differ along a series of dimensions. Which of the following may be applied to this statement?

The type of data collected.

The data-collection technique

The level of manipulation used to elicit data collection.

All of the given options

http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq_01/mcq_01.htm

MCQ # 06

Question No: 9 (Marks: 1) - Please choose one

Cross cultural studies are an example of:

Comparative design

Historical-comparative research is a collection of techniques and approaches. It is a distinct type of research that puts historical time and /or cross-cultural variation at the center of research – that is, which treats what is studied as part of the flow of history and situated in cultural context.

PAGE # 142

OR

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch02/>

Longitudinal design

Experimental design

Case study design

Question No: 10 (Marks: 1) - Please choose one

When constructing a questionnaire, there are few principles to which you should adhere. Which of the following is NOT one of those principles?

Avoid using "leading" or "loaded" questions

Avoid double-barreled questions

Avoid ambiguity and confusion

Avoid arranging questions in a sequence

PAGE # 77, 78

Guidelines for Questionnaire Design

1. Questionnaire Relevancy
2. Questionnaire Accuracy
3. Avoid Ambiguity, Confusion, and Vagueness.
4. Avoid Double-Barreled Questions
5. Avoid Leading Questions
6. Avoid Loaded Questions

7. Avoid Burdensome Questions that may Tax the Respondent's Memory
8. Arrange Questions in a Proper Sequence
9. Use Filter Question, if Needed
10. Layout of the questionnaire

Question No: 11 (Marks: 1) - Please choose one

Which of the following statements is true about closed ended questions and open ended questions?

A closed ended question means that the chances of unreliable post-coding is small, whereas an open ended question means that there is a possibility of data processing error.

A closed ended question allows for the researchers terminology to be used, whereas an open ended question allows the respondent to use terms they are familiar with.

A closed ended question allows for easy processing, whereas coding an open-ended question can be very time consuming.

A closed ended question has many advantages over open ended question.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch10/>

MCQ # 02

JUST 4 CONCEPT NOT EXACT MATCH

Question No: 12 (Marks: 1) - Please choose one

Which of the following is NOT an example of a problem with using social survey research to investigate behaviour?

Respondents tend to answer by giving the most socially desirable answer.

Respondents may inadvertently omit key terms in the question.

Respondents may not give an honest reply to what they see as a threatening question.

Respondents may be unwilling to reveal information as they believe they are likely to be identified.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch11/>

MCQ # 01

Question No: 13 (Marks: 1) - Please choose one

Which of the following represents excellent advice for conducting an interview?

Listen more and talk less

Don't interrupt

Don't be judgmental about the interviewee's beliefs or views

All of the given options

[PPT]

Qualitative Research Methods

Question No: 14 (Marks: 1) - Please choose one

Smaller sample sizes can be used in correlation research when;

The researcher expects no relationship between the variables.

There are only two variables to correlate.

The instruments used to measure the variables have low validity and reliability.

The instruments used to measure the variables have high validity and reliability.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381698.cw/index.html

MCQ # 02

Question No: 15 (Marks: 1) - Please choose one

Which of the following steps begins the analysis of qualitative data?

Reading and memoing

Describing the content and participants

Classifying and interpreting

Data management

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381473.cw/index.html

MCQ # 06

Question No: 16 (Marks: 1) - Please choose one

Which of the following could NOT be a cause of variation in high school achievement?

Reading ability

Parental involvement

Teacher expectations

College attendance

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html QuestionNo:11

MCQ # 11

Question No: 17 (Marks: 1) - Please choose one

The statistic used to determine the relationship between two variables is:

Analysis of covariance

Chi square

Standard deviation

Pearson "r"

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html Question No: 22

MCQ # 17

OR

The correlation between two variables reflects the degree to which the variables are related. The most common measure of correlation is the Pearson Product Moment Correlation (called Pearson's correlation for short).

Question No: 18 (Marks: 1) - Please choose one

A researcher studies three groups of students who vary in level of self-confidence. She finds that students with higher self-confidence are more popular among their peers. The most plausible conclusion is that:

We do not know what causes self-confidence or popularity.

Self-confidence causes popularity.

Popularity causes self-confidence.

Self-confidence and popularity are related.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html

MCQ # 07

Question No: 19 (Marks: 1) - Please choose one

Which of the following is true about validity?

A study can be internally valid but not externally valid.

A study can be externally valid but not internally valid.

A study must be both internally and externally valid.

<http://www.docstoc.com/docs/14330216/Bias-in-Clinical-Research>

SLIDE # 03

The internal and external validity of studies are not related in any way.

Question No: 20 (Marks: 1) - Please choose one

Testing most likely, negatively affect internal validity when:

The information tested is attitudinal in nature

The time between pre- and posttest is short

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381818.cw/index.html

MCQ # 10

The instrument is unreliable

The participants are very low scorers

Question No: 21 (Marks: 1) - Please choose one

Ecological validity refers to:

The participants to whom results generalize

The instruments used to measure the independent and dependent variables
The internal validity of a study
The context to which results generalize

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9869/2526465.cw/index.html
MCQ # 01

Question No: 22 (Marks: 1) - Please choose one

Which one is not the part of non reactive research?

Physical traces
Archives
Observations
Interviews

Varieties of Non-Reactive Observations

Physical Traces:

Archives:

Observations:

PAGE 124

Question No: 23 (Marks: 1) - Please choose one

Which advice would you offer a novice researcher conducting his first observation?

Observe only one behavior at a time

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2526978.cw/index.html
MCQ # 08

Allow variables to emerge from the context
Record behaviors only after leaving the site
Develop a preconceived notion of what is going to help structure the observation

Question No: 24 (Marks: 1) - Please choose one

How the Procedure for data processing and analysis can be evaluated in Pilot Testing?

Make dummy tables

Procedure for data processing and analysis can be evaluated:

Make dummy tables. See how can we tabulate the data and use the appropriate statistics for purposes of interpretations

Page # 81

Work output of each member
Length of Questionnaire
Format Tools

Question No: 25 (Marks: 1) - Please choose one

Which of the following is the complete group of specific population elements relevant to the research project?

Element

Target Population

Target population is the complete group of specific population elements relevant to the research project.

Page # 88

OR

http://www.ehes.info/manuals/EHES_manual/PartA/EHES_Manual_PartA_Chapter2.pdf

Sampling Frame

Sampling Unit

Question No: 26 (Marks: 1) - Please choose one

Which of the following is the summary description of a given variable in a population?

Statistic

Observation Unit

Parameter

A parameter is the summary description of a given variable in a population.

Page # 89

Sampling Unit

Question No: 27 (Marks: 1) - Please choose one

Which of the following is that element or set of elements considered for selection in some stage of sampling?

Parameter

Sampling Unit

A sampling unit is that element or set of elements considered for selection in some stage of sampling. Sampling may be done in single stage or in multiple stages.

Page # 89

Observation Unit

Statistic

Question No: 28 (Marks: 1) - Please choose one

If you are going on the street and suddenly a TV reporter starts taking your interview regarding any issue, which of the following sampling technique is used by the TV reporter?

Purposive Sampling
Snowball Sampling
Convenience Sampling

Convenience Sampling

Convenience sampling (also called *haphazard* or *accidental sampling*) refers to sampling by obtaining units or people who are most conveniently available. For example, it may be convenient and economical to sample employees in companies in a nearby area, sample from a pool of friends and neighbors. The person-on-the street interview conducted by TV programs is another example. TV interviewers go on the street with camera and microphone to talk to few people who are convenient to interview. The people walking past a

TV studio in the middle of the day do not represent everyone (homemakers, people in the rural areas). Likewise, TV interviewers select people who look “normal” to them and avoid people who are unattractive, poor, very old, or inarticulate.

PAGE # 90

Quota Sampling

Question No: 29 (Marks: 1) - Please choose one

Which of the following sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently?

Convenience Sampling

Convenience sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently. Often such sample is taken to test ideas or even to gain ideas about a subject of interest.

Page #90

Quota Sampling
Snowball Sampling
Purposive Sampling

Question No: 30 (Marks: 1) - Please choose one

Which of the following sampling method is the best way to select a group of people for a study if you are interested in making statements about the larger population?

Convenience sampling
Quota sampling
Purposive sampling
Random sampling

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc7.htm>
MCQ# 27

Question No: 31 (Marks: 1) - Please choose one

In which of the following conditions, each part of the construct should be measured with at least one indicator?

Unidimensionality

Scale

Weighing

Index Construction

Each part of the construct should be measured with at least one indicator. Of course, it is better to measure the parts of a construct with multiple indicators.

Page # 102

Question No: 32 (Marks: 1) - Please choose one

Which of the following number of variables involved in Descriptive Statistics?

Bivariate

Multivariate

Univariate

All of the given options

Descriptive statistics describe numerical data. They can be categorized by the number of variables involved: univariate, bivariate, or multivariate

Page # 105

Question No: 33 (Marks: 1) - Please choose one

All of the following are types of personal communication, except;

Letters

Memos

Telephone conversations

Emails

Personal communication through letters, memos, telephone conversations,

Page # 167

Question No: 34 (Marks: 1) - Please choose one

Which of the following terms refers to a statistical method that can be used to statistically equate groups on a pretest or some other variable?

Experimental control

Differential influence
Matching
Analysis of covariance

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ # 07

Question No: 35 (Marks: 1) - Please choose one

In an experimental research study, the primary goal is to isolate and identify the effect produced by which of the following?

Dependent variable
Extraneous variable
Independent variable

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ # 23

Confounding variable

Question No: 36 (Marks: 1) - Please choose one

Which of the following is referred to as the influence of a single independent variable?

Interaction effect
Reactive effect
Main effect

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ # 27

Proactive effect

Question No: 37 (Marks: 1) - Please choose one

Which of the following is the process of marking segments of data with symbols, descriptive words or category?

Concurring
Coding

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc17.htm>
MCQ # 07

Coloring
Segmenting

Question No: 38 (Marks: 1) - Please choose one

A census taker often collects data through which of the following?

Standardized tests

Interviews

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc6.htm>

MCQ # 20

Secondary data

Observations

Question No: 39 (Marks: 1) - Please choose one

Which one is NOT an advantage of personal interviewing?

Interviewer influence

Disadvantages of Personal Interviewing:

5. Interviewer Influence

PAGE # 66

Probing complex questions

Visual aids

High completion rate

Question No: 40 (Marks: 1) - Please choose one

All of the following are the characteristics of scientific methods of research, EXCEPT;

Cumulative

Deterministic

Unethical

Important Characteristics of Scientific Method

3. Cumulative

4. Deterministic

7. Rationalism

PAGE # 3, 4, 5

Rationalism

Question No: 41 (Marks: 5)

What are different Ethical Dilemmas of Field research?

Question No: 42 (Marks: 5)

What different measures of central tendency are used? Define each.

Question No: 43 (Marks: 10)

What are different steps in field research?

Question No: 44 (Marks: 10)

How historical comparative research is similar to field research?

Question No: 45 (Marks: 10)

Mr. Ali is a researcher in a well reputed research organization and he is using Stratified Random sampling in his research. You are required to identify the reasons why researchers use the Stratified Random Sampling?

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Best regard's

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If not then raise ur standard

That's about me ... !

Question # 1 of 10 (Start time: 11:30:13 AM) Total Marks: 1

What is ordinal data?

Select correct option:

Ordinary data

Well behaved data

Ranked data

Numbers

Question # 2 of 10 (Start time: 11:31:20 AM) Total Marks: 1

The organization of concepts in sequence from the most concrete and individual to the most general indicates:

Select correct option:

One that has no relation to the underlying concept.

An abstract or general definition of a concept.

The degree of abstraction

An operational definition

Question # 3 of 10 (Start time: 11:31:57 AM) Total Marks: 1

The facts that should be collected to measure a variable, depend upon the

Select correct option:

Conceptual understanding

Dictionary meaning

Operational definition

All of the above

Question # 4 of 10 (Start time: 11:32:19 AM) Total Marks: 1

Under which of the following research method is not applicable?

Select correct option:

Health care

Business

Government offices

Imaginary worlds

-

Question # 6 of 10 (Start time: 11:34:03 AM) Total Marks: 1

A one tailed hypothesis predicts-----

Select correct option:

The future

The lottery result

The frequency of the effect

The direction of the effect

Question # 7 of 10 (Starttime: 11:34:05 AM) Total Marks: 1

What research is

Select correct option:

A lab experiment

A report

A systematic Enquiry

A survey

Question # 8 of 10 (Start time: 11:34:48 AM) Total Marks: 1

Which of the following is not a proper way to write a literature review?

Select correct option:

Organize common findings or arguments together.

List down a series of research reports with a summary of the findings of each.

Logically link statements or findings,

Address the most important ideas first.

Question # 9 of 10 (Start time: 11:35:34 AM) Total Marks: 1

Logical relationship among the factors identified in the literature review is called_____.

Select correct option:

Theatrical framework

Problem statement

None of the given options

Question # 10 of 10 (Start time: 11:36:00 AM) Total Marks: 1

Qualitative and Quantitative Research are the classification of research on the basis of

Select correct option:

Use of the research

Time dimension

Techniques used

Purpose of the research

Question # 1 of 15 (Start time: 09:40:48 AM) Total Marks: 1

A Literature review that summarizes what is known at a point in time is known as:

Select correct option:

Narrative literature review

Systematic literature review

Integrative review

Historical review

Question # 2 of 15 (Start time: 09:41:11 AM) Total Marks: 1

The purpose of a literature review is to:

Select correct option:

Help you find out what is already known about this area.

Identify any inconsistencies or gaps in the literature.

Demonstrate an awareness of the theoretical context in which the current study can be located.

All of the given options

Question # 3 of 15 (Start time: 09:41:59 AM) Total Marks: 1

What is a relationship between the literature survey and the theoretical framework?

Select correct option:

Literature survey provides a solid foundation for developing the theoretical framework.

Literature survey helps in the identification of the relevant variables.

Literature survey helps in identifying the relationship among variables.

All of the given options

Question # 4 of 15 (Start time: 09:42:25 AM) Total Marks: 1

Which of the following provides a solid basis foundation for the theoretical framework?

Select correct option:

Survey

Literature Review

Experiment

Referencing

Question # 5 of 15 (Start time: 09:42:47 AM) Total Marks: 1

What is a cross-sectional research?

Select correct option:

A study of one particular section of society

A comparison of two or more variables over a long period of time

The collection of data from more than one case at one moment in time

One that is conducted when environment is uncertain

Question # 6 of 15 (Start time: 09:43:14 AM) Total Marks: 1

Select correct option:

Research question

Theatrical framework

Problem statement

None of the given options

Question # 9 of 15 (Start time: 09:45:39 AM) Total Marks: 1

Qualitative and Quantitative Research are the classifications of research on the basis of

Select correct option:

Use of the research

Time dimension

Techniques used

Purpose of the research

Question # 10 of 15 (Start time: 09:46:42 AM) Total Marks: 1

Which of following statement is true?

Select correct option:

Theory and Research are dichotomous

Theory and Research are interrelated

There is no difference between Theory and Research

None of the given statements is true

Question # 11 of 15 (Start time: 09:47:06 AM) Total Marks: 1

Which of the following is not a feature of theoretical framework?

Select correct option:

Making an inventory of variables

Specify the direction of relationship

Presenting findings

Making an inventory of propositions

Question # 12 of 15 (Start time: 09:47:27 AM) Total Marks: 1

To say that a theory is falsifiable is to say that;

Select correct option:

It is based on results that are not replicable.

Investigators have replaced it with a simpler or more accurate theory.

We can imagine results that would contradict it.

It is so vague that it fits any and all possible results.

Question # 13 of 15 (Start time: 09:47:54 AM) Total Marks: 1

The following journal article would be an example of _____ research;

"The benefits of florescent lighting on production in a factory setting."

Select correct option:

Applied

Interview

Basic

Stupid

Question # 14 of 15 (Start time: 09:48:09 AM) Total Marks: 1

What type of process research is this?

Select correct option:

A process to discover the truth

A process to invent the new

A process to make new medicines

A process to create theories

Question # 15 of 15 (Start time: 09:48:45 AM) Total Marks: 1

"The extensive use of chocolate causes pimples". The given hypothesis is a (an):

Select correct option:

Descriptive hypothesis

Explanatory hypothesis

Non-Directional hypothesis

Co-relational hypothesis

Question # 1 of 15 (Start time: 01:06:18 PM) Total Marks: 1

_____ meanings attached to a concept create problems of measurements.

Select correct option:

Unambiguous

Vague

Clear

Question # 2 of 15 (Start time: 01:07:22 PM) Total Marks: 1

Which of the following is an example of value-free research?

Select correct option:

Conscious favor

Sympathy for the loser

Unstructured interviewing

None of the given options

Question # 3 of 15 (Start time: 01:08:49 PM) Total Marks: 1

The scientific method is preferred over other ways of knowing because it is more;

Select correct option:

Reliable

Systematic

Accurate

All of the given options

Question # 4 of 15 (Start time: 01:09:30 PM) Total Marks: 1

In the statement "high motivation results in high efficiency" motivation is the:

Select correct option:

Independent variable

Dependent variable

Extraneous variable

Causal variable

Question # 5 of 15 (Start time: 01:10:48 PM) Total Marks: 1

"Skepticism" is a norm of science. It is better explained by which of the following statement?

Select correct option:

Combining the previous knowledge

Critical reading of the previous researches

Providing the proper references of quoted text

Locating research reports in libraries

Question # 6 of 15 (Start time: 01:11:23 PM) Total Marks: 1

Qualitative and Quantitative Research are the classifications of research on the basis of

Select correct option:

Use of the research

Time dimension

Techniques used

Purpose of the research

Question # 7 of 15 (Start time: 01:12:53 PM) Total Marks: 1

What is an hypothesis?

Select correct option:

A prediction of a relationship between certain variables.

An experiment that tests certain predictions.

An independent variable.

A dependent variable.

Question # 8 of 15 (Start time: 01:14:01 PM) Total Marks: 1

What is the final step of a scientific investigation?

Select correct option:

Analyze data

Collect data

Report the findings

Determine whether the hypothesis was supported

Question # 9 of 15 (Start time: 01:14:03 PM) Total Marks: 1

Which of the following should not be a consideration in writing a proposal?

Select correct option:

Understanding the problem situation

The appearance/form of the proposal

Responding to every element exactly as specified by the client

Knowing as much as possible about the proposal recipients

Question # 10 of 15 (Start time: 01:15:07 PM) Total Marks: 1

To explain, predict, and/or control phenomena are the goal of-----

Select correct option:

Tradition

Inductive logic

Deductive logic

The scientific method

Question # 11 of 15 (Start time: 01:15:40 PM) Total Marks: 1

Research questions are crucial because they will:

Select correct option:

Guide your decisions about what data to collect and from where.

Help you decide which research area interests you.

Ensure that your findings have external validity.

Prevent you from thinking about research strategy.

Question # 12 of 15 (Start time: 01:16:07 PM) Total Marks: 1

Which of the following is Not a part of research design?

Select correct option:

Data collection technique

Tool of data collection

Objectives of the study

Data processing and analysis

Question # 13 of 15 (Start time: 01:16:39 PM) Total Marks: 1

Which of the following statements is true?

Select correct option:

All concepts are variables and all variables are concepts

All variables are concepts but all concepts are not variable

All concepts are variable but all variables are not concepts

None of the above

Question # 14 of 15 (Start time: 01:17:43 PM) Total Marks: 1

A Literature review that summarizes what is known at a point in time is known as:

Select correct option:

Narrative literature review

Systematic literature review

Integrative review

Historical review

Question # 15 of 15 (Start time: 01:18:15 PM) Total Marks: 1

Under which of the following research method is not applicable?

Select correct option:

Health care

Business

Government offices

Imaginary worlds

Question # 1 of 1 (Start time: 03:10:36 PM) Total Marks: 1

Which of the following is an example of value-free research?

Select correct option:

Conscious favor

Sympathy for the loser

Unstructured interviewing

None of the given options

Question # 2 of 15 (Start time: 03:11:13 PM) Total Marks: 1

A literature review requires;

Select correct option:

planning

clear writing

good writing

All of the given option

Question # 3 of 15 (Start time: 03:11:32 PM) Total Marks: 1

What type of process research is?

Select correct option:

A process to discover the truth

A process to invent the machines

A process to make new medicines

A process to create theories

Question # 4 of 15 (Start time: 03:12:15 PM) Total Marks: 1

Why do you need to review the existing literature?

Select correct option:

To give your dissertation a proper academic appearance, with lots of references

Because without it, you will never reach the required word-count

To find out what is already known about your area of interest

To help in your general studying

Question # 5 of 15 (Start time: 03:12:19 PM) Total Marks: 1

What is the final step of a scientific investigation?

Select correct option:

Analyze data

Collect data

Report the findings

Determine whether the hypothesis was supported

Question # 6 of 15 (Start time: 03:13:51 PM) Total Marks: 1

When we say that science is parsimonious, we mean that:

Select correct option:

Scientific theories are based on laws.

We must be careful because causes can occur after specific effects.

The best scientific theories are those that offer the simplest explanations for a law.

Question # 8 of 15 (Start time: 03:15:02 PM) Total Marks: 1

Which of the following is a discrete variable?

Select correct option:

Age

Nationality

Test score

Income

[Click here to Save Answer & Move to Next Question](#)

Answer is Nationality

Question # 9 of 15 (Start time: 03:16:06 PM) Total Marks: 1

"Skepticism" is a norm of science. It is better explained by which of the following statement?

Select correct option:

Combining the previous knowledge

Critical reading of the previous researches

Providing the proper references of quoted text

Locating research reports in libraries

Question # 10 of 15 (Start time: 03:16:39 PM) Total Marks: 1

Which of following statement is true?

Select correct option:

Theory and Research are autonomous

Theory and Research are interrelated

There is no difference between theory and Research

None of the given statements is true

Question # 11 of 15 (Start time: 03:17:05 PM) Total Marks: 1

Which of the following activities is Not included in debriefing?

Select correct option:

Explanation of any deception

Post study result sharing

Obtaining informed consent

Description of the purpose of study

Question # 12 of 15 (Start time: 03:17:59 PM) Total Marks: 1

The operational definition is also known as

Select correct option:

Working definition

Nominal definition

Conceptual definition

Dictionary definition

Question # 13 of 15 (Start time: 03:18:34 PM) Total Marks: 1

Which of the following statements is true?

Select correct option:

All concepts are variables and all variables are concepts

All variables are concepts but all concepts are not variable

All concepts are variable but all variables are not concepts

None of the above

Question # 14 of 15 (Start time: 03:19:24 PM) Total Marks: 1

Which of the following is Not included in research proposal?

Select correct option:

Problem Statement

Research Design

Results

Bibliography

Question # 15 of 15 (Start time: 03:20:24 PM) Total Marks: 1

The scientific method is preferred over other ways of knowing because it is more;

Select correct option:

Reliable

Systematic

Accurate

All of the given options

Question # 1 of 15 (Start time: 11:08:56 AM) Total Marks: 1

Under which of the following research method is not applicable?

Select correct option:

- Health care
- Business
- Government offices
- Imaginary worlds

Question # 2 of 15 (Start time: 11:09:46 AM) Total Marks: 1

The term "Extrapolation" is better explained by the statement:

Select correct option:

- Facts lead to the rejection of theory
- Identification the gap in knowledge
- Theory predicts facts
- None of the given options

Question # 3 of 15 (Start time: 11:10:10 AM) Total Marks: 1

Which of the following is not a purpose of a literature review?

Select correct option:

- Helps you find out what is already known about this area.
- Helps you in getting response from the respondents
- Helps you in developing theoretical framework.
- Helps you to learn from others and stimulate new ideas.

Question # 4 of 15 (Start time: 11:10:53 AM) Total Marks: 1

A good qualitative problem statement:

Select correct option:

- Defines the independent and dependent variables
- Conveys a sense of emerging design
- Specifies a research hypothesis to be tested
- Specifies the relationship between variables that the researcher expects to find.

Question # 5 of 15 (Start time: 11:11:31 AM) Total Marks: 1

Qualitative and Quantitative Research are the classifications of research on the basis of

Select correct option:

Use of the research

Time dimension

Techniques used

Purpose of the research

Question # 6 of 15 (Start time: 11:11:59 AM) Total Marks: 1

A statement concerned with the logical relationship among the concepts is called_____.

Select correct option:

Abstract

Theory

Proposition

Research statement

Question # 7 of 15 (Start time: 11:12:17 AM) Total Marks: 1

When we say that science is parsimonious, we mean that:

Select correct option:

Scientific theories are based on laws.

We must be careful because causes can occur after specific effects.

The best scientific theories are those that offer the simplest explanations for a law.

Science accurately describes a wide range of behavior.

Question # 8 of 15 (Start time: 11:13:43 AM) Total Marks: 1

What is a relationship between the literature survey and the theoretical framework?

Select correct option:

Literature survey provides a solid foundation for developing the theoretical framework.

Literature survey helps in the identification of the relevant variables.

Literature survey helps in the identifying the relationship among variables.

All of the given options

Question # 9 of 15 (Start time: 11:14:03 AM) Total Marks:

Which of the following is Not helpful in problem definition?

Select correct option:

Discussion with professionals

Hypothesis

Literature survey

Preliminary data collection

Question # 10 of 15 (Start time: 11:15:18 AM) Total Marks: 1

Basic and Applied Research are the classifications of research on the basis of:

Select correct option:

Use of the research

Time dimension

Techniques used

Purpose of the research

Question # 11 of 15 (Start time: 11:15:48 AM) Total Marks: 1

Before a researcher specified the relationship among variables, he must have a (an):

Select correct option:

Inventory of variables

Inventory of propositions

Arrangement of propositions

Schematic diagram

Question # 12 of 15 (Start time: 11:16:10 AM) Total Marks: 1

All of the following are true about theories, except;

Select correct option:

They organize and summarize existing knowledge about a topic.

They are tentative until the facts prove them true.

They provide possible explanations for the phenomenon under study

They lead to testable hypotheses through the process of deduction.

Question # 13 of 15 (Start time: 11:16:50 AM) Total Marks: 1

Question # 14 of 15 (Start time: 11:17:10 AM) Total Marks: 1

What is the final step of a scientific investigation?

Select correct option:

Analyze data

Collect data

Report the findings

Determine whether the hypothesis was supported

Question # 15 of 15 (Start time: 11:17:36 AM) Total Marks: 1

Which of the following is an example of value-free research?

Select correct option:

Conscious favor

Sympathy for the loser

Unstructured interviewing

None of the given options

Question # 1 of 15 (Start time: 10:26:09 AM) Total Marks: 1

What is the first step in the research process?

Select correct option:

Preliminary data collection

Problem definition

Theoretical framework

Define broad problem area

Question # 2 of 15 (Start time: 10:26:11 AM) Total Marks: 1

The scientific method is preferred over other ways of knowing because it is more;

Select correct option:

Reliable

Systematic

Accurate

All of the given options

Question # 3 of 15 (Start time: 10:27:27 AM) Total Marks: 1

Which one of the following is not an assumption of science?

Select correct option:

There are reoccurring patterns in the world.

Events happen because of preceding causes.

We can discover solutions to problems of interest.

Theoretical explanations must agree with common sense.

Question # 4 of 15 (Start time: 10:28:08 AM) Total Marks: 1

The following journal article would be an example of _____ research;

"The benefits of florescent lighting on production in a factory setting."

Select correct option:

Applied

Interview

Basic

Stupid

Question # 5 of 15 (Start time: 10:28:15 AM) Total Marks: 1

When we say that science is parsimonious, we mean that:

Select correct option:

Scientific theories are based on laws.

We must be careful because causes can occur after specific effects.

The best scientific theories are those that offer the simplest explanations for a law.

Science accurately describes a wide range of behavior.

Question # 6 of 15 (Start time: 10:29:05 AM) Total Marks: 1

Question # 7 of 15 (Start time: 10:29:32 AM) Total Marks: 1

What is a cross-sectional research?

Select correct option:

A study of one particular section of society

A comparison of two or more variables over a long period of time

The collection of data from more than one case at one moment in time

One that is conducted when environment is uncertain

Question # 8 of 15 (Start time: 10:30:06 AM) Total Marks: 1

The elaboration of the variable in the theoretical framework addresses which type of questions?

Select correct option:

Why we expect certain relationships to exist

How we expect certain relationships to exist

Both of the given questions

None of the given questions

Question # 9 of 15 (Start time: 10:30:32 AM) Total Marks: 1

Which of the following is Not a part of research design?

Select correct option:

Data collection technique

Tool of data collection

Objectives of the study

Data processing and analysis

Question # 10 of 15 (Start time: 10:31:10 AM) Total Marks: 1

In the statement 'an examination of the effects of discretionary behaviour on employee performance' employee performance is the:

Select correct option:

Independent variable

Dependent variable

Extraneous variable

Causal variable

Question # 11 of 15 (Start time: 10:31:30 AM) Total Mark :

Research questions are crucial because they will:

Select correct option:

Guide your decisions about what data to collect and from where.

Help you decide which research area interests you.

Ensure that your findings have external validity.

Prevent you from thinking about research strategies.

Question # 12 of 15 (Start time: 10:31:00 AM) Total Marks: 1

Which of the following steps of the scientific method is exemplified by the researcher reviewing the literature and focusing on a specific problem that has yet to be resolved?

Select correct option:

Identify a topic.

Describe the procedures to collect information.

Analyze the collected information.

State the results of the data analysis.

Question # 13 of 15 (Start time: 10:32:25 AM) Total Marks: 1

"There is no relationship between advertising and sales of product A" The given hypothesis is a (an):

Select correct option:

Descriptive hypothesis

Correlational hypothesis

Null hypothesis

Alternative hypothesis

Question # 14 of 15 (Start time: 10:33:55 AM) Total Marks: 1

Quantitative researcher's preoccupation with generalization is an attempt to:

Select correct option:

Develop the law like findings of the natural sciences.

Boost their chances of publication.

Enhance the internal validity of their research.

Demonstrate the competence techniques of statistical analysis.

Question # 15 of 15 (Start time: 10:34:28 AM) Total Marks: 1

Logical relationship among the factors identified in the literature review is called _____

Select correct option:

Research question

Theoretical framework

Problem statement

None of the given options

Question # 5 of 15 (Start time: 10:37:46 AM) Total Marks: 1

A variable is:

Select correct option:

Any characteristic of interest that can take on more than one value

Defined as the groups manipulated in experimental research

The complete set of scores we use in statistical analysis

Completely specified only in observational research

Question # 6 of 15 (Start time: 10:38:01 AM) Total Mark

After a researcher has stated the specific problem to be studied in an experiment, he must then develop a(n):

Select correct option:

Theory

Conclusion

Hypothesis

Summary of the data

Question # 7 of 15 (Start time: 10:38:15 AM) Total Marks: 1

Ms. Rishi has been coordinating the Annual Festival at her school for the last several years. She wants to be sure the students and parents enjoy the festival again this year. On which source is she LEAST likely to rely when making decisions about what to do?

Select correct option:

Tradition

Personal experience

Research

Expert opinion

Question # 8 of 15 (Start time: 10:38:29 AM) Total Marks: 1

Which of the following terms represents the most general, broad concept?

Select correct option:

Test

Assessment

Measurement

Instrument

Question # 9 of 15 (Start time: 10:38:55 AM) Total Marks: 1

Which of the following is Not a technique to narrow down the broad problem area?

Select correct option:

Doing a literature survey

Ask questions from the knowledgeable person

Consider the problem in specific context

Decide about the sample

Question # 10 of 15 (Start time: 10:40:06 AM) Total Marks: 1

Which of the following activities is Not included in debriefing?

Select correct option:

Explanation of any deception

Post study result sharing

Obtaining informed consent

Description of the purpose of study

Question # 11 of 15 (Start time: 10:41:22 AM) Total Marks: 1

The independent variable is;

Select correct option:

The variable manipulated in order to observe its effects

The variable that is measured

The free spirited variable

A confounding variable

Question # 12 of 15 (Start time: 10:41:38 AM) Total Marks: 1

:

Research question

Theatrical framework

Problem statement

None of the given options

Question # 13 of 15 (Start time: 10:42:55 AM) Total Marks: 1

The term "Extrapolation" is better explained by the statement:

Select correct option:

Facts lead to the rejection of the theory

Identification of a gap in knowledge

Theory predicts facts

None of the given options

Question # 14 of 15 (Start time: 10:43:14 AM) Total Marks: 1

Which of the following is most helpful in defining research problem?

Select correct option:

Hypothesis

Preliminary data collection

Descriptive research

Theoretical framework

Question # 15 of 15 (Start time: 10:44:17 AM) Total Marks: 1

If a measure is consistent over multiple occasions, it has:

Select correct option:

Inter-rater reliability

Construct validity

Internal validity

Test-retest reliability

Sta 630 quiz solved

The following journal article would be an example of _____ research; "The benefits of florescent lighting on production in a factory setting."

Select correct option:

Applied

Interview

Basic

Stupid

Before a researcher specifies the relationship among variables, he must have a (an):

Select correct option:

Inventory of variables

Inventory of propositions

Arrangement of propositions

Schematic diagram

**To say that a theory is falsifiable is to say that;
Select correct option:**

It is based on results that are not replicable.

Investigators have replaced it with a simpler or more accurate theory.

We can imagine results that would contradict it.

It is so vague that it fits any and all possible results.

**Which of the following is Not a part of research design
Select correct option:**

Data collection technique

Tool of data collection

Objectives of the study

Data processing and analysis

**The facts that should be collected to measure a variable, depend upon
the
Select correct option:**

Conceptual understanding

Dictionary meaning

Operational definition

All of the above

**What is opposite of a variable?
Select correct option:**

A constant

An extraneous variable

A dependent variable

A data set

Which of the following statements is true?

Select correct option:

All concepts are variables and all variables are concepts

All variables are concepts but all concepts are not variable

All concepts are variable but all variables are not concept

None of the above

The scientific method is preferred over other ways of knowing because it is more;

Select correct option:

Reliable

Systematic

Accurate

All of the given options

Which of the following is not a feature of theoretical framework?

Select correct option:

Making an inventory of variables

Specify the direction of relationship

Presenting findings

Making an inventory of propositions

A statement concerned with the logical relationship among the concepts is called_____.

Select correct option:

Abstract

Theory

Proposition

Research statement

Logical relationship among the factors identified in the literature review is called_____.

Select correct option:

Research question

Theoretical framework

Problem statement

None of the given options

What is the first step in the research process?

Select correct option:

Preliminary data collection

Problem definition

Theoretical framework

Define broad problem area

**The researcher protects the confidentiality in following ways, Except;
Select correct option:**

Obtaining signed nondisclosure documents

Restricting access to data instruments where the respondent is identified.

Disclosure of data subsets

Restricting access to respondent identification

**What is required if there is a chance that data could harm the respondents?
Select correct option:**

Change of results

A signed form detailing the types of limits

Free consent of respondents

All of the given options

**Which of the following is most helpful in defining research problem?
Select correct option:**

Hypothesis

Preliminary data collection

Descriptive research

Theoretical framework

**The elaboration of the variables in the theoretical framework addresses which type of questions?
Select correct option:**

How we expect certain relationships to exist

Both of the given questions

None of the given questions

Which of the following is included in research proposal?

Select correct option:

Data analysis

Results

Literature review

Conclusions section

Rationalism is the application of:

Select correct option:

Research solution

Logic and arguments

Traditions

Previous findings

Which of the following provides a solid basis foundation for the theoretical framework?

Select correct option:

Survey

Literature Review

Experiment

Referencing

Which of the following is Not included in research proposal?

Select correct option:

Problem Statement

Research Design

Results

Bibliography

An operational definition is:

Select correct option:

One that bears no relation to the underlying concept

An abstract, theoretical definition of a concept

A definition of a concept in terms of specific, empirical measures

One that refers to opera singers and their work

Which of the following should not be a consideration in writing a proposal?

Select correct option:

Understanding the problem situation

The appearance/form of the proposal

Responding to every element exactly as specified by the client

Knowing as much as possible about the proposal recipients

Which of the following is the best hypothesis statement to address the research question, "What impact will the new advertising campaign have on use of Brand B?"

Select correct option:

The new advertising campaign will impact Brand B usage.

The new advertising campaign will increase Brand A trial.

The new advertising campaign will cause increased Brand A usage at the expense of Brand C.

The new advertising campaign will increase Brand B's market penetration.

The term "Extrapolation" is better explained by the statement:

Select correct option:

Facts lead to the rejection of theory

Identification of the gap in knowledge

Theory predicts facts

None of the given options

"The extensive use of chocolate causes pimples". The given hypothesis is a (an):

Select correct option:

Descriptive hypothesis

Explanatory hypothesis

Non-Directional hypothesis

Co-relational hypothesis

The facts that should be collected to measure a variable, depend upon the

Select correct option:

Conceptual understanding

Dictionary meaning

Operational definition

All of the above

Which of the following is most likely to occur as an ethical problem with e-research?

Select correct option:

People are not likely to be able to stop once they have begun participating.

Informed consent cannot be completely monitored.

Debriefing could be avoided.

Privacy could be invaded.

A concept is a generalized idea about----

Select correct option:

A class of objects

Attributes

Occurrences

All of the given options

What is opposite of a variable?

Select correct option:

A constant

An extraneous variable

A dependent variable

A data set

"High productivity is positively associated with job commitment". The given hypothesis is a(n):

Select correct option

Descriptive hypothesis

Explanatory hypothesis

Non-Directional hypothesis

Co-relational hypothesis

Which of the following steps of the scientific method is exemplified by the researcher reviewing the literature and focusing on a specific problem that has yet to be resolved?

Select correct option:

Identify a topic.

Describe the procedures to collect information.

Analyze the collected information.

State the results of the data analysis.

The following journal article would be an example of _____ research;
"The benefits of florescent lighting on production in a factory setting."

Select correct option:

Applied

Interview

Basic

Stupid

Question # 2 of 15 (Start time: 08:39:37 PM) Total Marks: 1

Which of the following is NOT a purpose of a literature review?

Select correct option:

Helps you find out what is already known about the area.

Helps you in getting response from the respondents

Helps you in developing a theoretical framework.

Helps you to learn from others & stimulate new ideas.

Hypothesis is related to _____:

Select correct option:

The outcome of an experiment

A conclusion drawn from an experiment

A form of bias in which the subject tries to outguess the experimenter

A tentative statement about the relationship

Procedures determining what two issues are rarely used in quantitative research?

Select correct option:

Objectivity and subjectivity

Question # 7 of 15 (Start time: 08:43:11 PM) Total Marks: 1

Which of the following is Not included in research proposal?

Select correct option:

Problem Statement

Research Design

Results

Bibliography

Question # 8 of 15 (Start time: 08:44:01 PM) To Marks: 1

The purpose of a literature review is to:

Select correct option:

Help you find out what already known about this area.

Identify any inconsistencies or gaps in the literature.

Demonstrate an awareness of the theoretical context in which the current study can be located.

All of the given options

Question # 9 of 15 (Start time: 08:44:51 PM) Total Marks: 1

What is a relationship between the literature survey and the theoretical framework?

Select correct option:

Literature survey provides a solid foundation for developing the theoretical framework.

Literature survey helps in the identification of the relevant variables.

Question # 13 of 15 (Start time: 08:48:03 PM) Total Marks: 1

A one tailed hypothesis predicts-----

Select correct option:

The future

The lottery result

The frequency of the effect

The direction of the effect

Question # 14 of 15 (Start time: 08:48:26 PM) Total Marks: 1

A good qualitative problem statement:

Select correct option:

Defines the independent and dependent variables

Conveys a sense of emerging design

Specifies a research hypothesis to be tested

Specifies the relationship between variables that the researcher expects to find

Question # 15 of 15 (Start time: 08:49:02 PM) Total Marks: 1

"There is no relationship between advertising and sales of product A"

The given hypothesis is a (an):

Select correct option:

Descriptive hypothesis

Co relational hypothesis

Null hypothesis

Alternative hypothesis

Which of the following is not a proper way to write a literature review?

Select correct option:

Organize common findings or arguments together.

List down a series of research reports with a summary of the findings of each not confirmed

Logically link statements or findings,

Address the most important ideas first.

Question # 1 of 15 (Start time: 08:51:56 PM) Total Marks: 1

Theoretical framework is trying to develop a _____ model of our study.

Select correct option:

Functional

Conceptual

Operational

Practical

Question # 2 of 15 (Start time: 08:52:32 PM) Total Marks: 1

In the statement "motivation results in high efficiency" motivation is the:

Select correct option:

Independent variable

Dependent variable

Extraneous variable

Causal variable

Question # 3 of 15 (Start time: 08:53:22 PM) Total Marks: 1

The independent variable is;

Select correct option:

The variable manipulated in order to observe its effects

The variable that is measured

The free spirited variable

A confounding variable

Question # 4 of 15 (Start time: 08:54:07 PM) Total Marks

The application of the scientific method to the study of business problems is called;

Select correct option:

Inductive reasoning

Deductive reasoning

Business research

Grounded theory

Question # 5 of 15 (Start time: 08:54:45 PM) Total Marks: 1

Rights and restrictions of research are generally dictated by the _____.

Select correct option:

Age of the respondent

Experience of the researcher

Norms of the society

Research design

Question # 6 of 15 (Start time: 08:56:04 PM) Total Marks: 1

The following journal article would be an example of _____ research;

"The benefits of florescent lighting on production in a factory setting."

Select correct option:

Applied

Interview

Basic

Stupid

Question # 7 of 15 (Start time: 08:56:51 PM) Total Marks:

A concept is a generalized idea about---- .

Select correct option:

A class of objects

Attributes

Occurrences

All of the given options

Question # 8 of 15 (Start time: 08:57:00 PM) Total Marks: 1

When doing research involving deception with human subjects, researchers have an obligation to---- which of the following?

Select correct option:

Tell subjects the truth about the study's purpose and methods after the study is completed

Let subjects withdraw from the study at any time if they don't want to keep participating

Both of the given options

None of the given options

Question # 9 of 15 (Start time: 08:59:08 PM) Total Marks: 1

All of the following are true about theories, except;

Select correct option:

They organize and summarize existing knowledge about a topic.

They are tentative until the facts prove them true.

They provide possible explanations for the phenomenon under study.

They lead to testable hypotheses through the process of deduction.

Question # 10 of 15 (Start time: 09:00:02 PM) Total Marks

The operational definition is also known as

Select correct option:

Working definition

Nominal definition

Conceptual definition

Dictionary definition

Question # 11 of 15 (Start time: 09:00:00 PM) Total Marks: 1

Which of the following is NOT a characteristic of a good research topic?

Select correct option:

It is ethical.

It can be investigated through the collection and analysis of data.

It focuses on a philosophical or ethical issue.

It is theoretically or practically significant.

Question # 12 of 15 (Start time: 09:01:40 PM) Total Marks: 1

The scientific method is preferred over other ways of knowing because it is more;

Select correct option:

Reliable

Systematic

Accurate

All of the given options

Question # 13 of 15 (Start time: 09:02:10 PM) Total Marks: 1

What is a cross-sectional research?

Select correct option:

A study of one particular section of society

A comparison of two or more variables over a long period of time

The collection of data from more than one case at one moment in time

One that is conducted when environment is unchanging

Question # 14 of 15 (Start time: 09:02:20 PM) Total Marks: 1

Which of following statements is true?

Select correct option:

Theory and Research are dichotomous

Theory and Research are interrelated

There is no difference between Theory and Research

None of the given statements is true

Question # 15 of 15 (Start time: 09:04:04 PM) Total Marks: 1

Which of the following is at the highest level of abstraction?

Select correct option:

Concept

Proposition

Theory

Hypothesis

Question # 1 of 15 (Start time: 05:28:49 PM)

Total Marks: 1

Null hypothesis states:

Select correct option:

Absence of relationship

Existence of relationship

The direction of relationship

Casual relationship

Question # 2 of 15 (Start time: 05:29:46 PM)

Total Marks: 1

Which of the following statements is true?

Select correct option:

All concepts are variables and all variables are concepts

All variables are concepts but all concepts are not variable

All concepts are variable but all variables are not concepts

None of the above

Question # 3 of 15 (Start time: 05:30:24 PM)

Total Marks: 1

What research is?

Select correct option:

A lab experiment

A report

A systematic Enquiry

A survey

Question # 4 of 15 (Start time: 05:30:56 PM)

Total Marks: 1

A literature review requires;

Select correct option:

Planning

Clear writing

Good writing

All of the given option

Question # 5 of 15 (Start time: 05:31:23 PM)

Total Marks: 1

Which of the following is a discrete variable?

Select correct option:

Age

Nationality

Test score

Income

Question # 6 of 15 (Start time: 05:32:50 PM)

Total Marks: 1

A good qualitative problem statement:

Select correct option:

Defines the independent and dependent variables

Conveys a sense of emerging design

Specifies a research hypothesis to be tested

Specifies the relationship between variables that the researcher expects to find.

Question # 7 of 15 (Start time: 05:32:32 PM)

Total Marks: 1

The application of the scientific method to the study of business problems is called;

Select correct option:

Inductive reasoning

Deductive reasoning

Business research

Grounded theory

Question # 8 of 15 (Start time: 05:33:03 PM)

Total Marks: 1

After a researcher has stated the specific problem to be studied in an experiment, he must then develop a (n):

Select correct option:

Theory

Conclusion

Hypothesis

Summary of the data

Question # 9 of 15 (Start time: 05:33:30 PM)

Total Marks: 1

Which of the following is not included in research proposal?

Select correct option:

Problem Statement

Research Design

Results

Bibliography

Question # 10 of 15 (Start time: 05:34:46 PM)

Total Marks: 1

Which of the following is not an example of deception?

Select correct option:

A part of the truth is not communicated to the respondent

To observe code of ethics

To leak out information regarding any confidential matter

To create bias between respondents before the survey

Question # 11 of 15 (Start time: 05:35:39 PM)

Total Marks: 1

Which of the following is NOT a characteristic of a good research topic?

Select correct option:

It is ethical.

It can be investigated through the collection and analysis of data.

It focuses on a philosophical or ethical issue.

It is theoretically or practically significant.

Question # 12 of 15 (Start time: 05:36:14 PM)

Total Marks: 1

Which of the following is an example of deception in business research?

Select correct option:

The obtaining of company material without permission.

The researcher wearing a disguise during an observation.

The researcher representing their research as being about a different topic.

The researcher failing to ask permission to interview someone.

Question # 13 of 15 (Start time: 05:36:56 PM)

Total Marks: 1

Which of the following is not a feature of theoretical framework?

Select correct option:

Making an inventory of variables

Specify the direction of relationship

Presenting findings

Making an inventory of propositions

Question # 14 of 15 (Start time: 05:37:39 PM)

Total Marks: 1

Which of the following is not a function of clearly identified research questions?

Select correct option:

They guide your literature search.

They keep you focused throughout the data collection period.

They make the scope of your research as wide as possible.

They are linked together to help you construct a coherent argument.

Question # 15 of 15 (Start time: 05:38:23 PM)

Total Marks: 1

The study of research methods provides you with the knowledge and skills you need

Select correct option:

To solve the problem

To improve the decision-making process

To understand the research of others

All of the given options

The facts that should be collected to measure a variable, depend upon the

Select correct option:

Conceptual understanding

Dictionary meaning

Operational definition

All of the above

Question # 1 of 15 (Starttime: 03:03:57 AM) Total Marks: 1

Qualitative and Quantitative Research are the classifications of research on the basis of

Select correct option:

Use of the research

Time dimension

Techniques used

Purpose of the research

Question # 2 of 15 (Start time: 03:04:12 AM) Total Marks: 1

A literature review requires;

Select correct option:

planning

clear writing

good writing

All of the given option

Question # 3 of 15 (Start time: 03:05:18 AM) Total Marks: 1

A Literature review that summarizes what is known at a point in time is known as:

Select correct option:

Narrative literature review

Systematic literature review

Integrative review

Historical review

Question # 4 of 15 (Start time: 03:06:27 AM) Total Marks: 1

What is the final step of a scientific investigation?

Select correct option:

Analyze data

Collect data

Report the findings

Determine whether the hypothesis was supported

Question # 5 of 15 (Start time: 03:06:41 AM) Total Marks: 1

According to empiricism, which of the following is the ultimate source of all our concepts and knowledge?

Select correct option:

Perceptions

Theory

Sensory experience

Logics and arguments

Question # 6 of 15 (Start time: 03:07:30 AM) Total Marks: 1

Which of the following is an example of value-free research?

Select correct option:

Conscious favor

Sympathy for the loser

Unstructured interviewing

None of the given options

Question # 7 of 15 (Start time: 03:08:53 AM) Total Marks: 1

The independent variable is;

Select correct option:

The variable manipulated in order to observe its effects

The variable that is measured

The free spirited variable

A confounding variable

Question # 8 of 15 (Start time: 03:10:16 AM) Total Marks: 1

The following journal article would be an example of _____ research.

"The benefits of florescent lighting on production in a factory setting."

Select correct option:

Applied

Interview

Basic

Question # 9 of 15 (Starttime: 03:11:03 AM) Total Marks: 1

The study of research methods provides you with the knowledge and skills you need

Select correct option:

To solve the problem

To improve the decision making process

To understand the research of others

All of the given options

Question # 10 of 15 (Start time: 03:12:07 AM) Total Marks: 1

Which of the following true about the relationship between theory building and data collection?

Select correct option:

When studies come out as expected, inductive support for the theory is gained.

If an experiment fails, discarding the experiment is an example of affirming the consequent.

When a hypothesis is not supported, virtually nothing has been learned about the theory.

A good theory will be inclusive enough to explain every possible research outcome.

Question # 11 of 15 (Start time: 03:13:34 AM) Total Marks: 1

The operational definition is also known as

Select correct option:

Working definition

Nominal definition

Conceptual definition

Dictionary definition

Question # 12 of 15 (Start time: 03:14:41 AM) Total Marks: 1

A theory is a coherent set of _____ used as principles of explanations of the apparent relationships of certain observed phenomena.

Select correct option:

Disciplines

Propositions

Empirical Realities

None of the given options

Question # 13 of 15 (Start time: 03:15:29 AM) Total Marks: 1

A concept is a generalized idea about ----- .

Select correct option:

A class of objects

Attributes

Occurrences

All of the given options

Question # 14 of 15 (Start time: 03:16:26 AM) Total Marks: 1

Which of the following is included in research proposal?

Select correct option:

Data analysis

Results

Literature review

Conclusions section

Question # 15 of 15 (Start time: 03:17:54 AM) Total Marks: 1

Research questions are crucial because they will:

Select correct option:

Guide your decisions about what data to collect and from where.

Help you decide which research area interests you.

Ensure that your findings have external validity.

Prevent you from thinking about research strategies.

Question # 1 of 15 (Start time: 02:13:44 AM) Total Marks: 1

Null hypothesis states:

Select correct option:

Absence of relationship

Existence of relationship

The direction of relationship

Casual relationship

Question # 2 of 15 (Start time: 02:14:08 AM) Total Marks: 1

What is the variable called that a researcher manipulates in an experiment?

Select correct option:

Dependent variable

Independent variable

Extraneous variable

None of the given options

Question # 3 of 15 (Start time: 02:14:23 AM) Total Marks: 1

The facts that should be collected to measure a variable, depend upon the

Select correct option:

Conceptual understanding

Dictionary meaning

Operational definition

All of the above

Question # 4 of 15 (Start time: 02:14:54 AM) Total Marks: 1

What is a cross-sectional research?

Select correct option:

A study of one particular section of society

A comparison of two or more variables over a long period of time

The collection of data from more than one case at one moment in time

One that is conducted when environment is uncertain

Question # 5 of 15 (Start time: 02:15:13 AM) Total Marks: 1

Which one of the following tasks is NOT accomplished by the theoretical framework?

Select correct option:

Elaborate the relationships among the variables

Explain the logic underlying the relationship between the variables.

Describe the nature, and direction of the relationships among the variables.

Relates the previous studies.

Question # 6 of 15 (Start time: 02:16:37 AM) Total Marks: 1

The elaboration of the variables in the theoretical framework addresses which type of questions?

Select correct option:

Why we expect certain relationships to exist

How we expect certain relationships to exist

Both of the given questions

None of the given questions

Question # 7 of 15 (Start time: 02:17:35 AM) Total Marks: 1

What is the first step in the research process?

Select correct option:

Preliminary data collection

Problem definition

Theoretical framework

Define broad problem area

Question # 8 of 15 (Start time: 02:18:33 AM) Total Marks: 1

Qualitative and Quantitative Research are the classifications of research on the basis of

Select correct option:

Use of the research

Time dimension

Techniques used

Purpose of the research

Question # 9 of 15 (Start time: 02:18:46 AM) Total Marks: 1

Quantitative researcher's preoccupation with generalization is an attempt to:

Select correct option:

Develop the law like findings of the natural sciences.

Boost their chances of publication.

Enhance the internal validity of their research.

Demonstrate the complex techniques of statistical analysis.

Question # 10 of 15 (Start time: 02:19:13 AM) Total Marks: 1

Which of the following is an example of value-free research?

Select correct option:

Conscious favor

Sympathy for the loser

Unstructured interviewing

None of the given options

Question # 11 of 15 (Start time: 02:20:01 AM) Total Marks: 1

Ms. Roshi has been coordinating the Annual Festival at her school for the last several years. She wants to be sure the students and parents enjoy the

festival again this year. On which source is she LEAST likely to rely when making decisions about what to do?

Select correct option:

Tradition

Personal experience

Research

Expert opinion

Question # 12 of 15 (Start time: 02:21:25 AM) Total Marks: 1

Which of the following is NOT a legitimate research problem as stated?

Select correct option:

What is the relationship between the number of books children read and their reading scores?

Should competitive games be banned from elementary schools?

What does it mean to be a special needs child "included" in Ms. Johnson's fourth grade class?

What are the major legal principles applied to educational issues decided by the Supreme Court?

Question # 13 of 15 (Start time: 02:22:45 AM) Total Marks: 1

What is the basis of the Scientific method?

Select correct option:

To test hypotheses in conditions that are conducive to its success.

To formulate a research problem and disprove the hypothesis.

To formulate a research problem, test the hypothesis in carefully controlled conditions that challenge the hypothesis.

To test hypotheses and if they are disproved, they should be abandoned completely.

Question # 14 of 15 (Start time: 02:23:54 AM) Total Marks: 1

What is the final step of a scientific investigation?

Select correct option:

Analyze data

Collect data

Report the findings

Determine whether the hypothesis was supported

Question # 15 of 15 (Start time: 02:25:23 AM) Total Marks: 1

Which of the following is NOT a characteristic of a good research topic?

Select correct option:

It is ethical.

It can be investigated through the collection and analysis of data.

It focuses on a philosophical or ethical issue.

It is theoretically or practically significant.

Question # 1 of 15 (Start time: 01:38:28 AM) Total Marks: 1

If a researcher is studying the effect of using laptops in his classroom to ascertain their merit and worth, he is likely conducting which type of research?

Select correct option:

Basic

Applied

Evaluation

Experimental

Question # 2 of 15 (Start time: 01:39:00 AM) Total Marks: 1

What is opposite variable?

Select correct option:

A constant

An extraneous variable

A dependent variable

A data set

Question # 3 of 15 (Start time: 01:40:30 AM) Total Marks: 1

Which of the following is not a feature of theoretical framework?

Select correct option:

Making an inventory of variables

Specify the direction of relationship

Presenting findings

Making an inventory of propositions

Question # 4 of 15 (Start time: 01:41:50 AM) Total Marks: 1

Which of the following is a discrete variable?

Select correct option:

Age

Nationality

Test score

Income

Question # 5 of 15 (Start time: 01:42:35 AM) Total Marks: 1

In _____ we collect same type of information from different respondents in different times.

Select correct option:

Cohort study

Time series Research

Panel study

Case studies

Question # 6 of 15 (Start time: 01:44:02 AM) Total Marks: 1

Why, as scientists, do we not want to rely on authority for explanations?

Select correct option:

Those in authority are often wrong.

Those in authority cannot be challenged.

Those in authority rely too much on objective information.

Those in authority often have no common sense.

Question # 7 of 15 (Start time: 01:45:06 AM) Total Marks: 1

Which of the following is most beneficial to read in an article?

Select correct option:

Methods

Introduction

Figures

References

Question # 8 of 15 (Start time: 01:45:35 AM) Total Marks: 1

Why do you need to review the existing literature?

Select correct option:

To give your dissertation a proper academic appearance, with lots of references

Because without it, you could never reach the required word-count

To find out what is already known about your area of interest

To help in your general studying

Question # 9 of 15 (Start time: 01:46:10 AM) Total Marks:

Which of the following is the least appropriate research problem?

Select correct option:

Does studying Latin improve the standardized vocabulary test scores of seventh grade students?

Does drilling fifth grade students with multiplication facts improve their standardized test scores?

What is the relationship between students' math grades and math achievement?

Should students have access to controversial novels in school?

Question # 10 of 15 (Start time: 01:47:29 AM) Total Marks: 1

Null hypothesis states

Select correct option:

Absence of relationship

Existence of relationship

The direction of relationship

Casual relationship

Question # 11 of 15 (Start time: 01:48:49 AM) Total Marks: 1

Basic and Applied Research are the classifications of research on the basis of:

Select correct option:

Use of the research

Time dimension

Techniques used

Purpose of the research

Question # 12 of 15 (Start time: 01:50:18 AM) Total Marks: 1

What is a cross-sectional research?

Select correct option:

A study of one particular section of society

A comparison of two or more variables over a long period of time

The collection of data from more than one case at one moment in time

One that is conducted when environment is uncertain

Question # 13 of 15 (Start time: 01:51:43 AM) Total Marks: 1

What is the variable called that a researcher manipulates in an experiment?

Select correct option:

Dependent variable

Independent variable

Extraneous variable

None of the given options

Question # 14 of 15 (Start time: 01:52:48 AM) Total Marks: 1

Which of the following is not a part of research design?

Select correct option:

Data collection technique

Tool of data collection

Objectives of the study

Data processing and analysis

Question # 15 of 15 (Start time: 01:54:06 AM) Total Marks: 1

A variable is:

Select correct option:

Any characteristic of interest that can take on more than one value

Defined as the groups manipulated in experimental research
The complete set of scores we use in statistical analysis
Completely specified only in observational research

Question # 1 of 15 (Start time: 01:09:24 AM) Total Marks: 1

If a researcher was studying the use of various instructional approaches to the "multiple intelligences" of his students, he is likely to be conducting which type of research?

Select correct option:

Basic

Applied

Evaluation

Grounded theory

Question # 2 of 15 (Start time: 01:10:00 AM) Total Marks: 1

If a measure is consistent over multiple occasions, it has:

Select correct option:

Inter-rater reliability

Construct validity

Internal validity

Test-retest reliability

Question # 3 of 15 (Start time: 01:11:00 AM) Total Marks: 1

Why do you need to read the existing literature?

Select correct option:

To give your dissertation a proper academic appearance, with lots of references

Because without it, you could never reach the required word-count

To find out what is already known about your area of interest

To help in your general studying

Question # 4 of 15 (Start time: 01:12:12 AM) Total Marks: 1

All of the following are true about theories, except;

Select correct option:

They organize and summarize existing knowledge about a topic.

They are tentative until the facts prove them true.

They provide possible explanations for the phenomenon under study

They lead to testable hypotheses through the process of deduction.

Question # 5 of 15 (Start time: 01:13:02 AM) Total Marks: 1

Quantitative social researchers rarely claim to have established causality because:

Select correct option:

They are more concerned with publishing the results of their reliability tests.

They do not believe that this is an appropriate goal to be striving for.

They keep forgetting which of the variables they have manipulated.

They tend to use cross-sectional designs, which produce only correlations.

Question # 6 of 15 (Start time: 01:14:12 AM) Total Marks: 1

"Skepticism" is a norm of science. It is better explained by which of the following statement?

Select correct option:

Combining the previous knowledge

Critical reading of the previous researches

Providing the proper references and quoted text

Locating research reports in libraries

Question # 7 of 15 (Start time: 01:15:12 AM) Total Marks: 1

Which of the following provides a solid basis foundation for the theoretical framework?

Select correct option:

Survey

Literature Review

Experiment

Referencing

Question # 8 of 15 (Start time: 01:15:54 AM) Total Marks: 1

-----surveys are more impersonal than face-to-face interviews.

Select correct option:

Mail

Recorded Interview

Focus group

Telephone

Question # 9 of 15 (Start time: 01:17:01 AM) Total Marks: 1

Which of the following is not a feature of theoretical framework?

Select correct option:

Making an inventory of variables

Specify the direction of relationship

Presenting findings

Making an inventory of propositions

Question # 10 of 15 (Start time: 01:17:40 AM) Total Marks: 1

In _____ definition, a concept is explained in terms of other concepts.

Select correct option:

Operational definition

Working definition

Theoretical definition

None of the given options

Question # 11 of 15 (Start time: 01:18:00 AM) Total Marks: 1

To explain, predict, and control phenomena are the goal of-----

Select correct option:

Tradition

Inductive logic

Deductive logic

The scientific method

Question # 12 of 15 (Start time: 01:19:08 AM) Total Marks: 1

Which of the following is NOT a characteristic of a good research topic?

Select correct option:

It is ethical.

It can be investigated through the collection and analysis of data.

It focuses on a philosophical or ethical issue.

It is theoretically or practically significant.

Question # 13 of 15 (Start time: 01:19:47 AM) Total Marks: 1

Which of the following is a concept?

Select correct option:

Leadership.

Total Quality Management.

Human Resource Management.

All of the given options

Question # 14 of 15 (Start time: 01:20:14 AM) Total Marks: 1

The most critical areas of an article to read is;

Select correct option:

Results section

Introduction

Abstract

Limitations

Question # 15 of 15 (Start time: 01:20:58 AM) Total Marks: 1

Quantitative researchers's preoccupation with generalization is an attempt to:

Select correct option:

Develop the law like findings of the natural sciences.

Boost their chances of publication.

Enhance the internal validity of their research.

Demonstrate the complex techniques of statistical analysis.

Question # 1 of 15 (Start time: 10:53:07 AM)

Total Marks: 1

The most critical areas of an article to read is;

Select correct option:

Results section

Introduction

Abstract

Limitations

Question # 2 of 15 (Start time: 10:53:51 AM)

Total Marks: 1

What type of process research is?

Select correct option:

A process to discover the truth

A process to invent the machines

A process to make new medicines

A process to create theories

Question # 3 of 15 (Start time: 10:54:42 AM)

Total Marks: 1

Before a researcher specified the relationship among variables, he must have a (an):

Select correct option:

Inventory of variables

Inventory of proposition

Arrangement of propositions

Schematic diagram

Question # 4 of 15 (Start time: 10:55:15 AM)

Total Marks: 1

Which one of the following is not an assumption of science?

Select correct option:

There are reoccurring patterns in the world.

Events happen because of preceding causes.

We can discover solutions to problems of interest.

Theoretical explanations must agree with common sense.

Question # 5 of 15 (Start time: 10:56:03 AM)

Total Marks: 1

Quantitative researcher's preoccupation with generalization is an attempt to:

Select correct option:

Develop the law like findings of the natural sciences.

Boost their chances of publication.

Enhance the internal validity of their research.

Demonstrate the complex techniques of statistical analysis.

Question # 6 of 15 (Start time: 10:56:48 AM) Total Marks: 1

Which one of the following creates problems of measurements of a concept?

Select correct option:

Unambiguous meanings

Vague meanings

Clear meanings

Dictionary meanings

Question # 7 of 15 (Start time: 10:57:31 AM)

Total Marks: 1

Which of the following is an example of value free research?

Select correct option:

Conscious favor

Sympathy for the loser

Unstructured interviewing

None of the given options

Question # 8 of 15 (Start time: 10:58:22 AM)

Total Marks: 1

The elaboration of the variables in the theoretical framework addresses which type of questions?

Select correct option:

Why we expect certain relationships to exist

How we expect certain relationships to exist

Both of the given questions

None of the given questions

Question # 9 of 15 (Start time: 10:58:59 AM)

Total Marks: 1

Which of the following is at the highest level of abstraction?

Select correct option:

Concept

Proposition

Theory

Hypothesis

Question # 10 of 15 (Start time: 11:00:19 AM)

Total Marks: 1

Which of the following is the best hypothesis statement to address the research question, "What impact will the new advertising campaign have on use of Brand B?"

Select correct option:

The new advertising campaign will impact Brand B usage.

The new advertising campaign will increase Brand B usage.

The new advertising campaign will cause increased Brand B usage at the expense of Brand C.

The new advertising campaign will increase Brand B's market penetration.

Question # 11 of 15 (Start time: 11:01:25 AM)

Total Marks: 1

Which of following statement is true?

Select correct option:

Theory and Research are dichotomous

Theory and Research are interrelated

There is no difference between Theory and Research

None of the given statements is true

Question # 12 of 15 (Start time: 11:02:15 AM)

Total Marks: 1

According to Empiricism, which of the following is the ultimate source of all our concepts and knowledge?

Select correct option:

Perceptions

Theory

Sensory experience

Logics and arguments

Question # 13 of 15 (Start time: 11:03:17 AM)

Total Marks: 1

What is the final step of a scientific investigation?

Select correct option:

Analyze data

Collect data

Report the findings

Determine whether the hypothesis was supported

Question # 14 of 15 (Start time: 11:04:06 AM)

Total Marks: 1

Ms. Rishi has been coordinating the Annual Festival at her school for the last several years. She wants to be sure the students and parents enjoy the festival again this year. On which source is she LEAST likely to rely when making decisions about the festival?

Select correct option:

Tradition

Personal experience

Research

Expert opinion

Question # 15 of 15 (Start time: 11:04:39 AM) Total Marks: 1

Preliminary Data Collection may be considered as part of -----.

Select correct option:

Descriptive research
Explanatory research
Exploratory research
All of the given options

Question # 1 of 15 (Start time: 03:10:36 PM) Total Marks: 1

Which of the following is an example of value-free research?

Select correct option:

Conscious favor
Sympathy for the loser
Unstructured interviewing
None of the given options

Question # 2 of 15 (Start time: 03:11:13 PM) Total Marks: 1

A literature review requires;

Select correct option:

planning
clear writing
good writing
All of the given options

Question # 3 of 15 (Start time: 03:11:52 PM) Total Marks: 1

What type of research is this?

Select correct option:

A process to discover the truth
A process to invent the machines
A process to make new medicines
A process to create theories

Question # 4 of 15 (Start time: 03:12:15 PM) Total

Why do you need to review the existing literature?

Select correct option:

To give your dissertation a proper academic appearance, with lots of references
Because without it, you could never reach the required word-count
To find out what is already known about your area of interest

To help in your general studying

Question # 5 of 15 (Start time: 03:13:19 PM) Total Marks: 1

What is the final step of a scientific investigation?

Select correct option:

Analyze data

Collect data

Report the findings

Determine whether the hypothesis was supported

Question # 6 of 15 (Start time: 03:13:51 PM) Total Marks: 1

When we say that science is parsimonious, we mean that:

Select correct option:

Scientific theories are based on laws.

We must be careful because causes can occur after effects.

The best scientific theories are those that offer the simplest explanations for a law.

Science accurately describes a wide range of behavior.

Question # 8 of 15 (Start time: 03:15:17 PM) Total Marks: 1

Which of the following is a discrete variable?

Select correct option:

Age

Nationality

Test score

Income

Question # 9 of 15 (Start time: 03:16:06 PM) Total Marks: 1

"Skepticism" is a norm of science. It is better explained by which of the following statement?

Select correct option:

Combining the previous knowledge

Critical reading of the previous researches

Providing the proper references of quoted text

Locating research reports in libraries

Question # 10 of 15 (Start time: 03:16:39 PM) Total Marks: 1

Which of following statement is true?

Select correct option:

Theory and Research are dichotomous

Theory and Research are interrelated

There is no difference between Theory and Research

None of the given statements is true

Question # 11 of 15 (Start time: 03:17:05 PM) Total Marks: 1

Which of the following should not be a consideration in writing a proposal?

Select correct option:

Understanding the problem situation

The appearance/form of the proposal

Responding to every element exactly as specified by the client

Knowing as much as possible about the proposal respondents

Question # 12 of 15 (Start time: 03:17:59 PM) Total Marks: 1

The operational definition is also known as

Select correct option:

Working definition

Nominal definition

Conceptual definition

Dictionary definition

Question # 13 of 15 (Start time: 03:18:34 PM) Total Marks: 1

Which of the following statements is true?

Select correct option:

All concepts are variables and all variables are concepts

All variables are concepts but all concepts are not variable

All concepts are variable but all variables are not concepts

None of the above

Question # 14 of 15 (Start time: 03:19:24 PM) Total Marks: 1

Which of the following is Not included in research proposal?

Select correct option:

Problem Statement

Research Design

Results

Bibliography

Question # 15 of 15 (Start time: 03:20:16 PM) Total Marks: 1

The scientific method is preferred over other ways of knowing because it is more;

Select correct option:

Reliable

Systematic

Accurate

All of the given options

Question # 1 of 15 (Start time: 10:36:31 AM) Total Marks: 1

Which of the following is not an unethical issue?

Select correct option:

Invoicing irregularities

Avoiding legal liability

Misrepresenting

None of the given options

Question # 2 of 15 (Start time: 10:36:58 AM) Total Marks: 1

What research is?

Select correct option:

A lab experiment

A report

A systematic Enquiry

A survey

Question # 3 of 15 (Start time: 10:37:15 AM) Total Marks: 1

Theoretical framework is trying to develop a_____model of our study.

Select correct option:

Functional

Conceptual

Operational

Practical

Question # 4 of 15 (Start time: 10:37:33 AM) Total Marks: 1
Which of the following is Not included in the Introduction section of a Research proposal?

Select correct option:

Background of the study

Objectives

Sampling technique

Significance

Question # 5 of 15 (Start time: 10:37:51 AM) Total Marks: 1

A variable is:

Select correct option:

Any characteristic of interest that can take on more than one value

Defined as the groups manipulated in experimental research

The complete set of scores we use in statistical analysis

Completely specified only in observational research

Question # 6 of 15 (Start time: 10:38:01 AM) Total Marks: 1

After a researcher has stated the specific problem to be studied in an experiment, he must then develop a(n):

Select correct option:

Theory

Conclusion

Hypothesis

Summary of the data

Question # 7 of 15 (Start time: 10:38:15 AM) Total Marks: 1

Ms. Roshni has been coordinating the Annual Festival at her school for the last several years. She wants to be sure the students and parents enjoy the festival again this year. On which source is she LEAST likely to rely when making decisions about what to do?

Select correct option:

Tradition

Personal experience

Research

Expert opinion

Question # 8 of 15 (Start time: 10:38:29 AM) Total Marks: 1

Which of the following terms represents the most general, broad concept?

Select correct option:

Test

Assessment

Measurement

Instrument

Question # 9 of 15 (Start time: 10:38:55 AM) Total Marks: 1

Which of the following is Not a technique to narrow down the broad problem area?

Select correct option:

Doing a literature survey

Ask questions from the knowledgeable persons

Consider topic in specific context

Decide about the sample

Question # 10 of 15 (Start time: 10:40:06 AM) Total Marks: 1

Which of the following activities is Not included in debriefing?

Select correct option:

Explanation of any deception

Post study result sharing

Obtaining informed consent

Description of the purpose of study

Question # 11 of 15 (Start time: 10:41:22 AM) Total Marks: 1

The independent variable is;

Select correct option:

The variable manipulated in order to observe its effects

The variable that is measured

The free spirited variable

A confounding variable

Question # 12 of 15 (Start time: 10:41:38 AM) Total Marks: 1

Logical relationship among the factors identified in the literature review is called_____.

Select correct option:

Theatrical framework

Problem statement

None of the given options

Question # 13 of 15 (Start time: 10:42:55 AM) Total Marks: 1

The term "Extrapolation" is better explained by the statement:

Select correct option:

Facts lead to the rejection of theory

Identification of the gap in knowledge

Theory predicts facts

None of the given options

Question # 14 of 15 (Start time: 10:43:14 AM) Total Marks: 1

Which of the following is most helpful in defining research problem?

Select correct option:

Hypothesis

Preliminary data collection

Descriptive research

Theoretical framework

Question # 15 of 15 (Start time: 10:44:17 AM) Total Marks: 1

If a measure is consistent over multiple occasions, it has:

Select correct option:

Inter-rater reliability

Construct validity

Internal validity

Test-retest reliability

Research may differ along a series of dimensions. Which of the following may be applied to this statement?

Select correct option:

The type of data collected.

The data-collection technique.

The level of manipulation used to elicit data collection.

All of the given options

Quiz Start Time: 05:28 PM

Question # 1 of 15 (Start time: 05:28:49 PM)

Total Marks: 1

Null hypothesis states:

Select correct option:

Absence of relationship

Existence of relationship

The direction of relationship

Casual relationship

Question # 2 of 15 (Start time: 05:29:46 PM)

Total Marks: 1

Which of the following statements is true?

Select correct option:

All concepts are variables and all variables are concepts

All variables are concepts but all concepts are not variable

All concepts are variable but all variables are not concepts

None of the above

Question # 3 of 15 (Start time: 05:32:44 PM)

Total Marks: 1

What research is

Select correct option:

A lab experiment

A report

A systematic Enquiry

A survey

Question # 4 of 15 (Start time: 05:30:56 PM)

Total Marks: 1

A literature review requires;

Select correct option:

Planning

Clear writing

Good writing

All of the given option

Question # 5 of 15 (Start time: 05:31:23 PM)

Total Marks: 1

Which of the following is a discrete variable

Select correct option:

Age

Nationality

Test score

Income

Question # 6 of 15 (Start time: 05:31:50 PM)

Total Marks: 1

A good qualitative problem statement:

Select correct option:

Defines the independent and dependent variables

Conveys a sense of emerging design

Specifies a research hypothesis to be tested

Specifies the relationship between variables that the researcher expects to find.

Question # 7 of 15 (Start time: 05:32:32 PM)

Total Marks: 1

The application of the scientific method to the study of business problems is called;

Select correct option:

Inductive reasoning

Deductive reasoning

Business research

Grounded theory

Question # 8 of 15 (Start time: 05:33:03 PM)

Total Marks: 1

After a researcher has stated the specific problem to be studied in an experiment, he must then develop a (n):

Select correct option:

Theory

Conclusion

Hypothesis

Summary of the data

Question # 9 of 15 (Start time: 05:33:30 PM)

Total Marks: 1

Which of the following is not included in research proposal?

Select correct option:

Problem Statement

Research Design

Results

Bibliography

Question # 10 of 15 (Start time: 05:34:46 PM)

Total Marks: 1

Which of the following is not an example of deception?

Select correct option:

A part of the truth is not communicated to the respondent

To observe code of ethics

To create bias between respondents before the survey

Question # 11 of 15 (Start time: 05:35:39 PM)

Total Marks: 1

Which of the following is NOT a characteristic of a good research topic?

Select correct option:

It is ethical.

It can be investigated through the collection and analysis of data.

It focuses on a philosophical or ethical issue.

It is theoretically or practically significant.

Question # 12 of 15 (Start time: 05:36:14 PM)

Total Marks: 1

Which of the following is an example of deception in business research?

Select correct option:

The obtaining of company material without permission.

The researcher wearing a disguise during an observation.

The researcher representing their research as being about a different topic.

The researcher failing to ask permission to interview someone.

Question # 13 of 15 (Start time: 05:36:56 PM)

Total Marks: 1

Which of the following is not a feature of theoretical framework

Select correct option:

Making an inventory of variables

Specify the direction of relationship

Presenting findings

Making an inventory of proposition

Question # 14 of 15 (Start time: 05:37:39 PM)

Total Marks: 1

Which of the following is not a function of clearly identified research questions?

Select correct option:

They guide your literature search.

They keep you focused throughout the data collection period.

They make the scope of your research as wide as possible.

They are linked together to help you construct a coherent argument.

Question # 15 of 15 (Start time: 05:38:23 PM)

Total Marks: 1

The study of research methods provides you with the knowledge and skills you need

Select correct option:

To solve the problem

To improve the decision-making process

To understand the research of others

All of the given options

STA630 - Research Methods

Mega Quiz file

Solved By Muhammad Afaaq

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Asslam O Alikum

STA630 - Research Methods

Mega Quiz file

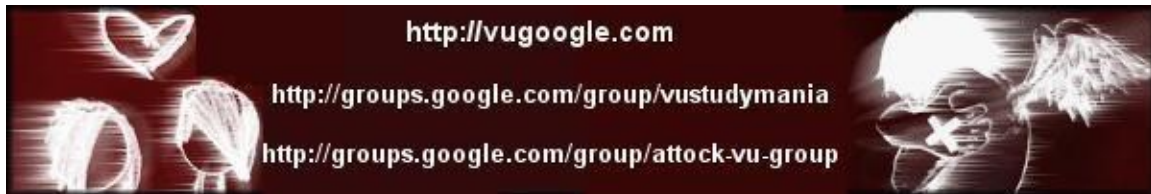
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FINALTERM EXAMINATION

Spring 2010

AFAAQ_TARIQ@YAHOO.COM

STA630- Research Methods (Session - 4)

Ref No: 1518507

Time: 90 min

Marks: 69

Question No: 1 (Marks: 1) - Please choose one

An inductive logic is one that:

- ▶ Involves testing as explicitly defined hypothesis
- ▶ Does not allow for findings to feed back into the body of knowledge.
- ▶ Uses quantitative methods whenever possible.
- ▶ Allows theory to emerge out of the data.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch01/>

MCQ # 03

Question No: 2 (Marks: 1) - Please choose one

Which of the following research questions is BEST answered using action research?

- ▶ How can I improve the interaction of students of different ethnicity in my class?

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 3

- ▶ What factors influence student interaction in multiethnic classes?
- ▶ Is there a difference between male and female acceptance of others in multiethnic classes?
- ▶ How do students from Asian countries adjust to classroom practices in U.S. schools?

Question No: 3 (Marks: 1) - Please choose one

Which of the following is characteristic of action research?

- ▶ Variables are tightly controlled.
- ▶ Results are generalizable.
- ▶ Results demonstrate cause-and-effect relationships.
- ▶ Data are usually qualitative.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 05

Question No: 4 (Marks: 1) - Please choose one

Research may differ along a series of dimensions. Which of the following may be applied to this statement?

- ▶ The level of manipulation used to elicit data collection.
- ▶ The data-collection technique.
- ▶ The type of data collected.
- ▶ Type, technique and manipulation of data collection.

http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq_01/mcq_01.htm

MCQ # 06

Question No: 5 (Marks: 1) - Please choose one

Which of the following is NOT a drawback to free response items?

- ▶ Results from free response items take longer to analyze.
- ▶ Many participants tend not to answer free response items.
- ▶ Free response items allow participants to add information that was not directly requested.
- ▶ Many participants tend to be less truthful in free response items.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html

MCQ # 15

Question No: 7 (Marks: 1) - Please choose one

Which of the following is an example of a question about normative standards and values?

- ▶ How many workers are employed at this plant?
- ▶ What is your attitude towards the management at this plant?
- ▶ Do you always cast your vote in trade union elections?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch10/>

MCQ # 03

▶ Are you aware of the main features of the European Union Directive for informing and consulting employees?

Question No: 8 (Marks: 1) - Please choose one

Which of the following is NOT an example of a problem with using social survey research to investigate behaviour?

- ▶ Respondents tend to answer by giving the most socially desirable answer.
- ▶ Respondents may inadvertently omit key terms in the question.
- ▶ Respondents may not give an honest reply to what they see as a threatening question.
- ▶ Respondents may be unwilling to reveal information as they believe they are likely to be identified.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch11/>

MCQ # 01

Question No: 9 (Marks: 1) - Please choose one

Which of the following is an example of a dilemma that might face feminist business researchers conducting qualitative interviews with women?

- ▶ What role to adopt while interviewing male managers?
- ▶ How many female employees should be interviewed for a representative sample?
- ▶ How to overcome the issue of false consciousness?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch18/>

MCQ # 09

- ▶ What data to use while publishing findings?

Question No: 10 (Marks: 1) - Please choose one

Which of the following is NOT characteristic of qualitative data?

- ▶ Rich descriptions
- ▶ Concise

http://wps.prenhall.com/chetairasian_edresearch_8/38/9871/2527149.cw/content/index#topofquiz1

MCQ # 02

- ▶ Voluminous
- ▶ Unorganized

Question No: 11 (Marks: 1) - Please choose one

Why is describing the context equally, as important aspect of qualitative data analysis as is describing the participants?

- ▶ Descriptions of context are more objective than descriptions of participants.
- ▶ Descriptions of context are based on facts, not perceptions.
- ▶ Participants' behavior cannot be separated from the context in which it occurs.

http://wps.prenhall.com/chetairasian_edresearch_8/38/9871/2527206.cw/index.html

MCQ # 04

- ▶ Participants are the context.

Question No: 12 (Marks: 1) - Please choose one

Which one is not the part of non reactive research?

- ▶ Physical traces
- ▶ Archives
- ▶ Observations
- ▶ Interviews

Varieties of Non-Reactive Observations

Physical Traces:

Archives:

Observations:

PAGE 124

Question No: 13 (Marks: 1) - Please choose one

The information gained by someone other than researcher conducting the study is called

- ▶ Primary data
- ▶ Reliable data
- ▶ Valid data
- ▶ Secondary data

Secondary data refer to information gathered by someone other than the researcher conducting the present study.

PAGE # 131

Question No: 14 (Marks: 1) - Please choose one

Which of the following is **not** an example of historical comparative research?

- ▶ Social Forms
- ▶ Economic Forms
- ▶ Civil Wars
- ▶ Turnover

PAGE # 142,143

Question No: 15 (Marks: 1) - Please choose one

Which of the following would you recommend to a graduate student to ensure the quality of his research report?

- ▶ Write a detailed explanation of the methods used to investigate the problem.
- ▶ Explicitly state underlying assumptions related to the topic.
- ▶ Acknowledge the limitations of generalizability while assisting the reader in understanding the transferability of the findings.
- ▶ Detailed method, assumptions and limitation.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381491.cw/index.html

MCQ # 02

Question No: 16 (Marks: 1) - Please choose one

In which of the following Tests, we usually go for personal interviewing to test the questionnaire?

- ▶ Test Run
- ▶ Pilot Test

Pilot testing also called pre-testing means small scale trial run of a particular component; here we are referring to pilot testing of the questionnaire.

PAGE # 80

- ▶ Post Hoc Test
- ▶ T- Test

Question No: 17 (Marks: 1) - Please choose one

In which of the following Tests, we should come to know, does a questionnaire look like an integrated unit?

- ▶ Test Run
- ▶ Pilot Test

PAGE # 80, 81

A pilot plant would be a way of testing the integrated unit, studying its operational problems, testing design

- ▶ Post Hoc Test
- ▶ T- Test

Question No: 18 (Marks: 1) - Please choose one

Which of the following is that element or set of elements considered for selection in some stage of sampling?

- ▶ Parameter
- ▶ Sampling Unit

A sampling unit is that element or set of elements considered for selection in some stage of sampling.

PAGE 89

- ▶ Observation Unit
- ▶ Statistic

Question No: 19 (Marks: 1) - Please choose one

If you are going on the street and suddenly a TV reporter starts taking your interview regarding any issue, which of the following sampling technique is used by the TV reporter?

- ▶ Purposive Sampling
- ▶ Snowball Sampling
- ▶ Convenience Sampling

Convenience Sampling

Convenience sampling (also called *haphazard* or *accidental sampling*) refers to sampling by obtaining units or people who are most conveniently available. For example, it may be convenient and economical to sample employees in companies in a nearby area, sample from a pool of friends and neighbors. The person-on-the street interview conducted by TV programs is another example. TV interviewers go on the street with camera and microphone to talk to few people who are convenient to interview. The people walking past a TV studio in the middle of the day do not represent everyone (homemakers, people in the rural areas). Likewise, TV interviewers select people who look “normal” to them and avoid people who are unattractive, poor, very old, or inarticulate.

PAGE # 90

- ▶ Quota Sampling

Question No: 20 (Marks: 1) - Please choose one

Sampling in qualitative research is similar to which type of sampling in quantitative research?

- ▶ Simple random sampling
- ▶ Systematic sampling
- ▶ Quota sampling
- ▶ Purposive sampling

Sampling in qualitative research is similar to which type of sampling in quantitative research?

It is similar to purposive sampling

<http://www.google.com.pk/#sclient=psy&hl=en&biw=800&bih=411&q=Sampling+in+qualitative+research+is+similar+to+Purposive+sampling&aq=&aql=&oq=&pbx=1&fp=791244bbdd532714>

AFTER OPEN DA LINK CLICK ON 1ST [DOC] [Sampling in Quantitative, Qualitative, and Mixed - Chapter 9 ...](#)

Question No: 21 (Marks: 1) - Please choose one

Which of the following is **NOT** a type of Non-random sampling?

- ▶ Cluster sampling

PAGE # 90, 91, AND 93

- ▶ Convenience sampling
- ▶ Quota sampling
- ▶ Purposive sampling

Question No: 22 (Marks: 1) - Please choose one

Historical-Comparative researchers sometimes use;

- ▶ Time-series data
- ▶ Primary data
- ▶ Secondary data

Historical-comparative researchers often use secondary sources or different data types in combination

PAGE # 151

- ▶ Analyzed data

Question No: 23 (Marks: 1) - Please choose one

Which of the following refers to the partials replicate or reproduce the same relationship that existed in the bivariate table before considering the control variable?

- ▶ Replication pattern

The replication pattern is the easiest to understand. It is when the partials replicate or reproduce the same relationship that existed in the bivariate table before considering the control variable.

PAGE # 110

- ▶ Specification pattern
- ▶ Suppressor variable pattern
- ▶ Negative linear relationship

Question No: 24 (Marks: 1) - Please choose one

As a researcher you need **Not** to;

- ▶ Master the literature
- ▶ Take numerous detailed notes
- ▶ Create a bibliography list
- ▶ Learn your findings

As the researcher masters the literature and takes numerous detailed notes, he or she completes many specific tasks: creating a bibliography list

PAGE # 147

Question No: 25 (Marks: 1) - Please choose one

Which of the following relates with an abstract model of underlying relations or causal mechanism?

- ▶ Analysis
- ▶ Synthesis

Synthesis links specific evidence with an abstract model of underlying relations or causal mechanism.

PAGE # 148

- ▶ Results
- ▶ Findings

Question No: 26 (Marks: 1) - Please choose one

Which of the following control techniques available to the researcher, controls both known and unknown variables?

- ▶ Building the extraneous variable into the design
- ▶ Matching
- ▶ Random assignment

Random assignment is the most important technique that can be used to control confounding variables because it has the ability to control for both known and unknown confounding extraneous variables.

<http://www.southalabama.edu/coe/bset/johnson/lectures/lec9.htm>

- ▶ Analysis of covariance

Question No: 27 (Marks: 1) - Please choose one

Which of the following is more operational with the help of coding system?

- ▶ External Appearance
- ▶ Count Behaviors
- ▶ Content analysis

Constructs in content analysis are operationalizing with a *coding system*, a set of instructions or rules on how to systematically observe and record content from text.

Page # 126

- ▶ Time Duration

Question No: 28 (Marks: 1) - Please choose one

What is the particular advantage of secondary analysis to business students?

- ▶ It is less challenging intellectually
- ▶ It guarantees positive results
- ▶ It is less expensive and less time consuming than primary

analysis

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch13/>

MCQ # 02

- ▶ It enables students to gain experience of the workplace

Question No: 29 (Marks: 1) - Please choose one

Which of the following similarity is found in Qualitative research and Survey research?

- ▶ Examine topics primarily from the participants' perspectives
- ▶ They are guided by predetermined variables to study.
- ▶ They are descriptive research methods.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html

MCQ # 03

- ▶ Have large sample sizes.

Question No: 30 (Marks: 1) - Please choose one

A single element or group of elements that is eligible for selection via the sampling process is called a:

- ▶ Sampling panel
- ▶ Sampling unit

A sampling unit is that element or set of elements considered for selection in some stage of sampling.

PAGE # 89

- ▶ Sampling error
- ▶ Sampling quota

Question No: 31 (Marks: 1) - Please choose one

Codes are rules for _____ data.

- ▶ Classifying
- ▶ Interpreting
- ▶ Recording
- ▶ All of the given options

ALTHOUGH CODES ARE GENERALLY CONSIDERED TO BE NUMERICAL SYMBOLS, THEY ARE MORE BROADLY DEFINED AS THE RULES FOR INTERPRETING, CLASSIFYING, AND RECORDING DATA.

PAGE # 99

Question No: 32 (Marks: 1) - Please choose one

Which of the following contain the captions for the rows of a table?

- ▶ Boxheads
- ▶ Footnotes
- ▶ Source notes

- ▶ None of the given options

A table may contain a caption, row groups, and column groups. A row group contains rows, while a column group contains columns. Rows and columns contain cells. Tables are rendered as layers in a specified order from the bottom up: table, column groups, columns, row groups, rows, and cells.

<http://reference.sitepoint.com/css/tableformatting>

Question No: 33 (Marks: 1) - Please choose one

The experimental design that uses one-group, a treatment, and a posttest is called _____.

- ▶ One-shot case study design

One-shot Case Study Design: Also called the one-group posttest-only design, the one-shot case study design has only one group, a treatment, and a posttest

PAGE #117

- ▶ Pretest posttest control group design
- ▶ Solomon four-group design
- ▶ One-group pretest posttest design

Question No: 34 (Marks: 1) - Please choose one

When a researcher tries to say that the results of a test market in Karachi will hold in a national rollout of the new product, this researcher is concerned with:

- ▶ Internal validity
- ▶ The repeated measures effect
- ▶ Constant error
- ▶ External validity

External validity is the ability to generalize experimental findings to real life situations.

PAGE 122

Question No: 35 (Marks: 1) - Please choose one

Obtaining secondary data is typically _____ and _____ expensive than obtaining primary data.

- ▶ Faster; more
- ▶ Slower; more
- ▶ Faster; less

Page # 131

- ▶ Slower; less

Question No: 36 (Marks: 1) - Please choose one

Which of the following is a disadvantage of secondary data?

- ▶ User has no control over their reliability and validity
- ▶ Inability to convert the data
- ▶ Typically require additional access to research respondents
- ▶ All of the given options

Question No: 37 (Marks: 1) - Please choose one

The study of documents used by writers is a method of _____.

- ▶ In-depth analysis
- ▶ Time series analysis
- ▶ Regression analysis
- ▶ None of the given options

Content analysis is also the study of documents through which the writers try to communicate, though some of the documents (like population census) may simply contain figures.

Page # 129

Question No: 38 (Marks: 1) - Please choose one

Historical-Comparative research focuses on:

- ▶ Its broad historical processes
- ▶ Comparing forms
- ▶ Tracing the development of social forms
- ▶ All of the given options

Historical-Comparative research focuses on:

- Tracing the development of social forms (patterns) overtime as well as its broad its broad historical processes, and
- Comparing those forms and its developmental processes across cultures (countries/nations).

Page # 142

Question No: 39 (Marks: 1) - Please choose one

When a manufacturer studies his most successful retailer in depth in order to determine some better ideas for displaying bicycles in its retail stores, this is an example of:

- ▶ An experiment
- ▶ A test market
- ▶ A case study

Case study: It is an in-depth analysis of a unit which could be an individual person, a couple, a group, or an organization

PAGE # 38

- Causal research

Question No: 40 (Marks: 1) - Please choose one

An interview conducted by a trained moderator among a small group of respondents in an unstructured and natural manner is a_____.

- Depth interview
- Focus group

Focus group an interview conducted by a trained moderator among a small group of respondents in an unstructured and natural manner

http://books.google.com.pk/books?id=TKb8iORscegC&pg=PA145&lpg=PA145&dq=An+interview+conducted+by+a+trained+moderator+among+a+small+group+of+respondents+in+an+unstructured+and+natural+manner+is+a+Focus+group&source=bl&ots=xSwXM_YgdX&sig=vsawE2ctZCs4EWajLiWVzulC8yY&hl=en&ei=aaVOTZqoKtOChQed3Jm-Dg&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBwQ6AEwAQ#v=onepage&q=An%20interview%20conducted%20by%20a%20trained%20moderator%20among%20a%20small%20group%20of%20respondents%20in%20an%20unstructured%20and%20natural%20manner%20is%20a%20Focus%20group&f=false

- Case study
- None of the given options

Question No: 41 (Marks: 1) - Please choose one

Which of the following represents this reference: **Riley, T., & Brecht, M. L. (1998). *The success in mentoring process*. In R. Williams (Ed.) *Mentoring and career success*. pp. 129-150. New York: Wilson Press.**

- Edited book
- Book by a single author
- Book by more than one author
- Chapter in an edited book

Chapter in an edited book

This is an article written by single or multiple authors and is printed in the edited book.
Riley, T., & Brecht, M. L. (1998). The success in mentoring process. In R. Williams (Ed.) *Mentoring and career success*. pp. 129-150. New York: Wilson Press.
Page # 165

Question No: 42 (Marks: 1) - Please choose one

Following are the characteristics of the research **EXCEPT:**

- Systematic

- ▶ Data based
- ▶ Subjective approach

Research may be considered as an organized, systematic, data based, critical, objective, scientific inquiry

Page # 02

- ▶ Scientific inquiry

Question No: 43 (Marks: 1) - Please choose one

A variable that is likely to develop with the passage of time between the independent and dependent variable is called:

- ▶ Moderating Variable
- ▶ Intervening Variable

Intervening Variables

A basic causal relationship requires only independent and dependent variable.

Page # 20

- ▶ Confounding Variable
- ▶ Predictor Variable

Question No: 44 (Marks: 1) - Please choose one

Which type of research is involved in preliminary data collection stage?

- ▶ Descriptive
- ▶ Exploratory

Preliminary Data Collection

This step may be considered as part of the exploratory research.

Page # 36

- ▶ Explanatory
- ▶ Cannot be determined at this stage of research

Question No: 45 (Marks: 1) - Please choose one

Which one of the following is NOT a type of scales used in measurement of concepts?

- ▶ Normal Scale

It is traditional to classify scales of measurement on the basis of the mathematical comparisons that are allowable with these scales. Four types of scales are nominal, ordinal, interval, and ratio.

Page # 53

- ▶ Ordinal Scale
- ▶ Interval scale
- ▶ Ratio Scale

Question No: 46 (Marks: 1) - Please choose one

A measure is reliable if it provides consistent_____.

- ▶ Hypothesis
- ▶ Results

A measure is reliable if it provides consistent results

http://books.google.com.pk/books?id=Cf1D0DvWXI8C&pg=PA364&dq=A+measure+is+reliable+if+it+provides+consistent+results&source=bl&ots=lbSOKx-1DA&sig=boaxoP-O26BcJezqkZ-0El29dOs&hl=en&ei=uKlOTeO9HaOShaeI5ZGBBg&sa=X&oi=book_result&ct=result&resnum=3&ved=0CCUQ6AEwAg#v=onepage&q=A%20measure%20is%20reliable%20if%20it%20provides%20consistent%20results&f=false

- ▶ Procedure
- ▶ Sensitivity

Question No: 47 (Marks: 1) - Please choose one

Which of the following typically does NOT apply to observers in survey research studies?

- ▶ They observe predetermined activities.
- ▶ They are participant observers.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html
MCQ # 09

- ▶ They obtain information by watching rather than asking.
- ▶ They must be careful not to influence the activities they observe.

Question No: 48 (Marks: 1) - Please choose one

Which of the following is NOT a longitudinal study?

- ▶ Panel study
- ▶ Trend study
- ▶ Cohort study
- ▶ Census study

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html
MCQ # 12

Question No: 49 (Marks: 3)

Do you think that case studies are empirical? Explain.

Question No: 50 (Marks: 3)

How would you differentiate between **History Effect** and **Mechanical Loss** in Experimental research?

Question No: 51 (Marks: 5)

Write a note on any three varieties of non reactive observations.

Question No: 52 (Marks: 5)

In research process, once you collect the data, how would you perform the scoring index activity? Explain it with the help of example.

Question No: 53 (Marks: 5)

You want to explore females' cosmetic preferences. How would you prepare focus group study for this topic?

FINAL TERM EXAMINATION

Spring 2010

Afaaq_tariq@yahoo.com

STA630- Research Methods (Session - 3)

Time: 90 min

Marks: 69

Student Info	
StudentID:	
Center:	
ExamDate:	

For Teacher's Use Only									
Q No.	1	2	3	4	5	6	7	8	Total
Marks									
Q No.	9	10	11	12	13	14	15	16	
Marks									
Q No.	17	18	19	20	21	22	23	24	
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Q No.	25	26	27	28	29	30	31	32	
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Q No.	33	34	35	36	37	38	39	40	
Marks									
Q No.	41	42	43	44	45	46	47	48	

Marks									
Q No.	49	50	51	52	53				
Marks									

AFAAQ

Question No: 1 (Marks: 1) - Please choose one

The part of the action research spiral that differentiates this research methodology from other kinds of research is;

- ▶ Looking at multiple sources of data.
- ▶ Taking action based on results.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381555.cw/index.html

MCQ # 6

- ▶ Thinking about or analyzing data in more than one way.
- ▶ The kinds of data that are collected.

Question No: 2 (Marks: 1) - Please choose one

If a researcher was studying the use of various instructional approaches to the "multiple intelligences" of his students, he is likely to be conducting which of the following type of research?

- ▶ Basic
- ▶ Evaluation
- ▶ Applied

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525631.cw/index.html#topofquiz1

MCQ # 1

- ▶ Grounded theory

Question No: 3 (Marks: 1) - Please choose one

Question No: 4 (Marks: 1) - Please choose one

Which of the following functions is performed by theoretical framework?

- ▶ Elaborates the relationship among the variables.
- ▶ Explains the logic underlying these relationships.
- ▶ Describes the nature, and direction of the relationships.
- ▶ All of the given options.

Specifically a theoretical framework:

All

Elaborates the relationship among the variables

Explains the logic underlying these relationships

Describes the nature, and direction of the relationships

Page # 30

Question No: 5 (Marks: 1) - Please choose one

Panel and cohort designs differ in that:

- ▶ Cohort studies involve quantitative research, whereas panel studies are qualitative.
- ▶ A panel study does not need rules to handle new entrants to households.
- ▶ Only a cohort study will suffer from sample attrition.
- ▶ A panel study can distinguish between age effects and cohort effects, but a cohort design cannot.

Handouts page # 10

ii. *The panel study* is a powerful type of longitudinal research. In panel study, the researcher observes exactly the same people, group, or organization across time periods. It is a difficult to carry out such study. Tracking people over time is often difficult because some people die or cannot be located. Nevertheless, the results of a well-designed panel study are very valuable.

iii. A cohort analysis is similar to the panel study, but rather than observing the exact same people, a category of people who share a similar life experience in a specified time period is studied. The focus is on the cohort, or category, not on specific individuals. Commonly used cohorts include all people born in the same year (called birth cohorts), all people hired at the same time, all people retire on one or two year time frame, and all people who graduate in a given year. Unlike panel studies, researchers do not have to locate the exact same people for cohort studies. The only need to identify those who experienced a common life event.

And

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch02/?view=za>

MCQ # 9

Question No: 6 (Marks: 1) - Please choose one

Which of the following would LEAST likely be a data source for an action research study of "teachers' questioning techniques in social studies classes"?

- ▶ Classroom observation
- ▶ Student questionnaires
- ▶ Videotaping of classes
- ▶ Students' standardized test scores

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 9

Question No: 7 (Marks: 1) - Please choose one

Which of the following represents excellent advice for conducting an interview?

- ▶ Listen more and talk less
- ▶ Don't interrupt
- ▶ Don't be judgmental about the interviewee's beliefs or views
- ▶ All of the given options

[PPT]

Qualitative Research Methods

Question No: 8 (Marks: 1) - Please choose one

Why should a business researcher record and transcribe interviews?

- ▶ It overcomes all possible ethical considerations.
- ▶ The response of participants can be more readily shared with senior management.
- ▶ It allows a more thorough examination of what the interviewee has said.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch18/>

MCQ # 7

- ▶ It allows the researcher to demonstrate his/her technical proficiency.

Question No: 9 (Marks: 1) - Please choose one

The Pearson product moment correlation is used to demonstrate the relationship between;

- ▶ Two continuous variables

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html

MCQ # 11

- ▶ Two rank-ordered variables
- ▶ Variables that are expected to be curvilinearly related
- ▶ Dichotomous variables

Question No: 10 (Marks: 1) - Please choose one

The statistic used to determine the relationship between two variables is:

- ▶ Analysis of covariance
- ▶ Chi square
- ▶ Standard deviation
- ▶ Pearson "r"

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html Question No: 11

MCQ # 17

Question No: 11 (Marks: 1) <http://vustudents.ning.com> - Please choose one

Researchers organize data into all of the following, EXCEPT:

- ▶ Field
- ▶ Table

Page # 99

Researchers organize data into fields, records, and files.

- ▶ Record
- ▶ File

Question No: 12 (Marks: 1) - Please choose one

Which of the following is NOT a necessary step in conducting experimental research?

- ▶ Manipulation of an independent variable
- ▶ Selection of measuring instruments
- ▶ Creating a hypothesis stating a causal relationship between variables
- ▶ Dividing the sample into subgroups to control for extraneous variables

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381867.cw/index.html

MCQ # 02

Question No: 13 (Marks: 1) - Please choose one

Testing most likely, negatively affect internal validity when:

- ▶ The information tested is attitudinal in nature
- ▶ The time between pre- and posttest is short

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381876.cw/index.html

MCQ # 2

- ▶ The instrument is unreliable
- ▶ The participants are very low scorers

Question No: 14 (Marks: 1) - Please choose one

Which of the following questions can be answered using content analysis?

- ▶ How do managers behave in the face of employment insecurity?
- ▶ How do the media report corporate re-branding exercises?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch12/>

MCQ # 01

- ▶ What effect does organizational size have on marketing strategy?
- ▶ What are the most popular leisure activities amongst the over-50s?

Question No: 15 (Marks: 1) - Please choose one

Which one is not the part of non reactive research?

- ▶ Physical traces
- ▶ Archives
- ▶ Observations
- ▶ Interviews

PAGE # 124

Varieties of Non-Reactive Observations

Physical Traces:

Archives:

Observations:

Question No: 16 (Marks: 1) - Please choose one

On which component of his field notes did Mr. Majid focused when he expressed in his notes his thoughts and ideas about what he observed?

- ▶ Description
- ▶ Reflection

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381392.cw/index.html

MCQ # 01

- ▶ Protocol
- ▶ Formal data

Question No: 17 (Marks: 1) <http://vustudents.ning.com> - Please choose one

Which of the following is linked with an abstract model of underlying relations or causal mechanism?

- ▶ Historical comparative

research PAGE # 148

Synthesis links specific evidence with an abstract model of underlying relations or causal mechanism.

- ▶ Social research
- ▶ Action research
- ▶ Experimental research

Question No: 18 (Marks: 1) - Please choose one

Historians organize evidence usually in:

- ▶ Comparative form
- ▶ Narrative form

PAGE # 152

Historians organize evidence as they write works of history. They often write *narrative history*.

- ▶ Logical form
- ▶ Critical form

Question No: 19 (Marks: 1) - Please choose one

What is the difference between a focus group and a group interview?

▶ A focus group is used to analyse group interaction, whereas a group interview is used as a straight forward data collection tool.

MCQ # 1

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch19/>

▶ A focus group is used only for political research, whereas group interviews are more widely used in the social sciences.

▶ A focus group is used at the planning stage of a research project, whereas a group interview is part of the actual data collection.

► A focus group is used to discuss a wide range of issues, whereas a group interview looks at one specific topic.

Question No: 20 (Marks: 1) - Please choose one

In which component of the method section would you find a discussion of validity and reliability?

- Participants
- Instruments

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1487/380850.cw/site_search_frame/index.html

- Design
- Procedures

Question No: 21 (Marks: 1) - Please choose one

Which of the following sampling is least reliable but normally the cheapest and easiest to conduct?

- Purposive Sampling
- Snowball Sampling
- Convenience Sampling

Convenience samples are least reliable but normally the cheapest and easiest to conduct
P # 90

- Quota Sampling

Question No: 22 (Marks: 1) - Please choose one

Which of the following sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently?

- Convenience Sampling

Convenience sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently.
P # 90

- Quota Sampling
- Snowball Sampling
- Purposive Sampling

Question No: 23 (Marks: 1) <http://vustudents.ning.com>- Please choose one

Which of the following is a form of Non-random sampling?

- Snowball sampling
- Convenience sampling
- Quota sampling

- ▶ All of the given option

PAGE # 90

OR

Nonrandom Sampling Techniques

The other major type of sampling used in quantitative research is nonrandom sampling (i.e., when you do not use one of the random sampling techniques). There are four main types of nonrandom sampling:

The first type of nonrandom sampling is called convenience sampling

The second type of nonrandom sampling is called quota sampling

The third type of nonrandom sampling is called purposive sampling

The fourth type of nonrandom sampling is called snowball sampling

<http://www.southalabama.edu/coe/bset/johnson/lectures/lec7.htm>

OR

http://en.wikipedia.org/wiki/Nonprobability_sampling

Question No: 24 (Marks: 1) - Please choose one

Sampling in qualitative research is similar to which type of sampling in quantitative research?

- ▶ Simple random sampling
- ▶ Systematic sampling
- ▶ Quota sampling
- ▶ Purposive

sampling PAGE # 90

Question No: 25 (Marks: 1) - Please choose one

Which of the following relates with an abstract model of underlying relations or causal mechanism?

- ▶ Analysis
- ▶ Synthesis

Synthesis links specific evidence with an abstract model of underlying relations or causal mechanism.

PAGE # 148

- ▶ Results
- ▶ Findings

Question No: 26 (Marks: 1) - Please choose one

The easiest way to describe the numerical data of one variable is;

- ▶ Frequency distribution

The easiest way to describe the numerical data of one variable is with a frequency distribution.

PAGE # 104

- ▶ Normal distribution
- ▶ Poisson distribution
- ▶ Probability distribution

Question No: 27 (Marks: 1) - Please choose one

All of the following are ways to show a table in percentages, EXCEPT;

- ▶ By margins

There are three ways to percentage a table: by row, by column, and for the total.

Page # 107

- ▶ By row
- ▶ By column
- ▶ For the total

Question No: 28 (Marks: 1) - Please choose one

Which of the following is **True** for survey research?

- ▶ Survey research is a subset of experimental research.
- ▶ Survey research is often used in experimental research.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html

MCQ # 2

- ▶ Survey research is never used in experimental research.
- ▶ Survey research is always used in experimental research.

Question No: 29 (Marks: 1) - Please choose one

When an interviewer unintentionally and mistakenly checks the wrong response on a checklist during an interview, this is an example of:

- ▶ Social desirability bias
- ▶ Interviewer error

A type of non-sampling error caused by mistakes made by the interviewer These may include influencing the respondent in some way, asking questions in the wrong order, or sing slightly different phrasing (or tone of voice) than other interviewers.

- ▶ Interviewer cheating
- ▶ Sponsorship bias

Question No: 30 (Marks: 1) - Please choose one

When an interviewer asks a respondent: "Why do you shop at Liberty's department store?" this is an example of a:

- ▶ Unstructured question
- ▶ Structured question
- ▶ Disguised question
- ▶ Social desirability question

Question No: 31 (Marks: 1) - Please choose one

All of the following are stages in the selection of a sample **EXCEPT**:

- ▶ Determine sample size
- ▶ Analyze data

Stages in the Selection of a Sample

Step 1: Define the target population

Step 2: Select The Sampling Frame

Step 3: Probability OR Non-probability?

Step 4: Plan Selection of sampling units

Step 5: Determine Sample Size

Step 6: Select Sampling units

Step 7: Conduct Fieldwork

- ▶ Conduct fieldwork
- ▶ Select a sampling frame

Question No: 32 (Marks: 1) - Please choose one

Codes are rules for _____ data.

- ▶ Classifying
- ▶ Interpreting
- ▶ Recording
- ▶ All of the given options

Although codes are generally considered to be numerical symbols, they are more broadly defined as the rules for interpreting, classifying, and recording data

PAGE # 99

Question No: 33 (Marks: 1) - Please choose one

When a competitor introduces a 25% price cut in order to blunt the effect of a test marketing study, this is an example of a:

- ▶ Maturation

effect PAGE 120

Maturation Effect: Cause and effect relationship can also be contaminated by the effects of the passage of time – another uncontrollable variable. Such contamination is called Maturation effect.

- ▶ Testing effect
- ▶ History effect
- ▶ Cohort effect

Question No: 34 (Marks: 1) - Please choose one

All of the following elements of Observation is/are included in Non Reactive research **EXCEPT**:

- ▶ Count Behaviors
- ▶ Time Duration
- ▶ **External Appearance**
- ▶ Other Records

PAGE # 124

Observations:

- **External Appearance:** How people appear may indicate social factors. For example, researcher watches students to see whether they are more likely to wear their college's colors and symbols after the college team won or lost.
- **Count Behaviors:** Counting how many people do something can be informative. For example researcher may count the number of men and women who come to a full stop and those who come to a rolling stop at a traffic stop sign. This suggests gender difference in driving behavior.
- **Time Duration:** How long people take to do things may indicate their intention. For example a researcher may measure how long men and women pause in front of a particular painting. Time taken may indicate their interest in the painting.

Question No: 35 (Marks: 1) - Please choose one

Which of the following element is not included for behavioral observation?

- ▶ Space
- ▶ **Direction**
- ▶ Frequency
- ▶ Accretion

PAGE # 126

Question No: 36 (Marks: 1) - Please choose one

The study of documents used by writers is a method of_____.

- ▶ In-depth analysis
- ▶ Time series analysis
- ▶ Regression analysis
- ▶ **None of the given options**

Content analysis is also the study of documents through which the writers try to communicate, though some of the documents (like population census) may simply contain figures.

Page # 129

Question No: 37 (Marks: 1) - Please choose one

When a manufacturer studies his most successful retailer in depth in order to determine some better ideas for displaying bicycles in its retail stores, this is an example of:

- ▶ An experiment
- ▶ A test market
- ▶ A case study

Case study: It is an in-depth analysis of a unit which could be an individual person, a couple, a group, or an organization
PAGE # 38

- ▶ Causal research

Question No: 38 (Marks: 1) - Please choose one

The written set of guidelines that describes an outline of topics to be covered by a focus group moderator is called a:

- ▶ Discussion guide

OR

A detailed written outline of topics the moderator will cover during a focus group discussion.

- ▶ Concept test
- ▶ Case study
- ▶ All of the given options

Question No: 39 (Marks: 1) - Please choose one

Which of the following is a disadvantage of focus groups?

- ▶ Requires objective, sensitive, and effective moderators
- ▶ May not be useful for discussing sensitive topics
- ▶ High cost
- ▶ All of the given options

Disadvantages of Focus Groups

Require objective, sensitive, and effective moderators.

May have unique sampling problems.

May not be useful for discussing sensitive topics in face-to-face situations.

Cost a considerable amount of money, particularly when they are not conducted by someone employed by the company desiring the focus group.
Higher cost

Question No: 40 (Marks: 1) - Please choose one

Which section of a report gives a summary of the contents, including the purpose, description of the participants, the results, and any conclusions being offered?

- ▶ Methodology
- ▶ **Introduction**
- ▶ **Abstract**

An *abstract* is a summary of a body of information. Sometimes, abstracts are in fact called summaries—sometimes, executive summaries or executive abstracts. There are different kinds of abstracts—your technical report uses two types: the descriptive abstract and the informative abstract.
OR HANDOUTS PAGE 161

- ▶ Letter of transmittal

Question No: 41 (Marks: 1) - Please choose one

Which of the following characteristic of the scientific method is defined as the confirmation or refutation of the observation through the scientific method by using sensory experience?

- ▶ **Empirical**
- ▶ **Verifiable**

Verifiable

Observations made through scientific method are to be verified again by using the senses to confirm or refute the previous findings

PAGE # 04

- ▶ Observable
- ▶ Cumulative

Question No: 42 (Marks: 1) - Please choose one

Basic research can also be called as

- ▶ Practical research
- ▶ **Fundamental Research**

Basic research (also called academic research or pure research or fundamental research).

PAGE # 08

- ▶ Action research
- ▶ Assessment research

Question No: 43 (Marks: 1) - Please choose one

Which of the following statement is true about the peer review?

- ▶ Name of the article's author is not mentioned to avoid biases
- ▶ It should be accepted
- ▶ **It should be published in a well known journal**
- ▶ Name of the author should be mentioned for the further correspondence

Question No: 44 (Marks: 1) - Please choose one

After making the inventory of the relevant variables the next step is to:

- ▶ Provide logic for the relationship
- ▶ Make inventory of the propositions
- ▶ Identify the relationships between the variables

In the discussions the relevant variables are identified, and relationships are postulated. Once the variables are identified, the same focus group discussions help in the formulation of questions, along with the response categories, for the measurement of variables.

PAGE # 156

- ▶ Deduce hypothesis

Question No: 45 (Marks: 1) - Please choose one

Theoretical framework helps to:

- ▶ Deduce the hypothesis
- ▶ Reject the hypothesis
- ▶ Test the hypothesis

From the theoretical framework, then, testable hypotheses can be developed to examine whether theory formulated is valid or not. The hypothesized relationships can thereafter be tested through appropriate statistical analysis.

PAGE # 30

- ▶ Accept the hypothesis

Question No: 46 (Marks: 1) - Please choose one

Which of the following is NOT a method of narrowing a topic?

- ▶ Literature review
- ▶ Specifying the context
- ▶ Talk to the experts
- ▶ Pilot testing

Techniques for Narrowing a Topic into a Research Question

1. Examine the literature.
2. Talk over ideas with others.
3. Apply to a specific context.
4. Define the aim or desired outcome of the study.

PAGE # 33

Question No: 47 (Marks: 1) - Please choose one

The working definition of the variables is called:

- ▶ Theoretical definition
- ▶ Dictionary definition
- ▶ Operational definition

Operational definition is also called a *working definition* stated in terms of specific testing or measurement criteria.

PAGE # 18

- Fundamental definition

Question No: 48 (Marks: 1) - Please choose one

Which of the following characteristic is reflected by an interval scale?

- The distance between each participant's individual scores.
- Arithmetic operations can be performed after data collection
- Classify the data into exclusive categories
- All of the given options

http://books.google.com/books?id=eNsVUGTMcDoC&pg=PA138&dq=characteristic+is+reflected+by+an+interval+scale&hl=en&ei=pD5mTJH9MojRcfiPva0P&sa=X&oi=book_result&ct=result&resnum=1&ved=0CCkQ6AEwAA#v=onepage&q=characteristic%20is%20reflected%20by%20an%20interval%20scale&f=false

Question No: 49 (Marks: 3)

What is the logic of field research? How does a field researcher work?

Question No: 50 (Marks: 3)

Historical-Comparative research focuses on some factors, list down those factors?

Question No: 51 (Marks: 5)

Briefly describe the type of observation you would use, the field notes you would develop, and some general principles you would follow to ensure successful data collection.

Question No: 52 (Marks: 5)

What are the functions of a recorder? <http://vustudents.ning.com>

Question No: 53 (Marks: 5)

Briefly discuss the importance of Data Transformation in Research with the help of example?

FINAL TERM EXAMINATION

Spring 2009

AFAAQ_TARIQ@YAHOO.COM

STA630- Research Methods (Session - 1)

Marks: 80

Question No: 1 (Marks: 1) - Please choose one

Which of the following is NOT an assumption of action research?

Action researchers have basic research skills to collect and analyze data.

All professionals need and want feedback on their performance.

Results enable the researchers to evaluate the performance of others.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 06

Teachers are capable of assuming responsibility for their own professional growth.

Question No: 2 (Marks: 1) - Please choose one

Which of the following statements is TRUE for operational definition?

It is one that bears no relation to the underlying concept.

It is an abstract, theoretical definition of a concept

A definition of a concept in terms of specific and empirical measures

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch06/>

MCQ # 01

HANDOUTS PAGE # 18 & 50

It is one that refers to opera singers and their work.

Question No: 3 (Marks: 1) - Please choose one

Which of the following statements best defines hypothesis?

A quantitative study

A tentative prediction of the results of the research

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525651.cw/content/index

MCQ @ 24

A qualitative research design

The operational definition of the study

Question No: 4 (Marks: 1) - Please choose one

When the research starts from the effects and tracing the reasons back in time, what does it called?

Case study

It is more like a clinical analysis in retrospect; starting from the effect and tracing the reasons back in time. The researcher takes the history of the situation and makes use of any other relevant information about the case to identify the factors leading to the present situation

Page # 38

Experiment

Observation studies

Historical comparative research

Question No: 5 (Marks: 1) - Please choose one

The extent to which a test provides scores that are meaningful, appropriate, or useful is referred to as;

Reliability

Accuracy

Internal validity

Validity

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9866/2525945.cw/content/index

MCQ # 18

HANDOUTS PAGE # 55

Question No: 6 (Marks: 1) - Please choose one

Mr. Hasan's son has applied to a high school in Florida, but the application was denied solely on his low score on the Iowa Test of Basic Skills (ITBS). His son wants to attend this school and contends his current grades and other standardized test scores speak well to both his past work and future academic capability. Which of the following characteristics of the ITBS is being questioned by this student?

Construct validity

Content validity

Predictive validity

Predictive validity:

Criterion validity whereby an indicator predicts future events that are logically related to a construct is called a predictive validity.

PAGE # 56

Concurrent validity

Question No: 7 (Marks: 1) - Please choose one

Internal consistency estimates of reliability such as the KR-20 or Cronbach's alpha are used more frequently than other estimates such as test-retest or parallel forms because internal consistency estimates;

Are easily calculated

Require only one administration of a test

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381232.cw/index.html

MCQ # 05

Are more accurate than all other types of estimates

Are usually higher

Question No: 8 (Marks: 1) - Please choose one

Which of the following functions is performed by the Ordinal scale?

Categorize

Distance

Order

Ordinal Scale

Ordinal scales include the characteristics of the nominal scale plus an indicator of order.

PAGE # 53

Unique origin

Question No: 9 (Marks: 1) - Please choose one

Which of the following is measured by the Interval scale?

Order of the object

Magnitude of the object

Categorize the object

All of the given options

On interval measurement scales, one unit on the scale represents the same magnitude on the trait or characteristic being measured across the whole range of the scale.

OR HANDOUTS PAGE # 53

Question No: 10 (Marks: 1) - Please choose one

Following are the properties of nominal scale, except;

Least powerful

Suggest no order

Provide categorical information

Provide magnitude of object

Nominal Scale

A nominal scale is the one in which the numbers or letters assigned to objects serve as labels for identification or classification. This measurement scale is the simplest type.

With nominal data, we are collecting information on a variable that naturally or by design can be grouped into two or more categories that are mutually exclusive, and collectively exhaustive.

Nominal scales are the least powerful of the four scales. They suggest no order or distance relationship and have no arithmetic origin. Nevertheless, if no other scale can be used, one can almost always one set of properties into a set of equivalent classes.

PAGE # 53

Question No: 11 (Marks: 1) - Please choose one

What is the difference between interval/ratio and ordinal variables?

Ordinal data can be rank ordered, but interval/ratio data cannot.

The distance between categories is equal across the range of interval/ratio data.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch14/>

MCQ # 01

Interval/ratio variables contain only two categories.

Ordinal variables have a fixed zero point, whereas interval/ratio variables do not.

Question No: 12 (Marks: 1) - Please choose one

A study design in which the researcher might create _____ to establish cause-and-effect relationship is called Experimental Design.

An artificial setting, control some variables and manipulates the independent variable

A natural setting, control some variables and manipulates the dependent variables

An artificial setting, control some variables and manipulates the dependent variable

All of the given options

Question No: 13 (Marks: 1) - Please choose one

Which of the following would LEAST likely be a data source for an action research study of "teachers' questioning techniques in social studies classes"?

Student questionnaires

Videotaping of classes

Students' standardized test scores

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 09

Classroom observation

Question No: 14 (Marks: 1) - Please choose one

Teachers are advised to predict the results of student attitudinal questionnaires, because;

It will help them decide if students answered truthfully.

It gives them a point of comparison against which to judge actual responses.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 10

It will allow them to apply statistical procedures in analyzing results.

It helps them familiarize themselves with the questionnaires.

Question No: 15 (Marks: 1) - Please choose one

Which of the following is an example of a question about normative standards and values?

How many workers are employed at this plant?

What is your attitude towards the management at this plant?

Do you always cast your vote in trade union elections?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch10/>

MCQ # 03

Are you aware of the main features of the European Union Directive for informing and consulting employees?

Question No: 16 (Marks: 1) - Please choose one

Questions that include negatives should be avoided because:

The respondent may miss out the negative word.

The respondent may be unsure how to answer if the question includes a double negative.

The respondent may be led by the question.

All of the given options.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/>

OR

When using a Likert scale it can be difficult to avoid asking a question with a negative, however the researcher should attempt to avoid them if possible.

Question No: 17 (Marks: 1) - Please choose one

Random assignment to treatment groups is characteristic of which kind of research?

Causal-comparative

Correlational

Experimental

PAGE # 114

OR

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html

MCQ # 05

Descriptive

Question No: 18 (Marks: 1) - Please choose one

Which of the following is likely to happen if clear instructions are not given as to how the respondent should answer the question?

Respondents may delete inappropriate answers rather than select appropriate ones.
Respondents may choose only one answer when they need to choose as many as apply.
Respondents may complete questions that are not relevant to them.

All of the given options

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>
MCQ # 07

Question No: 19 (Marks: 1) - Please choose one

Which of the following is NOT an example of a problem with using social survey research to investigate behaviour?

Respondents tend to answer by giving the most socially desirable answer.
Respondents may inadvertently omit key terms in the question.
Respondents may not give an honest reply to what they see as a threatening question.
Respondents may be unwilling to reveal information as they believe they are likely to be identified.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch11/>
MCQ # 01
OR

An advantage of social survey research is that the researcher can ensure that the anonymity of the respondent is maintained by administering the same questions to each individual.

Question No: 20 (Marks: 1) - Please choose one

What is the main purpose of pilot testing?

To accumulate responses
To identify respondent
To identify potential problems

Pilot testing is to identify potential problems with the methods, logistics, and the questionnaire.

PAGE # 80

To evaluate the research

Question No: 21 (Marks: 1) - Please choose one

Which of the following sampling strategies was used when the three students with the highest GPAs were selected?

Extreme case

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381384.cw/index.html
MCQ # 02

Snowball
Maximum variation
Normal case.

Question No: 22 (Marks: 1) - Please choose one

Which of the following best describes qualitative data analysis?

It begins after all the data has been collected.

It is an ongoing, cyclic process integrated into all phases of research.

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527149.cw/content/index.html

MCQ # 05

It is an awkward, haphazard process.

It builds from abstraction to specific, concrete examples

Question No: 23 (Marks: 1) - Please choose one

Which of the following represents the most general conceptualization in qualitative data analysis?

Word

Topic

Category

Pattern

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381483.cw/index.html

MCQ # 01

Question No: 24 (Marks: 1) - Please choose one

The control procedure that allows the researcher to determine the effect of the independent variable and the control variable on the dependent variable both separately and in combination is;

Analysis of covariance

Matching

Forming subgroups to represent all levels of the control variable

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html Question No: 11

MCQ # 08

Randomization

Question No: 25 (Marks: 1) - Please choose one

Which of the following could NOT be a cause of variation in high school achievement?

Reading ability
Parental involvement
Teacher expectations
College attendance

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html Question No:11
MCQ # 11

Question No: 26 (Marks: 1) - Please choose one

In experimental research, what does a researcher manipulate?

At least one dependent variable
All variables
At least one independent variable

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html
MCQ # 01

OR

<http://books.google.com.pk/books?id=j09b2rTVRsAC&pg=PA20&lpg#v=onepage&q&f=false>

At least one independent variable and one dependent variable

Question No: 27 (Marks: 1) - Please choose one

In an experimental study, "the effects of inclusion on academic self-concept of children with special needs", the researcher must control which of the following?

The selection of subjects but not their assignment to a treatment group
The selection and assignment of subjects

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html
MCQ # 04

The assignment of subjects to a treatment group but not their selection
Neither the selection nor assignment of subjects

Question No: 28 (Marks: 1) - Please choose one

Ecological validity refers to:

The participants to whom results generalize
The instruments used to measure the independent and dependent variables
The internal validity of a study
The context to which results generalize

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9869/2526465.cw/index.html
MCQ # 01

Question No: 29 (Marks: 1) - Please choose one

Many beginner researchers believe that research involves testing, treating, and testing again . This is an example of:

- Comparison group research
- Quasi-experimental research
- True experimental research
- Pre-experimental research

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html
MCQ # 15

Question No: 30 (Marks: 1) - Please choose one
Single-subject research is LEAST concerned with:

- Clinical significance
- Internal validity
- Validity of measuring instruments
- External validity

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html
MCQ # 18

Question No: 31 (Marks: 1) - Please choose one

On which component of his field notes did Mr. Majid focused when he expressed in his notes his thoughts and ideas about what he observed?

- Description
- Reflection

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1487/380850.cw/site_search_frame/index.html

- Protocol
- Formal data

Question No: 32 (Marks: 1) - Please choose one

In which section is the researcher allowed greater flexibility to express opinions, discuss implications for educational practice, and suggest additional research?

- Review of the literature

Significance of the study

Results

Discussion

http://wps.prenhall.com/chetairasian_edresearch_7/5/1492/382157.cw/index.html

MCQ # 07

Question No: 33 (Marks: 1) - Please choose one

Determining the sample interval (represented by K), randomly selecting a number between 1 to K, and including each K element in your sample are the steps for which form of sampling?

Simple Random Sampling

Stratified Random Sampling

Systematic Sampling

Systematic sampling

Simple or stratified in nature

Systematic in the “picking-up” of element. E.g. every 5th. visitor, every 10th. House, every 15th. minute

Steps:

- * Number the population (1,...,N)
- * Decide on the sample size, n
- * Decide on the interval size, $k = N/n$
- * Select an integer between 1 and k
- * Take case for every kth.

unit Cluster sampling

Question No: 34 (Marks: 1) - Please choose one

A focus group session is ideally for;

1 hour

1 and half hour

Duration, a focus group session typically lasts up to an hour and a half.

PAGE # 155

2 hours

More than 2 hours

Question No: 35 (Marks: 1) - Please choose one

In an experimental research study, the primary goal is to isolate and identify the effect produced by which of the following?

Dependent variable

Extraneous variable

Independent variable

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

MCQ # 23

Confounding variable

Question No: 36 (Marks: 1) - Please choose one

Which of the following is the process of identifying and classifying each item and giving labels to each category?

Accretion

Count Behaviors

Intensity

Coding

Coding

The process of identifying and classifying each item and giving labels to each category.

PAGE # 126

Question No: 37 (Marks: 1) - Please choose one

When do largest percentages form a pattern across cells?

If there is no relationship

If there is non linear relationship

If there is curvilinear relationship

Curvilinear relationship, the largest percentages form a pattern across cells.

PAGE # 107

If there is linear relationship

Question No: 38 (Marks: 1) - Please choose one

Which of the following elements is/are not included for structuring Observation in Non reactive research?

Frequency

Intensity

Direction

Accretion

Observations can be structured

Frequency:

Direction:

Intensity:

Space:

PAGE # 126

Question No: 39 (Marks: 1) - Please choose one
A census taker often collects data through which of the following?

Standardized tests

Interviews

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc6.htm>

MCQ # 20

Secondary data

Observations

Question No: 40 (Marks: 1) - Please choose one

What is the particular advantage of secondary analysis to business students?

It is less challenging intellectually

It guarantees positive results

It is less expensive and less time consuming than primary analysis

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch13/>

MCQ # 02

It enables students to gain experience of the workplace

Question No: 41 (Marks: 5)

Defend the use of the term inductive to describe qualitative data analysis and interpretation.

Question No: 42 (Marks: 5)

What are the main parts of a research report?

Question No: 43 (Marks: 10)

Many universities do not allow their students to conduct experimental research to fulfil thesis or dissertation requirements. Provide a rationale for changing this practice, acknowledging the limitations of experimental research, but also citing at least three reasons that action research should be accepted.

Question No: 44 (Marks: 10)

A multination company ABC has launched a new tooth paste Cleanex in Pakistan. After eight months the company wants to analyze the consumer satisfaction about their tooth paste. For research purpose, develop questions for the following scenarios that can be used in questionnaire.

See the consumer preference for tooth paste or tooth powder by using nominal scale.

i. See the consumer preference for Cleanex Tooth Paste by using ordinal scale.

ii. See the important characteristics of the Cleanex Tooth Paste by using interval scale so that the company can modify its strengths and improve its weaknesses.

iii. Check the monthly consumption of the tooth paste by using the ratio scale.

Question No: 45 (Marks: 10)

What is the need of a trivariate table? How can we construct trivariate table and what

FINAL TERM EXAMINATION

Spring 2009

AFAAQ_TARIQ@YAHOO.COM

STA630- Research Methods

Question No: 1 (Marks: 1) - Please choose one

An experiment has high_____if one has confidence that the experimental treatment has been the source of change in the dependent variable.

Internal validity

<http://www.blurtit.com/q346633.html>

External validity

Internal and external validity

Internal and external reliability

Question No: 2 (Marks: 1) - Please choose one
_____is the arbitrary and subjective.

Probability sampling

Non- Probability sampling

The selection of units in non-probability sampling is quite arbitrary

PAGE # 90

Cluster sampling

All of the given options

Question No: 3 (Marks: 1) - Please choose one

Which of the following is NOT included in the stages of interviewing?

Asking questions

Recording the responses

Probing

Coding the data

Stages of an Interview

Asking the Questions

Probing

Recording the Responses

Page # 83 & 84

Question No: 4 (Marks: 1) - Please choose one

Critical decision areas in questionnaire construction are _____

Question content

Question wording

Response strategy

All of the given options

<http://books.google.com.pk/books?id=Cf1D0DvWXI8C&pg=PA336&lpg=PA336&dq=#v=onepage&q&f=false>

Question No: 5 (Marks: 1) - Please choose one

_____ is based on the concept of random sampling.

Non- probability sampling

Probability sampling

The simple random is the best known probability sample,
PAGE # 90

Random sampling

Multiple sampling

Question No: 6 (Marks: 1) - Please choose one

A sampling design in which the elements in the population do NOT have a known or predetermined chance of being selected as sample subject is:

Convenience sampling

Stratified sampling

Non-Probability sampling

http://www.slidefinder.net/s/sampling_sample_design_jn602_week/5349303

SLIDE # 09

OR

In non-probability sampling the probability of any particular element of the population being chosen is unknown.

PAGE # 90

Probability sampling

Question No: 7 (Marks: 1) - Please choose one
_____ is the population for which results are required.

Finite population

Infinite population

Target population

Page # 88

OR

http://www.ehes.info/manuals/EHES_manual/PartA/EHES_Manual_PartA_Chapter2.pdf

None of the given options

Question No: 8 (Marks: 1) - Please choose one
Which of the following technique yields a simple random sample?

Choosing volunteers from an introductory psychology class to participate

Listing the individuals by ethnic group and choosing a proportion from within each ethnic group at random

Numbering all the elements of a sampling frame and then using a random number table to pick cases from the table

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc7.htm>

MCQ # 02

Randomly selecting schools, and then sampling everyone within the school

Question No: 9 (Marks: 1) - Please choose one
Which of the following designs permits a comparison of pretest scores to determine the initial equivalence of groups on the pretest before the treatment variable is introduced into the research setting.

(a) One-group pretest-posttest design

(b) Pretest-posttest control group design

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ # 09

(c) Posttest-only design with nonequivalent groups

(d) Both b and c

Question No: 10 (Marks: 1) - Please choose one

Where do you provide a step-by-step account of what the researcher and participants did during the research study?

Introduction

Abstract

Procedure

Procedure: The procedure includes the step-by-step how of your experiment. The procedure should include:

- A description of the experimental design and how participants were assigned conditions.
- Identification of your independent variable(s) (IV), dependent variable(s) (DV), and control variables. Give your variables clear, meaningful names so that your readers are not confused.
- Important instructions to participants.
- A step-by-step listing in chronological order of what participants did during the experiment.

<http://owl.english.purdue.edu/owl/resource/670/04/>

Design

Question No: 11 (Marks: 1) - Please choose one

Which of the following has high response rate?

Mail interviewing

Telephone interviewing

Personal interviewing

[http://books.google.com.pk/books?](http://books.google.com.pk/books?id=FqF7n0zGJm0C&pg=PA380&lpg=PA380&#v=onepage&q&f=false)

[id=FqF7n0zGJm0C&pg=PA380&lpg=PA380&#v=onepage&q&f=false](http://books.google.com.pk/books?id=FqF7n0zGJm0C&pg=PA380&lpg=PA380&#v=onepage&q&f=false)

2ND PARAGRAPH

None of the given options

Question No: 12 (Marks: 1) - Please choose one

Observation studies are also known as _____ research.

Experimental

Field

OBSERVATION STUDIES/FIELD RESEARCH

PAGE 134

Quantitative

None of the given options

Question No: 13 (Marks: 1) - Please choose one

Open-ended questions provide primarily _____ data.

Unprocessed data

Qualitative data

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc6.htm>

MCQ # 11

All of the given options

None of the given options

Question No: 14 (Marks: 1) - Please choose one

Which one of the following is NOT a major method of data collection:

Questionnaires

Interviews

Focus groups

All of the given options are methods of data collection

Data collection forms (questionnaires, checklist, interview guide, other forms)

PAGE # 35

Question No: 15 (Marks: 1) - Please choose one
Which of the following statement is incorrect?

In non participant observation the observer is just an observer.

In participant observation, the data accuracy is high.

Observation studies can be participant or non-participant. In participant observation the researcher directly observes and participates in small scale social settings in the present time.

PAGE # 134

Participant observation is also referred to as field research.

None of the given options

Question No: 16 (Marks: 1) - Please choose one
If the subjects are given a pretest it will not affect their performance in the posttest.

True

False

Question No: 17 (Marks: 1) - Please choose one
In non- reactive research the subjects do not have knowledge that they are being studied.

True

In non-reactive research, those being studied are not aware that they are part of a research project.

Page # 124

False

Question No: 18 (Marks: 1) - Please choose one
In experimental group the subjects do not under go any treatment; however in control group the subjects are given the treatment.

True

False

Page # 114

Question No: 19 (Marks: 1) - Please choose one

When multiple questions are asked in one question, it leads to ambiguous answers provided by the respondents.

True

http://en.wikipedia.org/wiki/Multiple_choice

OR

Page # 78

Avoid Double-Barreled Questions

Make each question about one and only one. A double barreled question consists of two or more questions joined together. It makes the respondent's answer ambiguous. For example, if asked, "Does this company have pension and health insurance benefits?" a respondent at the company with health insurance benefits only might answer either yes or no. The response has an ambiguous meaning and the researcher cannot be certain of the respondent's intentions. When multiple questions are asked in one question, the results may be exceedingly difficult to interpret.

False

Question No: 20 (Marks: 1) - Please choose one

An advantage of communication analysis is that it provides access to the inaccessible subjects.

True

False

Question No: 21 (Marks: 1)

Pretest is the phase when the _____ variable is measured prior to the introduction of treatment.

Question No: 22 (Marks: 1)

If the percentages are calculated column wise in a table, then we will make comparison between the variables in a **frequency**.

Question No: 23 (Marks: 1)

In order to make two identical groups for experiment, the procedures to be undertaken are randomization and **matching**.

Question No: 24 (Marks: 1)

The main advantage of **_mail _**questionnaire is that a wide geographical area can be covered in the survey.

Question No: 25 (Marks: 1)

A type of bias in questions occurs when they are phrased in an emotionally charged manner, they are described as **___Loaded___** questions.

Page No.78

Question No: 26 (Marks: 5)

Make one hypothesis for each of the following types of hypotheses. (1 mark each)

- i. If-then hypothesis
- ii. Directional hypothesis
- iii. Non directional hypothesis
- iv. Null hypothesis
- v. Alternative hypothesis

Answer:

i- **If-then hypothesis:**

If there is increase in cost there is decrease in profit.

ii. Directional hypothesis:

Increase in absenteeism causes a decrease in productivity level of employees.

iii. Non directional hypothesis:

Productivity level of employees is associated with rate of absenteeism.

iv. Null hypothesis:

There is no association between level of productivity and absenteeism.

v. Alternative hypothesis :

There is a relationship between level of job commitment of officers and their level of efficiency.

Question No: 27 (Marks: 5)

Which is the most powerful scale among Nominal, Ordinal, Interval and Ratio scale, and why?

Answer:

The highest level of measurement is a ratio scale. This has the properties of an interval scale together with a fixed origin or zero point. Examples of variables which are ratio scaled include weights, lengths and times. Ratio scales permit the researcher to compare both differences in scores and the relative magnitude of scores. For instance the difference between 5 and 10 minutes is the same as that between 10 and 15 minutes, and

10 minutes is twice as long as 5 minutes. Suffice it to say that virtually all statistical operations can be performed on ratio scales.

Question No: 28 (Marks: 5)

A manager finds that off-the-job classroom training has a great impact on the productivity of the employees in her department. However, she also observes that employees over 60 years of age do not seem to derive much benefit and do not improve with such training.

i. Identify the independent, dependent and moderating variables in the given scenario. (3)

Answer:

Independent Variable: Off-the-job classroom training

Dependent Variable: Employees performance

Moderating Variable: Employees age over 60 years

ii. How the moderating variable you identified in part (i) is affecting the independent-dependent variable relationship in the scenario? (2)

Answer:

The moderating variable is one that has a strong contingent effect on the independent variable and dependent variable relationship. That is the presence of a third variable modifies the original relationship between the independent and the dependent variable. In the scenario above employees age over 60 years is acting as moderating variable because it is the variable which affects the relationship of employees performance (dependent variable) and off-the-job classroom training (independent variable). which was positive in above case but age over 60 years reduces the positivity .

Question No: 29 (Marks: 5)

The accounts executive has established a new accounting system that utilizes maximum computer technology. Before making further changes, he would like to get a feel for how the accounting clerks react to the new system by acting as if he has no doubts about their acceptability of the new system. He may then casually talk to the first five accounting personnel that walk into his office, trying to gauge their reactions.

i. Describe the type of sampling the director should use in the given scenario, probability or non probability? (1)

Answer:

Director should use probability sampling as probability sampling is the technique in which some known elements of population participated in order to provide useful descriptions.

ii. What type of sampling technique is being used and why? Explain. (2)

Answer:

Director should use probability sampling as probability sampling is the technique in which some known elements of population participated in order to provide useful descriptions.

- iii. Give two characteristics of the type of sampling technique that you selected in part (ii).

Answer:

Two characteristics of probability sampling:

- 1- Random sampling lets a researcher statistically calculate the relationship between the sample and the population – that is the size of *sampling error*
- 2- All possible samples have a known and specified probability of being drawn.

Question No: 30 (Marks: 5)

You are doing research on “how to increase the efficiency level of labor”. For the research purpose you have conducted an interview with the supervisor. Give two structured and two unstructured questions that you may ask related to your research. (2.5+2.5)

Question No: 31 (Marks: 10)

What is meant by validity and reliability? Describe the situations in which validity and reliability problems occur.
for more contents visit

FINAL TERM EXAMINATION

Spring 2009

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STA630- Research Methods (Session - 2)

Marks: 80

Question No: 1 (Marks: 1) - Please choose one

Who, among the following, wrote the book "Research Methods for Business"?

Zikmund, W.

Sekaran, U.

Research Methods For Business (*A Skill Building Approach*), 4E by Sekaran U.

Dessler, G.

Neuman, W.C.

Question No: 2 (Marks: 1) - Please choose one

On which of the following, Scientific knowledge mostly relies?

Identification of events

Logical understanding

Prior knowledge

All of the given options

PAGE # 04

Question No: 3 (Marks: 1) - Please choose one

Which of the following refers to research supported by measurable evidence?

Opinion

Speculation

Empiricism

PAGE # 03

Rationalism

Question No: 4 (Marks: 1) - Please choose one

All of the following are true statements about action research EXCEPT;

Data are systematically analyzed.

Data are collected systematically.

Results are generalizable.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 02

Results are used to improve practice.

Question No: 5 (Marks: 1) - Please choose one

If a researcher is studying the effect of using laptops in his classroom to ascertain their merit and worth, he is likely conducting which of the following types of research?

Evaluation

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525631.cw/index.html

MCQ # 02

Experimental

Applied

Basic

Question No: 6 (Marks: 1) - Please choose one

What is the problem with using strict definitions of important concepts?

They take the focus away from accurate measurement.

They prevent the researcher from assessing alternative ways of viewing a concept.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch16/>

MCQ # 03

They prevent a consistent approach being achieved with business research.

They prevent research from being truly objective.

Question No: 7 (Marks: 1) - Please choose one

A variable that is presumed to cause a change in another variable is known as:

Discontinuous variable

Dependent variable

Independent variable

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc2.htm>

MCQ # 05

Intervening variable

Question No: 8 (Marks: 1) - Please choose one

Which of the following is the difference between measures and indicators?

Measures are unambiguous quantities, whereas indicators are devised from common sense understandings.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch06/>

MCQ # 03

OR

Measures include things like demographics (of age, income and so on), which can be counted. In fact, usually we think of measures as raw numbers. Often though, what we want to research does not lend itself immediately to straightforward calculation on numbers of things and how they vary but on slightly vaguer concepts. Like job satisfaction, for example. In this case we need a number of attitude statements, which, taken together, can be argued to represent the concept. These separate statements are indicators and often represent our 'common sense' understanding of a concept. Later, these can be coded to turn them into numbers for statistical analysis.

Indicators have a more direct relationship to the underlying concept than measures.

Measures are intuitively devised and then applied as if they were direct indicators of a concept.

Indicators are unambiguous quantities, whereas measures are subjective and value laden.

Question No: 9 (Marks: 1) - Please choose one

Which of the following is NOT the implication of Ordinal scale?

Characteristics of nominal scale

Rank the object

Does not provide magnitude of object

Provide rate

PAGE # 53

Question No: 10 (Marks: 1) - Please choose one

Measurement reliability refers to which of the following?

Accuracy of the scores

Dependency of the scores

Consistency of the scores

Comprehensiveness of the scores

Question No: 11 (Marks: 1) - Please choose one

Which of the following statements might assist response rates?

Please photocopy the questionnaire five times and pass on to your work colleagues.

Please make sure that the questionnaire is completed with a fountain pen.

Please read the attached journal article on the ontological foundations of positivism prior to completing the questionnaire.

Please put the completed questionnaire in the enclosed stamped addressed envelope and place in the mail out tray.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>
MCQ # 03

Question No: 12 (Marks: 1) - Please choose one

Why it is important to avoid ambiguous terms while designing questions?

Respondents may not understand the question.

Respondents may operate with a different frame of reference.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch10/>
MCQ # 05

Respondents may think the question is less important.

Respondents may have to ask for help when completing the questionnaire.

Question No: 13 (Marks: 1) - Please choose one

Which of the following is a double-barrelled question?

How satisfied you are with the performance appraisal system?

How satisfied you are with investment levels in new and existing software packages?

A double barreled question consists of two or more questions joined together. It makes the respondent's answer ambiguous. For example, if asked, "Does this company have pension and health insurance benefits?" a respondent at the company with health insurance benefits only might answer either yes or no.

PAGE # 78

How satisfied you are with the organisation's marketing strategy?

How satisfied you are with the levels of customer satisfaction?

Question No: 14 (Marks: 1) - Please choose one

The small scale trial run of a particular item is called_____.

Test Run

Pilot test

Pilot testing also called pre-testing means small scale trial run of a particular component; here we are referring to pilot testing of the questionnaire.

PAGE # 80

Post hoc test

T test

Question No: 15 (Marks: 1) - Please choose one

Which of the following terms describes an interview protocol in which the topics and questions to be addressed are identified, but the order in which the questions can be asked is not stipulated?

Unstructured

Partially structured

Semistructured

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9870/2526923.cw/content/index

MCQ # 14

Structured

Question No: 16 (Marks: 1) - Please choose one

The most important characteristic of the sample in survey research is that it is:

Representative of the target population.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381619.cw/index.html

MCQ # 04

OR

Usually, the population is too large for the researcher to attempt to survey all of its members. A small, but carefully chosen *sample* can be used to represent the population. The sample reflects the characteristics of the population from which it is drawn.

Convenient to access.

Easily observed in naturalistic settings.

Large enough to compare differences between subgroups.

Question No: 17 (Marks: 1) - Please choose one

Which of the following is NOT something a researcher will have to consider while thinking about their sample size?

Time and cost.

Non-response.

Length of questionnaire

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch07/>

MCQ # 05

OR

In general bigger is better when considering sample size however all researchers need to be aware of the limitations of their resources.

Heterogeneity of population.

Question No: 18 (Marks: 1) - Please choose one

A correlation coefficient of -0.45 is generally considered to be;

No correlation

Low

Moderate

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html

MCQ # 06

High

Question No: 19 (Marks: 1) - Please choose one

What is a researcher doing when he removes the variance explained by one variable in order to understand the correlation between two other variables?

Statistical significance

Attenuation

Controlling for the variable

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html

MCQ # 10

Multiple regression research

Question No: 20 (Marks: 1) - Please choose one

Which of the following best describes qualitative data analysis?

It begins after all the data has been collected.

It is an ongoing, cyclic process integrated into all phases of research.

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527149.cw/content/index

MCQ # 05

It is an awkward, haphazard process.

It builds from abstraction to specific, concrete examples.

Question No: 21 (Marks: 1) - Please choose one

The statistic used to determine the relationship between two variables is:

Analysis of covariance

Chi square
Standard deviation
Pearson "r"

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html?questionNo:22
MCQ # 17

Question No: 22 (Marks: 1) - Please choose one
Which of the following describes the nature of qualitative data interpretation?

Reflection
Integrative
Explanatory
All of the given options

<http://wps.prenhall.com/wps/grader>

Question No: 23 (Marks: 1) - Please choose one
In frequency tables total of columns and rows are called:

Body of table
Cell of table
Area of table
Marginals

Include the totals of the columns and rows. These are called *marginals* They equal the bivariate frequency distribution for the variable.
Page #107

Question No: 24 (Marks: 1) - Please choose one
A researcher studies three groups of students who vary in level of self-confidence. She finds that students with higher self-confidence are more popular among their peers. The most plausible conclusion is that

We do not know what causes self-confidence or popularity.
Self-confidence causes popularity.
Popularity causes self-confidence.
Self-confidence and popularity are related.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html
MCQ # 07

Question No: 25 (Marks: 1) - Please choose one

Educational policy makers often conclude that an intervention didn't work. Often, however, the intervention was not implemented as intended. The validity of the policymakers' conclusion is threatened by

Lack of specificity of variables

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9869/2526465.cw/index.html

MCQ # 05

Selection-treatment interaction

Treatment diffusion

Faulty data analysis procedures

Question No: 26 (Marks: 1) - Please choose one

Many beginner researchers believe that research involves testing, treating, and testing again is an example of:

Comparison group research

Quasi-experimental research

True experimental research

Pre-experimental research

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381886.cw/index.html

MCQ #02

Question No: 27 (Marks: 1) - Please choose one

Which of the following questions can be answered using content analysis?

How do managers behave in the face of employment insecurity?

How do the media report corporate re-branding exercises?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch12/>

MCQ # 01

What effect does organizational size have on marketing strategy?

What are the most popular leisure activities amongst the over-50s?

Question No: 28 (Marks: 1) - Please choose one

Case study is empirical because;

It investigates a contemporary phenomenon within its real life context.

It is retrospective study in which the researcher follows the research process from effect to its cause.

It is a study back in time.

All of the given options

It investigates a contemporary phenomenon within its real life context. It is retrospective study in which the researcher follows the research process from effect to its cause. It is a study back in time

PAGE # 158

Question No: 29 (Marks: 1) - Please choose one

Which component of a research report contains information about the topic studied, literature review, hypotheses, participants, instruments, procedures, results, and discussion?

Preliminary pages

Main body

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9872/2527359.cw/index.html

MCQ03

Method

Discussion

Question No: 30 (Marks: 1) - Please choose one

Which one of the following Test helps in the proper sequence of the questions as wording, translation, coding and structuring?

Test Run

Pre Test

Pre-testing may help in putting questions in proper sequence, using acceptable wording, doing appropriate translation, question spacing, structuring of answers, coding system, and needing instructions for interviewers (probing).

PAGE # 81

Post Hoc Test

T- Test

Question No: 31 (Marks: 1) - Please choose one

Which of the following sampling is least reliable but normally the cheapest and easiest to conduct?

Purposive Sampling

Snowball Sampling

Convenience Sampling

Convenience samples are least reliable but normally the cheapest and easiest to conduct.

PAGE # 90

Quota Sampling

Question No: 32 (Marks: 1) - Please choose one

Which of the following is a form of Non-random sampling?

Snowball sampling

Convenience sampling

Quota sampling

All of the given option

PAGE # 90

OR

Nonrandom Sampling Techniques

The other major type of sampling used in quantitative research is nonrandom sampling (i.e., when you do not use one of the random sampling techniques). There are four main types of nonrandom sampling:

The first type of nonrandom sampling is called convenience sampling

The second type of nonrandom sampling is called quota sampling

The third type of nonrandom sampling is called purposive sampling

The fourth type of nonrandom sampling is called snowball sampling

<http://www.southalabama.edu/coe/bset/johnson/lectures/lec7.htm>

OR

http://en.wikipedia.org/wiki/Nonprobability_sampling

Question No: 33 (Marks: 1) - Please choose one

Which of the following has greatly facilitated the researcher to conduct tabulation and statistical analysis?

SPSS

MINITAB

SYSTAT

All of the given options

The proliferation of computer technology in business and universities has greatly facilitated tabulation and statistical analysis. Commercial packages eliminate the need to write a new program every time you want to tabulate and analyze data with a computer. SAS, Statistical Package for the Social Sciences (SPSS), SYSTAT, Epi. Info. And MINITAB is commonly used statistical packages.

Page # 104

Question No: 34 (Marks: 1) - Please choose one

What is the place of quotations in referencing?

Quotations should be given at the end.

Quotations should be given exactly as they appear in the source.

http://www.latrobe.edu.au/linguistics/resources_hons/Brochure/Para10.pdf

Quotations should be given in left margins only.

Quotations should not be given at all.

Question No: 35 (Marks: 1) - Please choose one

Which of the following terms refers to a statistical method that can be used to statistically equate groups on a pretest or some other variable?

Experimental control

Differential influence
Matching
Analysis of covariance

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ # 07

Question No: 36 (Marks: 1) - Please choose one
Which of the following could be used for randomly assigning participants to groups in an experimental study?

Split-half
Even versus Odd numbers
Use a list of random numbers or a computer randomization program

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ#15

Let the researcher decide which group will be the best

Question No: 37 (Marks: 1) - Please choose one
The design in which one group of research participants is administered a treatment and is then compared, on the dependent variable, with another group of research participants who did not receive the experimental treatment is known as:

One-group posttest-only design
One-group pretest-posttest design
Posttest-only design with non-equivalent groups

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ # 26

Time series design

Question No: 38 (Marks: 1) - Please choose one
Which of the following is referred to as the influence of a single independent variable?

Interaction effect
Reactive effect
Main effect

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ # 27

Proactive effect

Question No: 39 (Marks: 1) - Please choose one
Which of the following types of analysis can be done using secondary analysis?

The analysis of specific subgroups
Longitudinal analysis
Cross-cultural analysis
All of the given options

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch13/>
MCQ # 04

Question No: 40 (Marks: 1) - Please choose one
Which of the following is/are advantage(s) of the self-completed questionnaire?

Inability to confirm who completed the questionnaire
Its unsuitability for some kinds of respondents
Inability to ask many questions that are not directly relevant to the respondent
Easy to justify the answer

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>
MCQ # 02 U WILL SEE THE REMAINING IS DISADVANTAGE of the self-completed questionnaire

Question No: 41 (Marks: 5)
Defend the use of the term inductive to describe qualitative data analysis and interpretation.

Question No: 42 (Marks: 5)
Briefly discuss the Solomon's Four Group Design in experimental research with the help of example?

Question No: 43 (Marks: 10)
A multinational company ABC has launched a new tooth paste Cleanex in Pakistan.

After eight months the company wants to analyze the consumer satisfaction about their tooth paste. For research purpose, develop questions for the following scenarios that can be used in questionnaire.

See the consumer preference for tooth paste or tooth powder by using nominal scale.
i. See the consumer preference for Cleanex Tooth Paste by using ordinal scale.
ii. See the important characteristics of the Cleanex Tooth Paste by using interval scale so that the company can modify its strengths and improve its weaknesses.
iii. Check the monthly consumption of the tooth paste by using the ratio scale.

Question No: 44 (Marks: 10)
What are different types of probability sampling? Explain any two with detail.

Question No: 45 (Marks: 10)
What are different advantages and disadvantages of using secondary data?

FINAL TERM EXAMINATION

Fall 2009

AFAAQ_TARIQ@YAHOO.COM

STA630- Research Methods

Question No: 1 (Marks: 1) - Please choose one

The part of the action research spiral that differentiates this research methodology from other kinds of research is;

- ▶ Looking at multiple sources of data.
- ▶ Taking action based on results.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381555.cw/index.html

MCQ # 06

- ▶ Thinking about or analyzing data in more than one way.
- ▶ The kinds of data that are collected.

Question No: 2 (Marks: 1) - Please choose one

Individuals who engage in action research are most concerned with:

- ▶ Supporting the way things are being done.
- ▶ Publishing results
- ▶ Proving a hypothesis
- ▶ Improvement

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 20

Question No: 3 (Marks: 1) - Please choose one

Research may differ along a series of dimensions. Which of the following may be applied to this statement?

- ▶ The level of manipulation used to elicit data collection.
- ▶ The data-collection technique.
- ▶ The type of data collected.
- ▶ Type, technique and manipulation of data collection

Question No: 4 (Marks: 1) - Please choose one

Which of the following statements best defines hypothesis?

- ▶ A quantitative study.
- ▶ A tentative prediction of the results of the research.

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525651.cw/content/index
MCQ # 24

- ▶ A qualitative research design.
- ▶ The operational definition of the study.

Question No: 5 (Marks: 1) - Please choose one

What is the first step in the research process?

- ▶ Problem definition
- ▶ Define broad problem area

The research process consists of a number of steps. The first step in any research is selecting the topic, which could start from the broad area of interest

Page # 33

- ▶ Theoretical framework
- ▶ Preliminary data collection

Question No: 6 (Marks: 1) - Please choose one

When there is a need of generating new ideas for hypotheses or to interpret the results of some research, which one is the best research design?

- ▶ Experiment
- ▶ Surveys
- ▶ Focus group discussion

Focus group discussions: It is a discussion of an issue by 6-12 persons with a moderator for 1-2 hours. The issue can be a public concern, a product, a television program, a political candidate, or a policy. Focus groups are useful in exploratory research or to generate new ideas for hypotheses, and the interpretation of results.

PAGE # 38

- ▶ Communication analysis

Question No: 7 (Marks: 1) - Please choose one

Which of the following is an example of deception in business research?

- ▶ The obtaining of company material without permission.
- ▶ The researcher wearing a disguise during an observation.
- ▶ The researcher representing their research as being about a different

topic. <http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch05/>
MCQ # 09

- ▶ The researcher failing to ask permission to interview someone.

Question No: 8 (Marks: 1) - Please choose one

Which of the following is least likely to occur as an ethical problem with electronic research?

- ▶ Privacy could be invaded.
- ▶ People are not likely to be able to stop once they have begun participating.
- ▶ Debriefing could be avoided.
- ▶ Informed consent cannot be completely monitored.

Question No: 9 (Marks: 1) - Please choose one

All of the following are unethical issues, EXCEPT;

- ▶ Invoicing irregularities
- ▶ Avoiding legal liability
- ▶ Misrepresenting results
- ▶ Seeking permission for entry

Unethical activities

- Violating nondisclosure agreements.
- Breaking respondent confidentiality.
- Misrepresenting results.
- Deceiving people.
- Invoicing irregularities.
- Avoiding legal liability.

Page # 41

Question No: 10 (Marks: 1) - Please choose one

Which of the following is the difference between measures and indicators?

- ▶ Measures are unambiguous quantities, whereas indicators are devised from common sense understandings.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch06/>

MCQ # 03

- ▶ Indicators have a more direct relationship to the underlying concept than measures.
- ▶ Measures are intuitively devised and then applied as if they were direct indicators of a concept.
- ▶ Indicators are unambiguous quantities, whereas measures are subjective and value-laden.

Question No: 11 (Marks: 1) - Please choose one

The extent to which a test provides scores that are meaningful, appropriate, or useful is referred to as;

- ▶ Reliability
- ▶ Accuracy
- ▶ Internal validity
- ▶ Validity

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9866/2525945.cw/content/index
MCQ # 18

Question No: 12 (Marks: 1) - Please choose one

Which of the following functions is performed by the Ordinal scale?

- ▶ Categorize
- ▶ Distance
- ▶ Order

Ordinal scales include the characteristics of the nominal scale plus an indicator of order.
PAGE # 53

- ▶ Unique origin

Question No: 13 (Marks: 1) - Please choose one

What is the difference between interval/ratio and ordinal variables?

- ▶ Ordinal data can be rank ordered, but interval/ratio data cannot.
- ▶ The distance between categories is equal across the range of interval/ratio data.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch14/>
MCQ # 01

- ▶ Interval/ratio variables contain only two categories.
- ▶ Ordinal variables have a fixed zero point, whereas interval/ratio variables do not.

Question No: 14 (Marks: 1) - Please choose one

Which of the following statement refers to cross-sectional design?

- ▶ A comparison of two or more variables over a long period of time
- ▶ The collection of data from more than one case at one moment in time

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch02/>
MCQ # 05

- ▶ One that is devised when the researcher is in a bad mood
- ▶ A study of one particular section of society, e.g. the middle classes

Question No: 15 (Marks: 1) - Please choose one

Which of the following is TRUE for research plan?

- ▶ It should be detailed.
- ▶ It should be given to others for review and comments.
- ▶ It sets out the rationale for a research study.
- ▶ All of the given options

<http://www.scribd.com/doc/22683412/Lecture-Notes-Research-Chapter-1-9>

Question No: 16 (Marks: 1) - Please choose one

Which of the following typically does NOT apply to observers in survey research studies?

- ▶ They observe predetermined activities.
- ▶ They are participant observers.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html

MCQ # 09

- ▶ They obtain information by watching rather than asking
- ▶ They must be careful not to influence the activities they observe.

Question No: 17 (Marks: 1) - Please choose one

Which of the following is **not** an advantage of the self-completion questionnaire over the structured interview?

- ▶ It is cheaper to administer.
- ▶ It is quicker to administer.
- ▶ It is easier to prompt the interviewee.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>

MCQ # 01

- ▶ It is easier to remove interviewer effects.

Question No: 18 (Marks: 1) - Please choose one

Mr. X has coded his observations to hide the identity of each of the three participants in his study. He is ensuring;

- ▶ protection from harm
- ▶ confidentiality

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381347.cw/index.html

MCQ # 01

- ▶ informed consent
- ▶ anonymity

Question No: 19 (Marks: 1) - Please choose one

The cover letter to a questionnaire study should contain all of the following, EXCEPT;

- ▶ A list of participants

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html

MCQ # 17

- ▶ A self-addressed, stamped envelope
- ▶ Purpose of the study
- ▶ Reasons to respond

Question No: 20 (Marks: 1) - Please choose one

Teachers are advised to predict the results of student attitudinal questionnaires, because;

- ▶ It will help them decide if students answered truthfully.
- ▶ It gives them a point of comparison against which to judge actual responses.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 10

- ▶ It will allow them to apply statistical procedures in analyzing results.
- ▶ It helps them familiarize themselves with the questionnaires.

Question No: 21 (Marks: 1) - Please choose one

In conducting an action research study of "student's organizational skills during class in a particular school", which of the following would NOT likely to provide useful data?

- ▶ Interviews with teachers
- ▶ Classroom observations
- ▶ Parent surveys

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 16

- ▶ Teacher's journal entries

Question No: 22 (Marks: 1) - Please choose one

Why it is helpful to keep a research diary or log book while you are conducting your project?

- ▶ To give you something to do in the early stages of your research when nothing is happening.
- ▶ Because funding councils generally demand to see written evidence that you were working every day during the period of the research.
- ▶ To keep a record of what you did and what happened throughout the research process.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch03/>

MCQ # 08

- ▶ It can be added to your dissertation to ensure that you reach the required word limit.

Question No: 23 (Marks: 1) - Please choose one

Which of the following is likely to happen if clear instructions are not given as to how the respondent should answer the question?

- ▶ Respondents may delete inappropriate answers rather than select appropriate ones.
- ▶ Respondents may choose only one answer when they need to choose as many as apply.
- ▶ Respondents may complete questions that are not relevant to them.
- ▶ All of the given options

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>
MCQ # 07

Question No: 24 (Marks: 1) - Please choose one

Which of the following is NOT a suitable topic for research using a diary?

- ▶ The amount of time managers spend on particular activities.
- ▶ The frequency with which managers undertake particular tasks.
- ▶ The locations in which a trade union representative has discussions with individual members. **Correct**
- ▶ The volume of female managers in the retail industry.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>
MCQ # 09

Question No: 25 (Marks: 1) - Please choose one

Which of the following represents excellent advice for conducting an interview?

- ▶ Listen more and talk less
- ▶ Don't interrupt
- ▶ Don't be judgmental about the interviewee's beliefs or views
- ▶ All of the given options

Question No: 26 (Marks: 1) - Please choose one

Which of the following is an example of a dilemma that might face feminist business researchers conducting qualitative interviews with women?

- ▶ What role to adopt while interviewing male managers?
 - ▶ How many female employees should be interviewed for a representative sample?
- Correct**
- ▶ How to overcome the issue of false consciousness?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch18/>
MCQ # 09

- ▶ What data to use while publishing findings?

Question No: 27 (Marks: 1) - Please choose one

Which of the following sampling strategies was used when the three students with the highest GPAs were selected?

- ▶ Extreme case

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381384.cw/index.html
MCQ # 02

- ▶ Snowball
- ▶ Maximum variation

- ▶ Normal case

Question No: 28 (Marks: 1) - Please choose one

Which type of sampling strategy is exemplified by selecting two types of individuals: those who are extremely happy and those who are extremely sad?

- ▶ Snowball
- ▶ Intensity

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9866/2525932.cw/index.html
MCQ # 03

- ▶ Homogeneous
- ▶ Purposive

Question No: 29 (Marks: 1) - Please choose one

The logic of purposive sampling is:

- ▶ To use participants because the researcher has access to them.
- ▶ That a random sample can generalize to a population.
- ▶ That a few information-rich participants studied in depth yield many insights about a topic.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1488/381150.cw/index.html
MCQ # 02
OR
PAGE # 90

- ▶ To include all participants, even though they are not all relevant to the problem.

Question No: 30 (Marks: 1) - Please choose one

Using a sample of 30 participants, a researcher finds a correlation of 0.30 between two variables. The relationship is not statistically significant. If the researcher were to triple her sample size, which of the following is most likely?

- ▶ The correlation would be statistically significant.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html
MCQ # 09

- ▶ The correlation would be larger.
- ▶ The correlation would be smaller.
- ▶ Nothing is likely to change.

Question No: 31 (Marks: 1) - Please choose one

Which of the following steps begins the analysis of qualitative data?

- ▶ Reading and memoing
- ▶ Describing the content and participants **Correct**
- ▶ Classifying and interpreting

- ▶ Data management

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381473.cw/index.html
MCQ # 06

Question No: 32 (Marks: 1) - Please choose one

Which of the following represents the most general conceptualization in qualitative data analysis?

- ▶ Word
- ▶ Topic **Correct**
- ▶ Category
- ▶ Pattern

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381483.cw/index.html
MCQ # 01

Question No: 33 (Marks: 1) - Please choose one

Which of the following BEST differentiates data analysis from interpretation?

- ▶ Interpretation requires more conceptual and integrative thinking than data analysis.

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527149.cw/content/index
MCQ # 11

- ▶ Interpretation involves computerized analysis of data.
- ▶ Data analysis is explanatory and interpretation is conceptual. **Correct**
- ▶ Data analysis involves conceptualization but interpretation does not.

Question No: 34 (Marks: 1) - Please choose one

The statistic used to determine the relationship between two variables is:

- ▶ Analysis of covariance
- ▶ Chi square
- ▶ Standard deviation **Correct**
- ▶ Pearson "r"

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html Question No: 35
MCQ # 17

Question No: 35 (Marks: 1) - Please choose one

Which of the following is NOT a control procedure used in causal-comparative research?

- ▶ Matching
- ▶ Subgroups
- ▶ Chi square

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html

MCQ # 18

- ▶ Analysis of covariance

Question No: 36 (Marks: 1) - Please choose one

Which of the following best describes qualitative data coding?

- ▶ Adding all of the scores together and describing them statistically
- ▶ Identify data segments that contain general episodes
- ▶ Numerically representing the concepts identified by the participants **Correct**
- ▶ Dividing data in parts that represent single thoughts

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381473.cw/index.html

MCQ # 04

Question No: 37 (Marks: 1) - Please choose one

The bivariate tables derived from trivariate table are called;

- ▶ Sub table
- ▶ Bivariates
- ▶ **Partials**

A trivariate table has a bivariate table of the independent and dependent variable for each category of the control variable. These new tables are called *partials*.

PAGE # 110

- ▶ Correlational tables **Correct**

Question No: 38 (Marks: 1) - Please choose one

Quasi-experimental research is used because:

- ▶ Random selection is not possible
- ▶ Neither random selection nor random assignment is possible
- ▶ **Random assignment is not possible**

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html

MVQ # 16

- ▶ There are no comparison groups available

Question No: 39 (Marks: 1) - Please choose one

A researcher believes that the effects of a treatment will be different for males and females. Which one is the best method to test this possible interaction?

- ▶ Single-subject design
- ▶ **Factorial design**

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html

MCQ # 17

OR

http://en.wikipedia.org/wiki/Factorial_experiment

- ▶ Time-series design **Correct**
- ▶ Quasi-experimental design

Question No: 40 (Marks: 1) - Please choose one

The influence of the researcher's background, personal experiences, preferences, or attitude on an interview or observation is technically defined as:

- ▶ Participant bias
- ▶ **Observer bias**

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381347.cw/index.html

MCQ # 18

- ▶ Observer effect **Correct**
- ▶ Nonparticipant effect

Question No: 41 (Marks: 1) - Please choose one

On which component of his field notes did Mr. Majid focused when he expressed in his notes his thoughts and ideas about what he observed?

- ▶ Description **Correct**
- ▶ **Reflection**

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381392.cw/index.html

MCQ # 01

- ▶ Protocol
- ▶ Formal data

Question No: 42 (Marks: 1) - Please choose one

Which of the following is linked with an abstract model of underlying relations or causal mechanism?

- ▶ **Historical comparative research**

PAGE # 148

Synthesis links specific evidence with an abstract model of underlying relations or causal mechanism.

- ▶ Social research
- ▶ Action research
- ▶ Experimental research

Question No: 43 (Marks: 1) - Please choose one

In which section is the researcher allowed greater flexibility to express opinions, discuss implications for educational practice, and suggest additional research?

- ▶ Review of the literature
- ▶ Significance of the study
- ▶ Results
- ▶ Discussion

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1492/382157.cw/index.html
MCA # 07

Question No: 44 (Marks: 1) - Please choose one

Which of the following can be referred as Haphazard Sampling?

- ▶ Convenience Sampling

Convenience sampling (also called haphazard or accidental sampling)

PAGE # 90

OR

http://www.starmass.com/en/research_sampling_method.htm

- ▶ Purposive Sampling
- ▶ Snowball Sampling **Correct**
- ▶ Quota Sampling

Question No: 45 (Marks: 1) - Please choose one

An important issue in index construction is to-----items.

- ▶ Reconstruct
- ▶ Codify
- ▶ Measure
- ▶ Weight

An important issue in index construction is whether to weight items.

PAGE # 103

Question No: 46 (Marks: 1) - Please choose one

Which of the following elements of Observation is/are included in Non Reactive research?

- ▶ External Appearance
- ▶ Count Behaviors
- ▶ Time Duration
- ▶ All of the given options

Observations of Non-Reactive Observations

• External Appearance

• Count Behaviors
• Time Duration
PAGE # 124

Question No: 47 (Marks: 1) - Please choose one

Secondary /existing data may include which of the following?

- ▶ Official documents
- ▶ Personal documents
- ▶ Archived research data **Correct**
- ▶ All of the given options

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc6.htm>
MCQ # 07

Question No: 48 (Marks: 1) - Please choose one

Which of the following major problem exist with non respondents in survey research?

- ▶ They tend to be alike in many ways.
- ▶ Data cannot be analyzed for only part of a sample.
- ▶ They cannot be found to determine if they are similar to respondents. **Correct**
- ▶ They may have different opinions than respondents.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381580.cw/index.html
MCQ # 05

Question No: 49 (Marks: 1) - Please choose one

Which of the following advantage differentiates personal interview from mail, internet and telephonic survey?

- ▶ Cheaper
- ▶ Expensive
- ▶ Easier
- ▶ Inexpensive

Question No: 50 (Marks: 1) - Please choose one

Which one of the following methods offers the lowest degree of geographic flexibility?

- ▶ Mail survey

Mail questionnaires can reach a geographically dispersed sample simultaneously and at a relatively low cost because interviewers are not required.

PAGE # 70

- ▶ Telephone interview

- ▶ Door-to-door personal interview
- ▶ Internet survey

Question No: 51 (Marks: 1) - Please choose one

Which of the following survey research methods is the most expensive?

- ▶ Telephone interview
- ▶ Mail survey
- ▶ Door-to-door personal interview

As the cost of personal interviews continues to increase

PAGE # 69

- ▶ Mall intercept personal interview

Question No: 52 (Marks: 1) - Please choose one

When a respondent tells the interviewer that he reads "Best Selling English News Paper" on a daily basis so that he can impress the interviewer, this is an example of:

- ▶ Administrative bias
- ▶ Interviewer bias

Interviewer Bias

Interviewer's personal likings and dis-likings, the environment, and cultural biases can affect the understanding of the responses, its recording, and its interpretation.

PAGE # 66

- ▶ Submission bias
- ▶ Response bias **Correct**

Question No: 53 (Marks: 1) - Please choose one

All of the following are stages in the selection of a sample **EXCEPT**:

- ▶ Determine sample size
- ▶ Analyze data
- ▶ Conduct fieldwork
- ▶ Select a sampling frame

Question No: 54 (Marks: 1) - Please choose one

A stratified sample in which the number of sampling units drawn from each stratum is in proportion to the population size of that stratum is called a:

- ▶ Balanced stratified sample **Correct**
- ▶ Proportional stratified sample

The number of sampling units drawn from each stratum is in proportion to the relative population size of the stratum, the sample is proportionate stratified sampling.

Page # 94

- ▶ Cluster sampling
- ▶ Convenience sample

Question No: 55 (Marks: 1) - Please choose one

Assigning males the value of zero and females the value of one in a database to record the gender of the respondents is an example of:

- ▶ Coding

Coding

Entering the answer to survey questions into a computer in abbreviated form. For example, M for male, F for female. [Coding in qualitative research](http://www.audiencedialogue.net/gloss-data.html) uses the same principle, on a larger scale.

<http://www.audiencedialogue.net/gloss-data.html>

Or

Page # 99

For example, a researchers codes males as 1 and females as 2. Each category of variable and missing information needs a code. A **codebook** is a document (i.e. one or more pages) describing the coding procedure and the location of data for variables in a format that computers can use.

- ▶ Editing
- ▶ Verification
- ▶ Test tabulation

Question No: 56 (Marks: 1) - Please choose one

Arranging data into a table is called:

- ▶ Analysis
- ▶ Frequency
- ▶ Interpretation
- ▶ Tabulation

The classification or placing of data into tabular form is called as tabulation

<http://www.tutorvista.com/math/tabulation-of-data-tutoring>

Question No: 57 (Marks: 1) - Please choose one

A researcher interested in a data matrix that displays the frequency of some combination of possible responses to multiple variables should construct a:

- ▶ Contingency table

A contingency table is formed by cross-tabulating the two or more variables. It is contingent because the cases in each category of a variable get distributed into each category of a second variable. The table distributes cases into categories of multiple variables at the same time and shows how the cases, by the category of one variable, are “contingent upon” the categories of the other variables

- ▶ Regression equation
- ▶ Marginal table
- ▶ None of the given options

Question No: 58 (Marks: 1) - Please choose one

When initial subjects are selected randomly and additional subjects are obtained from recommendations of names from the initial subjects, this sampling technique is called:

- ▶ Judgment sample
- ▶ **Snowball**

Snowball sampling is a special nonprobability method used when the desired sample characteristic is rare. It may be extremely difficult or cost prohibitive to locate respondents in these situations. Snowball sampling relies on referrals from initial subjects to generate additional subjects. While this technique can dramatically lower search costs, it comes at the expense of introducing bias because the technique itself reduces the likelihood that the sample will represent a good cross section from the population.

<http://www.statpac.com/surveys/sampling.htm>

- ▶ Convenience sample
- ▶ Cluster sample **Correct**

Question No: 59 (Marks: 1) - Please choose one

When different interviewers are used in a pretest from those used in the posttest and this produces different results in the study, this is an example of a:

- ▶ History effect
- ▶ Mortality effect
- ▶ **Instrumentation effect**

Instrumentation Effects: Instrumentation effects are yet another source of threat to internal validity. These might arise because of a change in the measuring instrument between pretest and posttest, and not because of the instrument's differential impact at the end. For example, in a weightloss experiment, the springs on the scale weaken during the experiment, giving lower readings in the posttest.

A change in the wording of questions (may be done to avoid testing effects), change in interviewers, or change in other procedures to measure the dependent variable can cause instrumentation effect.

Performance of the subjects measured by the units of output in the pretest, but when measuring the out put in posttest the researcher measures it by "the number of units rejected, and the amount of resources expended to produce the units.

- ▶ Cohort effect

Question No: 60 (Marks: 1) - Please choose one

Which of the following is a threat to the internal validity of experiment using a repeated measures design?

- ▶ Instrumentation effect

Factors Affecting Internal Validity

1. History Effect:
2. Maturation Effect:
3. Testing Effects:
4. Instrumentation Effects: (Page # 121)
5. Selection Bias Effect:
6. Statistical Regression:
7. Mortality:
8. Mechanical Loss:
9. Experimenter Expectancy:
 - ▶ Cohort effect
 - ▶ Attrition effect
 - ▶ All of the given options

Question No: 61 (Marks: 1) - Please choose one

Most threats to _____ are taken care of by the experiment's design, while most threats to _____ need to be taken care of by the designer of the experiment.

- ▶ Internal validity, external validity

<http://www.coe.iup.edu/grbieger/Classes/LTCY698/Module 6/Validity.ppt#263,6>

- ▶ External validity, internal validity
- ▶ Randomization, reliability
- ▶ Reliability, randomization

Question No: 62 (Marks: 1) - Please choose one

In which of the following, the beginning and end are not clear. The interview can be picked up later?

- ▶ Survey Interview
- ▶ Field Interview

Field Interview

The beginning and end are not clear. The interview can be picked up later.

- ▶ Deception
- ▶ None of the given options

Question No: 63 (Marks: 1) - Please choose one

The written set of guidelines that describes an outline of topics to be covered by a focus group moderator is called a:

► Discussion guide

The basic idea is to lay out a set of issues for the group to discuss. It is important to bear in mind that the moderator will mostly be improvising comments and questions within the framework set by the guidelines.

Page # 153

- Concept test
- Case study
- All of the given options

Question No: 64 (Marks: 1) - Please choose one

Which of the following is a disadvantage of focus groups?

- Requires objective, sensitive, and effective moderators
- May not be useful for discussing sensitive topics
- High cost
- All of the given options

Disadvantages of Focus Groups

Require objective, sensitive, and effective moderators.

May have unique sampling problems

May not be useful for discussing sensitive topics in face-to-face situations

Cost a considerable amount of money, particularly when they are not conducted by someone employed by the company desiring the focus group.

Higher cost

Question No: 65 (Marks: 3)

What do we write in executive summary of a research report?

Executive Summary of Research Report:

It is very important part of the report. And it is observed that mostly managers read summary report normally and rest members read whole report.

Executive summary write in four elements:

1. First objective of the report is mentioned and then most important part and specific reason of the project.
2. Main results are presented including purpose.
3. The conclusions of the report based on results.
4. The suggestions on the basis of conclusions that action will be taken

Question No: 66 (Marks: 5)

What is different Ethical dilemma of Field research?

Ans

Ethical Dilemmas of Field research

The dilemmas are made when the researchers are alone in fields and have very much little time to make decision. The ethical dilemmas raises when a field researcher get involve into lives of other people.

These dilemmas arise suddenly when some one interacting in the field with others. Some of these dilemmas:

Confidentiality:

In field some learns a lot and some not very much, similarly some one has some confidential data and don't want to share with anyone which creates it.

Deception:

Deception may arise because of false role, name or identity, some agreed with some one and some one not some time. So because of these things this occurs.

The powerful:

Field researchers are normally those who are without power in society e.g., street people, the poor, and powerful people block their way and criticized them

Involvement with deviations:

Some researchers conduct research on deviants who engage in illegal behavior. This type of things create dilemma due to involvement in illeal activities.

Last field reports:

At the end of research, the knowledge, a researcher gains and his final report or thesis can make a dilemma between the right of privacy and the right to know. In last report if researcher hides some fact or not give the true picture of research then it creates a dilemma.

Question No: 67 (Marks: 10)

By using Likert scale, how would you score a positive and negative statement? Give one example to explain your answer.

Ans:

Likert scale is based on 5 responses therefore let's take an example and construct a number of statements for each element with five responses.

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

These statements could be of both positive and negative.

For positive statements

We score from 5 to 1 i.e. strongly agree to strongly disagree

For negative statement

Score will be reversed i.e. 1 to 5

- 1 for strongly agree
- 2 for agree
- 3 for undecided
- 4 for disagree
- 5 for strongly disagree

Question No: 68 (Marks: 10)

How observations can be structured in non-reactive research?

Ans

In non reactive research, the people or the things that are being studied are not aware of that.

Non reactive research is structured as follow:

PHYSICAL TRACES:

• **Erosion:**

In erosion wear and tear has a greater use. For example, a researcher examines that children like those toys which are worn out and children have more interest in them.

ARCHIVES:

• **Running Records:**

In these records many researches can be done.

For example, a record of thieves in jail record of daily marriages. Etc.

• **Other Records:**

Irregular records can give a lot

. For example, look into the number of reams of paper purchased by a college principal's office for the last 10 years and compare it with students' enrollment.

OBSERVATIONS:

• **Time Duration:**

By this type of research, researcher can check the interest of people indifferent things. Like time spending in seeing the signboards on the road.

• **External Appearance:**

It shows the behavior of people in social factor that how they want to look.

How people appear may indicate social factors. For example, a researcher can examine that in university how much percentage of student's wear casual dressing and how much formal.

Question No: 1 (Marks: 1) - Please choose one

Which of the following is the basis of the Scientific Method?

To test hypothesis in conditions that is conducive to its success.

To formulate a research problem and disprove the hypothesis

To formulate a research problem, test the hypothesis in carefully controlled conditions that challenge the hypothesis.

http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq_01/mcq_01.htm

Mcq # 01

To test hypothesis and if they are disproved, they should be abandoned completely.

Question No: 2 (Marks: 1) - Please choose one

An inductive logic is one that:

Involves testing as explicitly defined hypothesis

Does not allow for findings to feed back into the body of knowledge

Uses quantitative methods whenever possible

Allows theory to emerge out of the data

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch01/>

MCQ # 03

OR

The usual application of inductive theory, however, is to allow theory to emerge from our findings. We find an interesting question, we gather data on it and we 'theories' from our findings. It may be that these 'theories' are, in reality, simply 'interesting insights' rather than 'grand theories' but they can be valuable for all that.

Question No: 3 (Marks: 1) - Please choose one

Which of the following is not a concept?

Leadership

Total Quality Management

Human Resource Management

Intelligence Quotient (IQ).

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch06/>

MCQ # 01

OR

Concepts are the building blocks of theory, each of which represents a label given to a common element of the social world. IQ is a measure of the concept of intelligence; it is not a concept in itself.

Question No: 4 (Marks: 1) - Please choose one

Which of the following is the definition of an independent variable?

A variable that is manipulated or controlled by the experimenter

An independent variable is a factor that can be varied or manipulated in an experiment
<http://www.everythingbio.com/glos/definition.php?word=independent+variable>

A response variable

The behavioral measure made by the experimenter

A dependent variable that is controlled by the experimenter

Question No: 5 (Marks: 1) - Please choose one

The cause variable or the one that identifies forces or conditions that act on something else is known as:

Moderating variable

Independent variable

The cause variable, or the one that identifies forces or conditions that act on something else, is the independent variable.

PAGE # 19

Categorical variable

Dependent variable

Question No: 6 (Marks: 1) - Please choose one

A measure is reliable if it provides consistent_____.

Hypothesis

Results

A measure is reliable if it provides consistent Results

[http://wiki.answers.com/Q/A measure is reliable if it provides consistent](http://wiki.answers.com/Q/A_measure_is_reliable_if_it_provides_consistent)

Procedure

Sensitivity

Question No: 7 (Marks: 1) - Please choose one

Which of the following statements relates to concurrent validity?

The measure apparently reflects the content of the concept in question.

A criterion is employed on which cases are known to differ.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch06/>

MCQ # 04

A future criterion is employed on which cases are known to differ.

A measure is gauged by comparing it to measures of the same concept developed through other methods.

Question No: 8 (Marks: 1) - Please choose one

Research may differ along a series of dimensions. Which of the following may be applied to this statement?

The type of data collected.

The data-collection technique

The level of manipulation used to elicit data collection.

All of the given options

http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq_01/mcq_01.htm

MCQ # 06

Question No: 9 (Marks: 1) - Please choose one

Cross cultural studies are an example of:

Comparative design

Historical-comparative research is a collection of techniques and approaches. It is a distinct type of research that puts historical time and /or cross-cultural variation at the center of research – that is, which treats what is studied as part of the flow of history and situated in cultural context.

PAGE # 142

OR

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch02/>

Longitudinal design

Experimental design

Case study design

Question No: 10 (Marks: 1) - Please choose one

When constructing a questionnaire, there are few principles to which you should adhere. Which of the following is NOT one of those principles?

Avoid using "leading" or "loaded" questions

Avoid double-barreled questions

Avoid ambiguity and confusion

Avoid arranging questions in a sequence

PAGE # 77, 78

Guidelines for Questionnaire Design

1. Questionnaire Relevancy
2. Questionnaire Accuracy
3. Avoid Ambiguity, Confusion, and Vagueness.
4. Avoid Double-Barreled Questions
5. Avoid Leading Questions
6. Avoid Loaded Questions

7. Avoid Burdensome Questions that may Tax the Respondent's Memory
8. Arrange Questions in a Proper Sequence
9. Use Filter Question, if Needed
10. Layout of the questionnaire

Question No: 11 (Marks: 1) - Please choose one

Which of the following statements is true about closed ended questions and open ended questions?

A closed ended question means that the chances of unreliable post-coding is small, whereas an open ended question means that there is a possibility of data processing error.

A closed ended question allows for the researchers terminology to be used, whereas an open ended question allows the respondent to use terms they are familiar with.

A closed ended question allows for easy processing, whereas coding an open-ended question can be very time consuming.

A closed ended question has many advantages over open ended question.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch10/>

MCQ # 02

JUST 4 CONCEPT NOT EXACT MATCH

Question No: 12 (Marks: 1) - Please choose one

Which of the following is NOT an example of a problem with using social survey research to investigate behaviour?

Respondents tend to answer by giving the most socially desirable answer.

Respondents may inadvertently omit key terms in the question.

Respondents may not give an honest reply to what they see as a threatening question.

Respondents may be unwilling to reveal information as they believe they are likely to be identified.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch11/>

MCQ # 01

Question No: 13 (Marks: 1) - Please choose one

Which of the following represents excellent advice for conducting an interview?

Listen more and talk less

Don't interrupt

Don't be judgmental about the interviewee's beliefs or views

All of the given options

[PPT]

Qualitative Research Methods

Question No: 14 (Marks: 1) - Please choose one

Smaller sample sizes can be used in correlation research when;

The researcher expects no relationship between the variables.

There are only two variables to correlate.

The instruments used to measure the variables have low validity and reliability.

The instruments used to measure the variables have high validity and reliability.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381698.cw/index.html

MCQ # 02

Question No: 15 (Marks: 1) - Please choose one

Which of the following steps begins the analysis of qualitative data?

Reading and memoing

Describing the content and participants

Classifying and interpreting

Data management

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381473.cw/index.html

MCQ # 06

Question No: 16 (Marks: 1) - Please choose one

Which of the following could NOT be a cause of variation in high school achievement?

Reading ability

Parental involvement

Teacher expectations

College attendance

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html QuestionNo:11

MCQ # 11

Question No: 17 (Marks: 1) - Please choose one

The statistic used to determine the relationship between two variables is:

Analysis of covariance

Chi square

Standard deviation

Pearson "r"

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html Question No: 22

MCQ # 17

OR

The correlation between two variables reflects the degree to which the variables are related. The most common measure of correlation is the Pearson Product Moment Correlation (called Pearson's correlation for short).

Question No: 18 (Marks: 1) - Please choose one

A researcher studies three groups of students who vary in level of self-confidence. She finds that students with higher self-confidence are more popular among their peers. The most plausible conclusion is that:

We do not know what causes self-confidence or popularity.

Self-confidence causes popularity.

Popularity causes self-confidence.

Self-confidence and popularity are related.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html

MCQ # 07

Question No: 19 (Marks: 1) - Please choose one

Which of the following is true about validity?

A study can be internally valid but not externally valid.

A study can be externally valid but not internally valid.

A study must be both internally and externally valid.

<http://www.docstoc.com/docs/14330216/Bias-in-Clinical-Research>

SLIDE # 03

The internal and external validity of studies are not related in any way.

Question No: 20 (Marks: 1) - Please choose one

Testing most likely, negatively affect internal validity when:

The information tested is attitudinal in nature

The time between pre- and posttest is short

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381818.cw/index.html

MCQ # 10

The instrument is unreliable

The participants are very low scorers

Question No: 21 (Marks: 1) - Please choose one

Ecological validity refers to:

The participants to whom results generalize

The instruments used to measure the independent and dependent variables
The internal validity of a study
The context to which results generalize

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9869/2526465.cw/index.html
MCQ # 01

Question No: 22 (Marks: 1) - Please choose one

Which one is not the part of non reactive research?

Physical traces
Archives
Observations
Interviews

Varieties of Non-Reactive Observations

Physical Traces:

Archives:

Observations:

PAGE 124

Question No: 23 (Marks: 1) - Please choose one

Which advice would you offer a novice researcher conducting his first observation?

Observe only one behavior at a time

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2526978.cw/index.html
MCQ # 08

Allow variables to emerge from the context
Record behaviors only after leaving the site
Develop a preconceived notion of what is going to help structure the observation

Question No: 24 (Marks: 1) - Please choose one

How the Procedure for data processing and analysis can be evaluated in Pilot Testing?

Make dummy tables

Procedure for data processing and analysis can be evaluated:

Make dummy tables. See how can we tabulate the data and use the appropriate statistics for purposes of interpretations

Page # 81

Work output of each member
Length of Questionnaire
Format Tools

Question No: 25 (Marks: 1) - Please choose one

Which of the following is the complete group of specific population elements relevant to the research project?

Element

Target Population

Target population is the complete group of specific population elements relevant to the research project.

Page # 88

OR

http://www.ehes.info/manuals/EHES_manual/PartA/EHES_Manual_PartA_Chapter2.pdf

Sampling Frame

Sampling Unit

Question No: 26 (Marks: 1) - Please choose one

Which of the following is the summary description of a given variable in a population?

Statistic

Observation Unit

Parameter

A parameter is the summary description of a given variable in a population.

Page # 89

Sampling Unit

Question No: 27 (Marks: 1) - Please choose one

Which of the following is that element or set of elements considered for selection in some stage of sampling?

Parameter

Sampling Unit

A sampling unit is that element or set of elements considered for selection in some stage of sampling. Sampling may be done in single stage or in multiple stages.

Page # 89

Observation Unit

Statistic

Question No: 28 (Marks: 1) - Please choose one

If you are going on the street and suddenly a TV reporter starts taking your interview regarding any issue, which of the following sampling technique is used by the TV reporter?

Purposive Sampling
Snowball Sampling
Convenience Sampling

Convenience Sampling

Convenience sampling (also called *haphazard* or *accidental sampling*) refers to sampling by obtaining units or people who are most conveniently available. For example, it may be convenient and economical to sample employees in companies in a nearby area, sample from a pool of friends and neighbors. The person-on-the street interview conducted by TV programs is another example. TV interviewers go on the street with camera and microphone to talk to few people who are convenient to interview. The people walking past a

TV studio in the middle of the day do not represent everyone (homemakers, people in the rural areas). Likewise, TV interviewers select people who look “normal” to them and avoid people who are unattractive, poor, very old, or inarticulate.

PAGE # 90

Quota Sampling

Question No: 29 (Marks: 1) - Please choose one

Which of the following sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently?

Convenience Sampling

Convenience sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently. Often such sample is taken to test ideas or even to gain ideas about a subject of interest.

Page #90

Quota Sampling
Snowball Sampling
Purposive Sampling

Question No: 30 (Marks: 1) - Please choose one

Which of the following sampling method is the best way to select a group of people for a study if you are interested in making statements about the larger population?

Convenience sampling
Quota sampling
Purposive sampling
Random sampling

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc7.htm>
MCQ# 27

Question No: 31 (Marks: 1) - Please choose one

In which of the following conditions, each part of the construct should be measured with at least one indicator?

Unidimensionality

Scale

Weighing

Index Construction

Each part of the construct should be measured with at least one indicator. Of course, it is better to measure the parts of a construct with multiple indicators.

Page # 102

Question No: 32 (Marks: 1) - Please choose one

Which of the following number of variables involved in Descriptive Statistics?

Bivariate

Multivariate

Univariate

All of the given options

Descriptive statistics describe numerical data. They can be categorized by the number of variables involved: univariate, bivariate, or multivariate

Page # 105

Question No: 33 (Marks: 1) - Please choose one

All of the following are types of personal communication, except;

Letters

Memos

Telephone conversations

Emails

Personal communication through letters, memos, telephone conversations,

Page # 167

Question No: 34 (Marks: 1) - Please choose one

Which of the following terms refers to a statistical method that can be used to statistically equate groups on a pretest or some other variable?

Experimental control

Differential influence
Matching
Analysis of covariance

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ # 07

Question No: 35 (Marks: 1) - Please choose one

In an experimental research study, the primary goal is to isolate and identify the effect produced by which of the following?

Dependent variable
Extraneous variable
Independent variable

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ # 23

Confounding variable

Question No: 36 (Marks: 1) - Please choose one

Which of the following is referred to as the influence of a single independent variable?

Interaction effect
Reactive effect
Main effect

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>
MCQ # 27

Proactive effect

Question No: 37 (Marks: 1) - Please choose one

Which of the following is the process of marking segments of data with symbols, descriptive words or category?

Concurring
Coding

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc17.htm>
MCQ # 07

Coloring
Segmenting

Question No: 38 (Marks: 1) - Please choose one

A census taker often collects data through which of the following?

Standardized tests Interviews

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc6.htm> MCQ # 20

Secondary data Observations

Question No: 39 (Marks: 1) - Please choose one

Which one is NOT an advantage of personal interviewing? Interviewer influence

Disadvantages of Personal Interviewing:

5. Interviewer Influence

PAGE # 66

Probing complex questions Visual aids

High completion rate

Question No: 40 (Marks: 1) - Please choose one

All of the following are the characteristics of scientific methods of research, EXCEPT;

Cumulative Deterministic

Unethical

Important Characteristics of Scientific Method

3. Cumulative

4. Deterministic

7. Rationalism

PAGE # 3, 4, 5

INTRODUCTION, DEFINITION & VALUE OF RESEARCH

Whether we are aware of it or not, we are surrounded by research. Educators, administrators, government officials, business leaders, human service providers, health care professionals, regularly use social research findings in their jobs. Social research can be used to raise children, reduce crime, improve public health, sell products, improve workers' efficiency, or just understand one's life.

Assume for the moment that you are the Manager of a restaurant. You are experiencing a significant turn over in your waiter/waitress pool, and long-time customers have been commenting that the friendly atmosphere that has historically drawn them to your door is changing. What will you do? Where will you try to solve this problem? The problem of high turn over and decline in the friendly atmosphere at the restaurant has to be researched.

The study of research methods provides you with the knowledge and skills you need to solve the problem and meet the challenges of a fast-paced decision-making environment. A systematic inquiry whose objective is to provide information to the problems (be they managerial as in our example) is one way to explain research.

What is Research?

General image of the research is that it has something to do with the laboratory where scientists are supposedly doing some experiments. Somebody who is interviewing consumers to find out their opinion about the new packaging of milk is also doing research. Research is simply the process of finding solutions to a problem after through study and analysis of the situational factors. It is gathering information needed to answer a question, and thereby help in solving a problem. We do not do study in any haphazard manner. Instead we try to follow a system or a procedure in an organized manner. It is all the more necessary in case we want to repeat the study, or somebody else wants to verify our findings. In the latter case the other person has to follow the same procedure that we followed. Hence not only we have to do the study in a systematic manner but also that system should be known to others.

What is the value of Research?

The nature of research problems could vary. Problems may refer to some undesirable situation or these may refer to simply a curiosity of the researcher that may be agitating his or her mind. For example, in a recent BA/BS examination of the Punjab University 67 percent of the students failed. That is a colossal wastage of the resources, hence an undesirable situation that needs research to find a solution. The researcher may come up with a variety of reasons that may relate with the students, the teachers, the curricula, the availability of books, the examination system, the family environment of the student, and many more. So a study may be carried out diagnose the situation, and the recommendations to be applied to overcome the undesirable situation of mass failure of students.

In the same examination result one finds that girls have captured a good number of top positions; and that is happening for the last couple of years. One gets curious and tries to do research for finding out the reasons. This is an academic problem but certainly a research problem. Conducting such **research offers the pleasure of solving a puzzle**. Why the girls are catching most of the top positions in different examination? This might be a puzzle that the research may like to explain. Such findings make a good contribution to the body of knowledge i.e. making some good discoveries as part of the basic research. Finding answer to any enigma is self satisfying.

The researchers try to make use of their findings for **generating theories and models** that could be used for understanding human behavior and the functioning of different structures both at the micro (organizational) and macro (societal) level.

Therefore, research may be considered as an *organized, systematic, data based, critical, objective, scientific inquiry or investigation into a specific problem*, undertaken with the purpose of finding answers or solutions to it. In this way research provides the needed information that guides the planners to make informed decisions to successfully deal with the problems. The information provided could be the result of a careful analysis of data gathered firsthand or of the data that are already available with an organization. .

The value of research for policy makers, planners, business managers, and other stakeholders is that it reduces uncertainty by providing information that improves the decision-making process. The decision making process associated with the development and implementation of a strategy involves four interrelated stages:

1. Identifying problems or opportunities;
2. Diagnosing and assessing problems or opportunities;
3. Selecting and implementing a course of action; and
4. Evaluating the course of action.

Identifying problems and solutions to the same problems is in fact applying the research findings to overcome an undesirable situation. Initially a problem may appear to be simply a ‘tip of the iceberg’ but the study by a professional might help locating the magnitude of the issue as well as its solutions. Such research is usually referred to as applied research, which shall be discussed in detail in the coming lectures.

Research helps in developing methodologies

By now we know that the researchers have to develop methodologies for carrying out the research. These methodologies are for the collection of data, data processing and data analysis. For the new researchers these methodologies are already available, most of the researchers just use these. Nevertheless, there is always a scope for improvement and certainly new methodologies are developed. Also we try to borrow methodologies from sister subjects.

Managers and administrators with knowledge of research have an advantage over those who are without. Though a manager/administrator him/herself may not be doing any major research yet he/she will have to understand, predict, and control events that are dysfunctional to the organization. For example, a new product developed may not be “taking off,” or a financial investment may not be “paying off” as anticipated. Such disturbing phenomena have to be understood and explained. Unless this is done, it will not be possible to predict the future of that product or the prospects of that investment, and how future catastrophic outcomes can be controlled. A grasp of research methods will enable managers/administrators to understand, predict, and control their environment.

Managers may not be doing the research themselves, in fact they could hire the services of professionals, and still they should be well conversant with research methodologies. The manager who is knowledgeable about research can interact effectively with outside researchers or consultants. Knowledge about research processes, design, and interpretation of data also helps managers to become discriminating recipients of the research findings presented, and to determine whether or not the recommended solution are appropriate for implementation.

We are surrounded by research

For the understanding of the professional works, incorporation of the new findings in the practical situations, and for the implementation of the recommendations in policy/planning, the managers have to be well conversant with researchers. Many of you may be preparing yourselves for such managerial positions, I am sure training in research methodology will certainly be helpful in your career.

Lesson 2

SCIENTIFIC METHOD OF RESEARCH & ITS SPECIAL FEATURES

Research produces knowledge which could be used for the solution of problems as well as for the generation of universal theories, principles and laws. But all knowledge is not science. The critical factor that separates scientific knowledge from other ways of acquiring knowledge is that it uses scientific approach. What is this approach? Or what is science?

When most people hear the word *science*, the first image that comes to mind is one of test tubes, computers, rocket ships, and people in white lab coats. These outward trappings are part of science. Some sciences, such as the natural sciences deal with the physical and material world. Some other sciences involve the study of people – their beliefs, behavior, interactions, attitudes, institutions, and so forth. They are sometimes called *soft sciences*. This is not that their work is sloppy or lack rigor but because their subject matter, human social life, is fluid, formidable to observe, and hard to measure precisely with laboratory instruments. The subject matter of a science (e.g. human attitudes, protoplasm, or galaxies) determines the techniques and instruments (e.g. surveys, microscopes, or telescopes) used by it.

Science is a way to produce knowledge, which is based on truth and attempts to be universal. In other words science is a method, a procedure to produce knowledge i.e. discovering universalities/principles, laws, and theories through the process of observation and re-observation. Observation here implies that scientists use “sensory experiences” for the study of the phenomena. They use their five senses, which are possessed by every normal human being. They not only do the observation of a phenomenon but also repeat the observation, may be several times. The researchers do so because they want to be accurate and definite about their findings

Re-observation may be made by the same researcher at a different time and place or done by other professionals at some other time or place. All such observations are made in this universe where a normal professional human being can go, make the observation and come back. Therefore we are focusing on this universe not on the one hereafter. By repeating the observation, the researchers want to be definite and positive about their findings. Those who want to be definite and positive are often referred to as **positivists**. The researchers do not leave their findings into scattered bits and pieces. Rather the results are organized, systematized, and made part of the existing body of knowledge; and this is how the knowledge grows. All this procedure for the creation of knowledge is called a scientific method, whereby the consequent knowledge may be referred to as scientific knowledge. In this way *science* refers to both a system for producing knowledge and the knowledge produced from that system. Since the subject matters of the researchers differ, therefore, we have the diversification of different sciences: broadly natural or physical sciences and human sciences.

Important Characteristics of

Scientific Method 1. Empirical

Scientific method is concerned with the realities that are observable through “sensory experiences.” It generates knowledge which is verifiable by experience or observation. Some of the realities could be directly observed, like the number of students present in the class and how many of them are male and how many female. The same students have attitudes, values, motivations, aspirations, and commitments. These are also realities which cannot be observed directly, but the researchers have designed ways to observe these indirectly. Any reality that cannot be put to “sensory experience” directly or indirectly (existence of heaven, the Day of Judgment, life hereafter, God’s rewards for good deeds) does not fall within the domain of scientific method.

2. Verifiable

Observations made through scientific method are to be verified again by using the senses to confirm or refute the previous findings. Such confirmations may have to be made by the same researcher or others. We will place more faith and credence in those findings and conclusions if similar findings emerge on the basis of data collected by other researchers using the same methods. To the extent that it does happen (i.e. the results are replicated or repeated) we will gain confidence in the scientific nature of our research. Replicability, in this way, is an important characteristic of scientific method. Hence revelations and intuitions are out of the domain of scientific method.

3. Cumulative

Prior to the start of any study the researchers try to scan through the literature and see that their study is not a repetition in ignorance. Instead of reinventing the wheel the researchers take stock of the existing body of knowledge and try to build on it. Also the researchers do not leave their research findings into scattered bits and pieces. Facts and figures are to be provided with language and thereby inferences drawn. The results are to be organized and systematized. Nevertheless, we don't want to leave our studies as stand alone. A linkage between the present and the previous body of knowledge has to be established, and that is how the knowledge accumulates. Every new crop of babies does not have to start from a scratch; the existing body of knowledge provides a huge foundation on which the researchers build on and hence the knowledge keeps on growing.

4. Deterministic

Science is based on the assumption that all events have antecedent causes that are subject to identification and logical understanding. For the scientist, nothing “just happens” – it happens for a reason. The scientific researchers try to explain the emerging phenomenon by identifying its causes. Of the identified causes which ones can be the most important? For example, in the 2006 BA/BS examination of the Punjab University 67 percent of the students failed. What could be the determinants of such a mass failure of students? The researcher may try to explain this phenomenon and come up with variety of reasons which may pertain to students, teachers, administration, curriculum, books, examination system, and so on. Looking into such a large number of reasons may be highly cumbersome model for problem solution. It might be appropriate to tell, of all these factors which one is the most important, the second most important, the third most important, which two in combination are the most important. The researcher tries to narrow down the number of reasons in such a way that some action could taken. Therefore, the achievement of a meaningful, rather than an elaborate and cumbersome, model for problem solution becomes a critical issue in research. That is parsimony which implies the explanation with the minimum number of variables that are responsible for an undesirable situation.

5. Ethical and Ideological Neutrality

The conclusions drawn through interpretation of the results of data analysis should be objective; that is, they should be based on the facts of the findings derived from actual data, and not on our own subjective or emotional values. For instance, if we had a hypothesis that stated that greater participation in decision making will increase organizational commitment, and this was not supported by the results, it makes no sense if the researcher continues to argue that increased opportunities for employee participation would still help. Such an argument would be based, not on the factual, data based research findings, but on the subjective opinion of the researcher. If this was the conviction of the researcher all along, then there was no need to do the research in the first place.

Researchers are human beings, having individual ideologies, religious affiliations, cultural differences which can influence the research findings. Any interference of their personal likings and dis-likings in their research can contaminate the purity of the data, which ultimately can affect the predictions made by the researcher. Therefore, one of the important characteristics of scientific method is to follow the principle of objectivity, uphold neutrality, and present the results in an unbiased manner.

6. Statistical Generalization

Generalisability refers to the scope of the research findings in one organizational setting to other settings. Obviously, the wider the range of applicability of the solutions generated by research, the more useful the research is to users. For instance, if a researcher's findings that participation in decision making enhances organizational commitment are found to be true in a variety of manufacturing, industrial, and service organizations, and not merely in the particular organization studied by the researcher, the generalisability of the findings to other organizational settings is enhanced. The more generalizable the research, the greater its usefulness and value.

For wider generalisability, the research sampling design has to be logically developed and a number of other details in the data collection methods need to be meticulously followed. Here the use of statistics is very helpful. Statistics is device for comparing what is observed and what is logically expected. The use of statistics becomes helpful in making generalizations, which is one of the goals of scientific method.

7. Rationalism

Science is fundamentally a rational activity, and the scientific explanation must make sense. Religion may rest on revelations, custom, or traditions, gambling on faith, but science must rest on logical reason. There are two distinct logical systems important to the scientific quest, referred to as deductive logic and inductive logic. Beveridge describes them as follows:

applying a theory to a particular case). In induction one starts from observed data and develops a generalization which explains the relationships between the objects observed. On the other hand, in deductive reasoning one starts from some general law and applies it to a particular instance.

The classical illustration of deductive logic is the familiar syllogism: "All men are mortal; Mahmood is man; therefore Mahmood is mortal." A researcher might then follow up this deductive exercise with an empirical test of Mahmood's mortality.

Using inductive logic, the researcher might begin by noting that Mahmood is mortal and observing a number of other mortals as well. He might then note that all the observed mortals were men, thereby arriving at the tentative conclusion that all men are mortal.

In practice, scientific research involves both inductive and deductive reasoning as the scientist shifts endlessly back and forth between theory and empirical observations.

There could be some other aspects of scientific method (e.g. self correcting) but what is important is that **all features are interrelated**. Scientists may not adhere to all these characteristics. For example, objectivity is often violated especially in the study of human behavior, particularly when human beings are studied by the human beings. Personal biases of the researchers do contaminate the findings.

Looking at the important features of scientific method one might say that there are **two power bases of scientific knowledge**: (1) empiricism i.e. sensory experiences or observation, and (2) rationalism i.e. the logical explanations for regularity and then consequential argumentation for making generalizations (theory).

Finally it may be said that anybody who is following the scientific procedure of doing research is doing a scientific research; and the knowledge generated by such research is scientific knowledge. Depending upon the subject matter, we try to divide the sciences into physical or natural sciences and the social sciences. Due to the nature of the subject matter of the social sciences, it is rather very difficult to apply the scientific method of research rigorously and that is why the predictions made by the social researchers are not as dependable as the predictions made by the natural scientists.

Lesson 3

CLASSIFICATION OF RESEARCH

Research comes in many shapes and sizes. Before a researcher begins to conduct a study, he or she must decide on a specific type of research. Good researchers understand the advantages and disadvantages of each type, although most end up specializing in one.

For classification of research we shall look from four dimensions:

1. The **purpose** of doing research;
2. The intended **uses** of research;
3. How it treats time i.e. the **time dimension** in research; and
4. The research (**data collection**) **techniques** used in it.

The four dimensions reinforce each other; that is, a purpose tends to go with certain techniques and particular uses. Few studies are pure types, but the dimensions simplify the complexity of conducting research.

1. Purpose of Doing Research

If we ask someone why he or she is conducting a study, we might get a range of responses: “My boss told me to do”; “It was a class assignment”; “I was curious.” There are almost as many reasons to do research as there are researches. Yet the purposes of research may be organized into three groups based on what the researcher is trying to accomplish – explore a new topic, describe a social phenomenon, or explain why something occurs. Studies may have multiple purposes (e.g. both to explore and to describe) but one purpose usually dominates.

a. **Exploratory/Formulative Research**

You may be **exploring a new topic** or issue in order to learn about it. If the issue was new or the researcher has written little on it, you began at the beginning. This is called *exploratory research*. The researcher’s goal is to formulate more precise questions that future research can answer. Exploratory research may be the first stage in a sequence of studies. A researcher may need to know enough to design and execute a second, more systematic and extensive study.

Initial research conducted to clarify the nature of the problem. When a researcher has a limited amount of experience with or knowledge about a research issue, **exploratory research** is useful preliminary step that helps ensure that a more rigorous, more conclusive future study will not begin with an inadequate understanding of the nature of the management problem. The findings discovered through exploratory research would the researchers to emphasize learning more about the particulars of the findings in subsequent conclusive studies.

Exploratory research rarely yields definitive answers. It addresses the “what” question: “what is this social activity really about?” It is difficult to conduct because there are few guidelines to follow. Specifically there could be a number of goals of exploratory research.

Goals of Exploratory Research:

1. Become familiar with the basic facts, setting, and concerns;
2. Develop well grounded picture of the situation;
3. Develop tentative theories, generate new ideas, conjectures, or hypotheses;
4. Determine the feasibility of conducting the study;
5. Formulate questions and refine issues for more systematic inquiry; and
6. Develop techniques and a sense of direction for future research.

For exploratory research, the researcher may use different sources for getting information like (1) experience surveys, (2) secondary data analysis, (3) case studies, and (4) pilot studies.

As part of the experience survey the researcher tries to contact individuals who are knowledgeable about a particular research problem. This constitutes an informal experience survey.

Another economical and quick source of background information is secondary data analysis. It is preliminary review of data collected for another purpose to clarify issues in the early stages of a research effort.

The purpose of case study is to obtain information from one or a few situations that are similar to the researcher's problem situation. A researcher interested in doing a nationwide survey among union workers, may first look at a few local unions to identify the nature of any problems or topics that should be investigated.

A pilot study implies that some aspect of the research is done on a small scale. For this purpose focus group discussions could be carried out.

b. Descriptive Research

Descriptive research presents a picture of the specific details of a situation, social setting, or relationship. The major purpose of descriptive research, as the term implies, is to describe characteristics of a population or phenomenon. Descriptive research seeks to describe *who, what, when, where, and how*. Population Census, and Educational Census are examples of such research.

Descriptive study offers to the researcher a profile or description of relevant aspects of the phenomena of interest. Look at the class in research methods and try to give its profile – the characteristics of the students. When we start to look at the relationship of the variables, then it may help in diagnosis analysis.

Goals of Descriptive Research

1. Describe the situation in terms of its characteristics i.e. provide an accurate profile of a group;
2. Give a verbal or numerical picture (%) of the situation;
3. Present background information;
4. Create a set of categories or classify the information;
5. Clarify sequence, set of stages; and
6. Focus on 'who,' 'what,' 'when,' 'where,' and 'how' but not why?

A great deal of social research is descriptive. Descriptive researchers use most data –gathering techniques – surveys, field research, and content analysis

c. Explanatory Research

When we encounter an issue that is already known and have a description of it, we might begin to wonder *why* things are the way they are. The desire to know "why," to explain, is the purpose of *explanatory research*. It builds on exploratory and descriptive research and goes on to identify the reasons for something that occurs. Explanatory research looks for causes and reasons. For example, a descriptive research may discover that 10 percent of the parents abuse their children, whereas the explanatory researcher is more interested in learning *why*

Goals of Explanatory Research

1. Explain things not just reporting. Why? Elaborate and enrich a theory's explanation.
2. Determine which of several explanations is best.
3. Determine the accuracy of the theory; test a theory's predictions or principle.
4. Advance knowledge about underlying process.
5. Build and elaborate a theory; elaborate and enrich a theory's predictions or principle.
6. Extend a theory or principle to new areas, new issues, new topics:

-
7. Provide evidence to support or refute an explanation or prediction.

8. Test a theory's predictions or principles

2. The Uses of Research

Some researchers focus on using research to advance general knowledge, whereas others use it to solve specific problems. Those who seek an understanding of the fundamental nature of social reality are engaged in basic research (also called academic research or pure research or fundamental research). Applied researchers, by contrast, primarily want to apply and tailor knowledge to address a specific practical issue. They want to answer a policy question or solve a pressing social and economic problem.

a. Basic Research

Basic research advances fundamental knowledge about the human world. It focuses on refuting or supporting theories that explain how this world operates, what makes things happen, why social relations are a certain way, and why society changes. Basic research is the source of most new scientific ideas and ways of thinking about the world. It can be exploratory, descriptive, or explanatory; however, explanatory research is the most common.

Basic research generates new ideas, principles and theories, which may not be immediately utilized; though are the foundations of modern progress and development in different fields. Today's computers could not exist without the pure research in mathematics conducted over a century ago, for which there was no known practical application at that time.

Police officers trying to prevent delinquency or counselors of youthful offenders may see little relevance to basic research on the question, "Why does deviant behavior occur?" Basic research rarely helps practitioners directly with their everyday concerns. Nevertheless, it stimulates new ways of thinking about deviance that have the potential to revolutionize and dramatically improve how practitioners deal with a problem.

A new idea or fundamental knowledge is not generated only by basic research. Applied research, too, can build new knowledge. Nonetheless, basic research is essential for nourishing the expansion of knowledge. Researchers at the center of the scientific community conduct most of the basic research.

b. Applied Research

Applied researchers try to solve specific policy problems or help practitioners accomplish tasks. Theory is less central to them than seeking a solution on a specific problem for a limited setting. Applied research is frequently a descriptive research, and its main strength is its immediate practical use.

Applied research is conducted when decision must be made about a specific real-life problem. Applied research encompasses those studies undertaken to answer questions about specific problems or to make decisions about a particular course of action or policy. For example, an organization contemplating a paperless office and a networking system for the company's personal computers may conduct research to learn the amount of time its employees spend at personal computers in an average week.

c. Basic and Applied Research Compared

The procedures and techniques utilized by basic and applied researchers do not differ substantially. Both employ the scientific method to answer the questions at hand.

The scientific community is the primary consumer of basic research. The consumers of applied research findings are practitioners such as teachers, counselors, and caseworkers, or decision makers such as managers, committees, and officials. Often, someone other than the researcher who conducted the study uses the results of applied research. This means that applied researchers have an obligation to translate findings from scientific technical language into the language of decision makers or practitioners.

The results of applied research are less likely to enter the public domain in publications. Results may be available only to a small number of decision makers or practitioners, who decide whether or how to put the research results into practice and who may or may not use the results.

Applied and basic researchers adopt different orientations toward research methodology. Basic researchers emphasize high standards and try to conduct near-perfect research. Applied researchers

make more trade-offs. They may compromise scientific rigor to get quick, usable results. Compromise is no excuse for sloppy research, however. Applied researchers squeeze research into the constraints of an applied setting and balance rigor against practical needs. Such balancing requires an in-depth knowledge of research and an awareness of the consequences of compromising standards.

d. Types of Applied Research

Practitioners use several types of applied research. Some of the major ones are:

i) Action research: The applied research that treats knowledge as a form of power and abolishes the line between research and social action. Those who are being studied participate in the research process; research incorporates ordinary or popular knowledge; research focuses on power with a goal of empowerment; research seeks to raise consciousness or increase awareness; and research is tied directly to political action.

The researchers try to advance a cause or improve conditions by expanding public awareness. They are explicitly political, not value neutral. Because the goal is to improve the conditions of research participants, formal reports, articles, or books become secondary. Action researchers assume that knowledge develops from experience, particularly the experience of social-political action. They also assume that ordinary people can become aware of conditions and learn to take actions that can bring about improvement.

ii) Impact Assessment Research: Its purpose is to estimate the likely consequences of a planned change. Such an assessment is used for planning and making choices among alternative policies – to make an impact assessment of Basha Dam on the environment; to determine changes in housing if a major new highway is built.

iii) Evaluation Research: It addresses the question, “Did it work?” The process of establishing value judgment based on evidence about the achievement of the goals of a program. Evaluation research measures the effectiveness of a program, policy, or way of doing something. “Did the program work?” “Did it achieve its objectives?” Evaluation researchers use several research techniques (survey, field research).

Practitioners involved with a policy or program may conduct evaluation research for their own information or at the request of outside decision makers, who sometime place limits on researchers by setting boundaries on what can be studied and determining the outcome of interest.

Two types of evaluation research are formative and summative. *Formative evaluation* is built-in monitoring or continuous feedback on a program used for program management. *Summative evaluation* looks at final program outcomes. Both are usually necessary.

3. The Time Dimension in Research

Another dimension of research is the treatment of time. Some studies give us a snapshot of a single, fixed time point and allow us to analyze it in detail. Other studies provide a moving picture that lets us follow events, people, or sale of products over a period of time. In this way from the angle of time research could be divided into two broad types:

a. In *cross-sectional research*, researchers observe at one point in time. Cross-sectional research is usually the simplest and least costly alternative. Its disadvantage is that it cannot capture the change processes. Cross-sectional research can be exploratory, descriptive, or explanatory, but it is most consistent with a descriptive approach to research.

b. Longitudinal Research. Researchers using longitudinal research examine features of people or other units at more than one time. It is usually more complex and costly than cross-sectional research but it is also more powerful, especially when researchers seek answers to questions about change. There are three types of longitudinal research: time series, panel, and cohort.

- i. *Time series research* is longitudinal study in which the same type of information is collected on a group of people or other units across multiple time periods. Researcher can observe stability or change in the features of the units or can track conditions overtime. One could track the characteristics of students registering in the course on Research Methods over a period of four years i.e. the characteristics (Total, age characteristics, gender distribution, subject distribution, and geographic distribution). Such an analysis could tell us the trends in the characteristic over the four years.
- ii. *The panel study* is a powerful type of longitudinal research. In panel study, the researcher observes exactly the same people, group, or organization across time periods. It is a difficult to carry out such study. Tracking people over time is often difficult because some people die or cannot be located. Nevertheless, the results of a well-designed panel study are very valuable.
- iii. A cohort analysis is similar to the panel study, but rather than observing the exact same people, a category of people who share a similar life experience in a specified time period is studied. The focus is on the cohort, or category, not on specific individuals. Commonly used cohorts include all people born in the same year (called birth cohorts), all people hired at the same time, all people retire on one or two year time frame, and all people who graduate in a given year. Unlike panel studies, researchers do not have to locate the exact same people for cohort studies. The only need to identify those who experienced a common life event.

4. Research (data collection) Techniques Used

Every researcher collects data using one or more techniques. The techniques may be grouped into two categories: *quantitative* collecting data in the form of words or pictures.

a. Quantitative

The main quantitative techniques are:

1. Experiments
2. Surveys
3. Content Analysis
4. Using Existing Statistics

b. Qualitative

The major qualitative techniques of research are:

- Field Research
- Case Study
- Focus Group Discussion

Details about the quantitative and qualitative techniques of research shall be discussed later.

Lesson 4

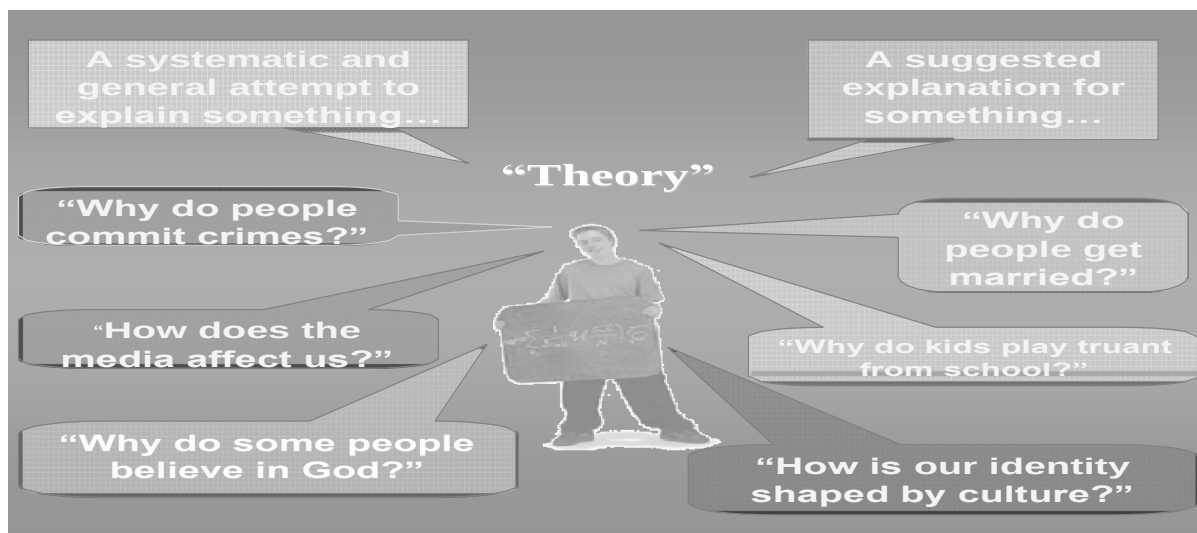
THEORY AND RESEARCH

The purpose of science concerns the expansion of knowledge, the discovery of truth and to make predictions. Theory building is the means by which the basic researchers hope to achieve this purpose. A scientist poses questions like: What produces inflation? Does student-teacher interaction influence students' performance? In both these questions there is the element of prediction i.e. that if we do such and such, then so and so will happen. In fact we are looking for explanation for the issue that has been raised in these questions. Underlying the explanation is the whole process through which the phenomenon emerges, and we would like to understand the process to reach prediction.

Prediction and understanding are the two purposes of theory. Accomplishing the first goal allows the theorist to predict the behavior or characteristics of one phenomenon from the knowledge of another phenomenon's characteristics. A business researcher may theorize that older investors tend to be more interested in investment income than younger investors. This theory, once verified, should allow researchers to predict the importance of expected dividend yield on the basis of investors' age. The researcher would also like to understand the process. In most of the situations prediction and understanding the process go hand in hand i.e. to predict the phenomenon, we must have an explanation of why variables behave as they do. Theories provide these explanations.

Theory

As such theory is a systematic and general attempt to explain something like: Why do people commit crimes? How do the media affect us? Why do some people believe in God? Why do people get married? Why do kids play truant from school? How is our identity shaped by culture? Each of these questions contains a reference to some observed phenomenon. A suggested explanation for the observed phenomenon is theory. More formally, a **theory** is a coherent set of general propositions, used as principles of explanations of the apparent relationship of certain observed phenomena. A key element in this definition is the term proposition.

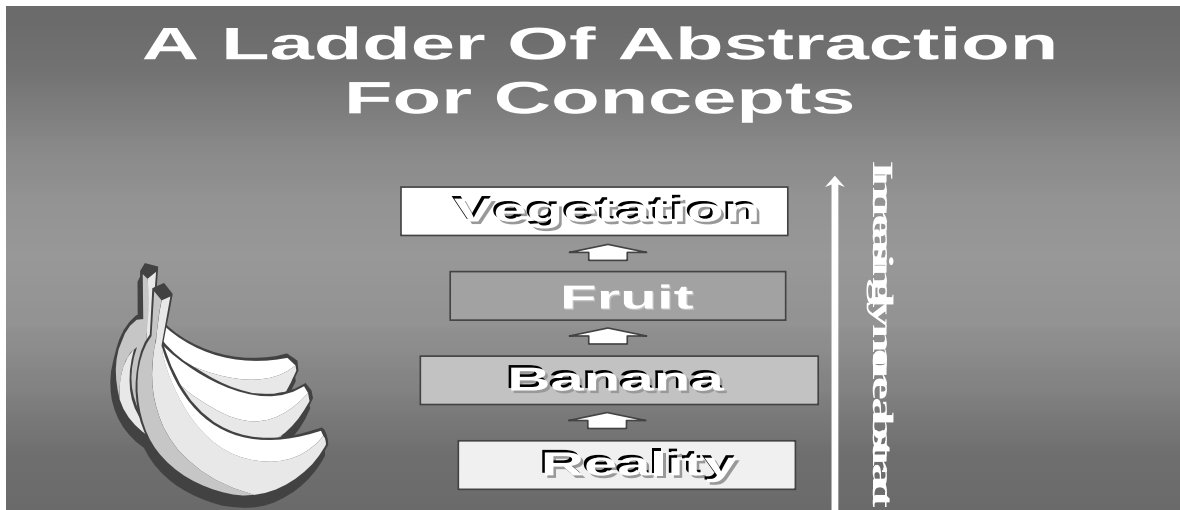


Concepts

Theory development is essentially a process of describing phenomena at increasingly higher levels of abstraction. A **concept** (or construct) is a generalized idea about a class of objects, attributes, occurrences, or processes that has been given a **name**. Such names are created or developed or constructed for the identification of the phenomenon, be it physical or non-physical. All these may be considered as empirical realities e.g. leadership, productivity, morale, motivation, inflation, happiness,

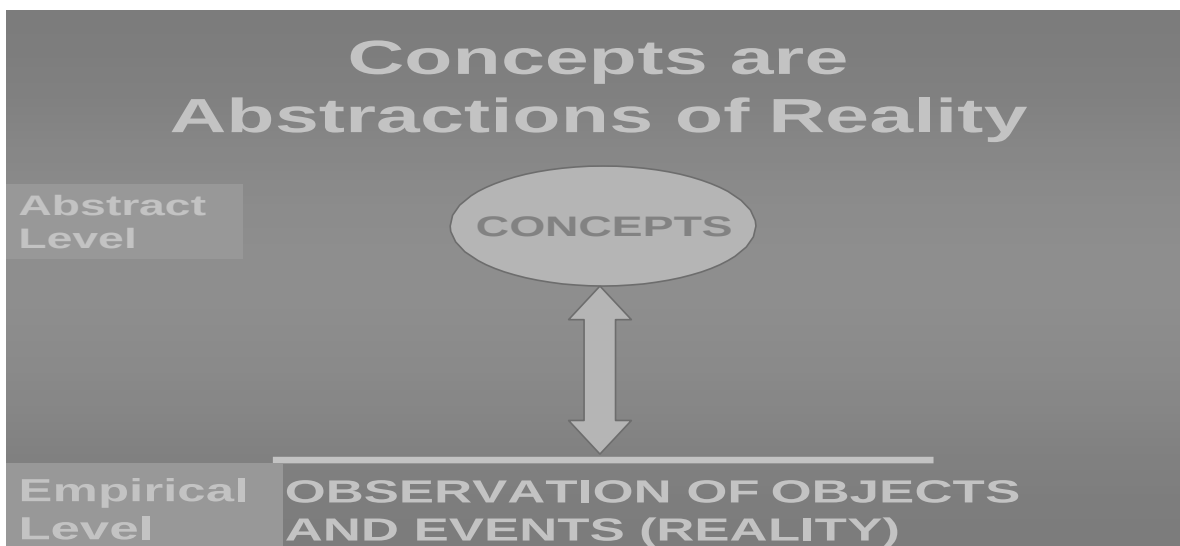
banana.

Concepts are the building block of a theory. Concepts abstract reality. That is, concepts are expressed in words, letters, signs, and symbols that refer to various events or objects. For example, the concept “asset” is an abstract term that may, in the concrete world of reality, refer to a specific punch press machine. Concepts, however, may vary in degree of abstraction and we can put them in a ladder of abstraction, indicating different levels.



Moving up the **ladder of abstraction**, the basic concept becomes more abstract, wider in scope, and less amenable to measurement. The scientific researcher operates at two levels: on the abstract level of concepts (and propositions) and on the empirical level of variables (and hypotheses). At the empirical level we “experience” reality – that is we observe the objects or events. In this example the reality has been given a name i.e. banana. Moving up the ladder this reality falls in wider reality i.e. fruit, which in turn becomes part of further wider reality called as vegetation.

Researchers are concerned with the observable world, or what we may call as “reality.” We try to construct names to such empirical reality for its identification, which may referred to as concept at an abstract level.

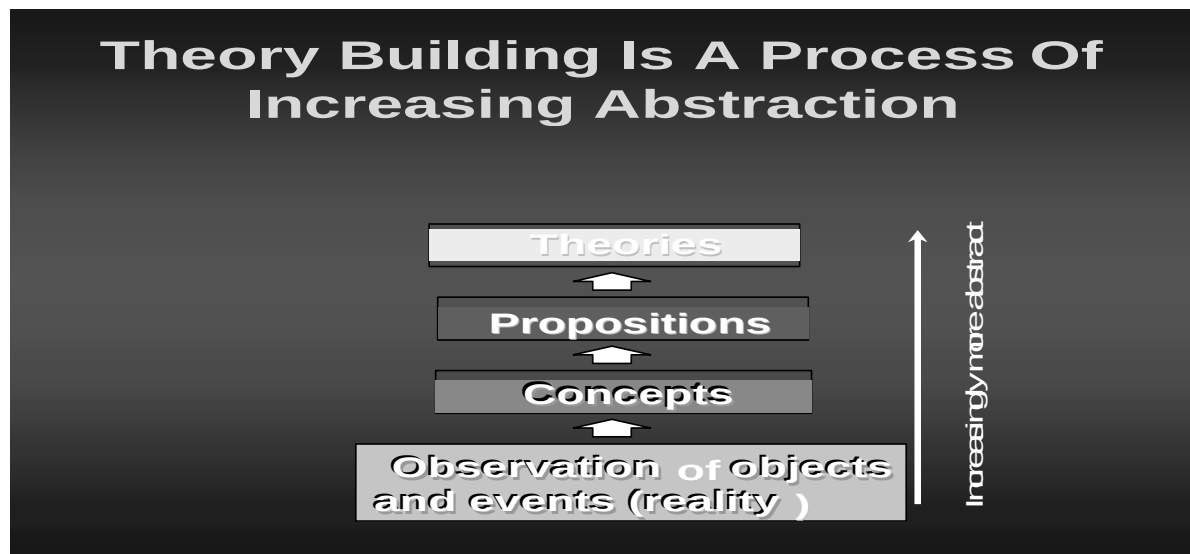


Theorists translate their conceptualization of reality into abstract ideas. Thus theory deals with abstraction. Things are not the essence of theory; ideas are. Concepts in isolation are not theories. Only when we explain how concepts relate to other concepts we begin to construct theories.

Propositions

Concepts are the basic units of theory development. However, theories require an understanding of the relationship among concepts. Thus, once reality is abstracted into concepts, the scientist is interested in the relationship among various concepts. **Propositions** are statements concerned with the logical relationships among concepts. A proposition explains the logical linkage among certain concepts by asserting a universal connection between concepts.

Theory is an abstraction from observed reality. Concepts are at one level of abstraction. Investigating propositions requires that we increase our level abstract thinking. When we think about theories, we are at the highest level of abstraction because we are investigating the relationship between propositions. Theory is a network of propositions.



Theory and Research

Basic to modern science is an intricate relation between theory and research. The popular understanding of this relationship obscures more than it illuminates. Popular opinion generally conceives of these as direct opposites: theory is confused with speculation, and thus theory remains speculation until it is proved. When this proof is made, theory becomes fact. Facts are thought to be definite, certain, without question, and their meaning to be self evident.

When we look at what scientists actually do when engaged in research, it becomes clear (1) that theory and fact are not diametrically opposed, but inextricably intertwined; (2) that theory is not speculation; and (3) that scientists are very much concerned with both theory and fact (research).

Hence

whereas research covers the empirical world of hard, settled, and observable things. In this way theory and fact (research) contribute to each other.

Role of Theory

1. *Theory as orientation.*

A major function of a theoretical system is that it narrows the range of facts to be studied. Any phenomenon or object may be studied in many different ways. A football, for example, can be investigated within an economic framework, as we ascertain the patterns of demand and supply relating to this play object. It may also be the object of chemical research, for it is made of organic chemicals.

It has a mass and may be studied as physical object undergoing different stresses and attaining certain

velocities under various conditions. It may also be seen as the center of many sociologically interesting activities – play, communication, group organization, etc.

Each science and each specialization within a broader field abstracts from reality, keeping its attention upon a few aspects of given phenomena rather than on all aspects. The broad orientation of each field then focuses upon limited range of things while ignoring or making assumptions about others.

2. Theory as a conceptualization and classification.

Every science is organized by a structure of concepts, which refer to major processes and objects to be studied. It is the relationship between these concepts which are stated in “the facts of science.” Such terms make up the vocabulary that the scientist uses. If knowledge is to be organized, there must be some system imposed upon the facts which are observable. As a consequence, a major task in any science is the development of development of classification, a structure of concepts, and an increasingly precise set of definitions for these terms.

3. Theory in summarizing role.

A further task which theory performs is to summarize concisely what is already known about the object of study. These summaries may be divided into two simple categories: (1) empirical generalizations, and (2) systems of relationships between propositions.

Although the scientist may think of his field as a complex structure of relationships, most of his daily work is concerned with prior task: the simple addition of data, expressed in empirical generalizations. The demographer may tabulate births and deaths during a given period in order to ascertain the crude rate of reproduction. These facts are useful and are summarized in simple or complex theoretical relationships. As body of summarizing statements develops, it is possible to see *relationships between thee statements*.

Theorizing on a still larger scale, some may attempt to integrate the major empirical generalizations of an era. From time to time in any science, there will be changes in this

It is through systems of propositions that many of our common statements must be interpreted. Facts are seen within a framework rather than in an isolated fashion.

4. Theory predicts facts.

If theory summarizes facts and states a general uniformity beyond the immediate observation, it also becomes a prediction of facts. This prediction has several facets. The most obvious is the extrapolation from the known to the unknown. For example, we may observe that in every known case the introduction of Western technology has led to a sharp drop in the death rate and a relatively minor drop in the birth rate of a given nation, at least during the initial stages. Thus we predict that if Western technology is introduced into a native culture, we shall find this process again taking place. Correspondingly we predict that in a region where Western technology has already been introduced, we shall find that this process has occurred.

5. Theory points gaps in knowledge.

Since theory summarizes the known facts and predicts facts which have not been observed, it must also point to areas which have not yet been explored.

Theory also points to gaps of a more basic kind. While these gaps are being filled, changes in the conceptual scheme usually occur. An example from criminology may be taken. Although a substantial body of knowledge had been built up concerning criminal behavior and it causes. A body of theory dealing with causation was oriented almost exclusively to the crimes committed by the lower classes. Very little attention has been paid to the crimes committed by the middle class or, more specifically, to the crimes labeled as “white collar” and which grow out of the usual activities of businessmen. Such a gap would not be visible if our facts were not systematized and organized. As a consequence, we may say that theory does suggest where our knowledge is deficient.

Role of Facts (Research)

Theory and fact are in constant interaction. Developments in one may lead to developments in the other. Theory, implicit or explicit, is basic to knowledge and even perception. Theory is not merely a

passive element. It plays an active role in the uncovering of facts. We should expect that “fact” has an equally significant part to play in the development of theory. Science actually depends upon a continuous stimulation of fact by theory and of theory by fact.

1. *Facts initiate theory.*

Many of the human interest stories in the history of science describe how a striking fact, sometimes stumbled upon, led to important theories. This is what the public thinks of as a “discovery.” Examples may be taken from many sciences: accidental finding that the penicillium fungus inhibits bacterial growth; many errors in reading, speaking, or seeing are not accidental but have deep and systematic causes. Many of these stories take an added drama in the retelling, but they express a fundamental fact in the growth of science, that an apparently simple observation may lead to significant theory.

2. *Facts lead to the rejection and reformulation of existing theory.*

Facts do not completely determine theory, since many possible theories can be developed to take account of a specific set of observation. Nevertheless, facts are the more stubborn of the two. Any theory must adjust to facts and is rejected or reformulated if they cannot be fitted into its structure. Since research is continuing activity, rejection and reformulation are likely to be going on simultaneously. Observations are gradually accumulated which seem to cast doubt upon existing theory. While new tests are being planned, new formulations of theory are developed which might fit these new facts.

3. *Facts redefine and clarify theory.*

Usually the scientist has investigated his/her problem for a long time prior to actual field or laboratory test and is not surprised by his/her results. It is rare that he/she finds a fact that simply does not fit prior theory.

New facts that fit the theory will always redefine the theory, for they state in detail what the theory states in very general terms. They clarify that theory, for they throw further light upon its concepts.

Theory and Research: the Dynamic Duo

Theory and research are interrelated; the dichotomy between theory and research is an artificial. The value of theory and its necessity for conducting good research should be clear. Researchers who proceed without theory rarely conduct top-quality research and frequently find themselves in confusion. Researchers weave together knowledge from different studies into more abstract theory. Likewise, who proceed without linking theory to research or anchoring it to empirical reality are in jeopardy of floating off into incomprehensible speculation and conjecture.

Lesson 5

CONCEPTS

Things we observe are the observable realities, which could be physical or abstract. For purposes of identification of reality we try to give a name to it. By using the name we communicate with others and over time it becomes part of our language.

A concept is a generalized idea about a class of objects, attributes, occurrences, or processes that has been given a name. In other words a concept is an idea expressed as a symbol or in words. Natural science concepts are often expressed in symbolic forms. Most social science concepts are expressed as words. Words, after all, are symbols too; they are symbols we learn with language. Height is a concept with which all of you are familiar. In a sense, a language is merely an agreement to represent ideas by sound or written characters that people learned at some point in their lives. Learning concepts and theory is like learning language.

Concepts are an Abstraction of Reality

Concepts are everywhere, and you use them all the time. Height is simple concept form everyday experience. What does it mean? It is easy to use the concept of height, but describing the concept itself is difficult. It represents an abstract idea about physical reality, or **an abstraction of reality**. Height is a characteristic of physical objects, the distance from top to bottom. All people, buildings, trees, mountains, books and so forth have height. The word height refers to an abstract idea. We associate its sound and its written form with that idea. There is nothing inherent in the sounds that make up the word and the idea it represents. The connection is arbitrary, but it is still useful. People can express the abstract idea to one another using these symbols.

In other words concepts are the abstractions of reality – physical or non-physical like table, leadership, productivity, and morale are all labels given to some phenomenon (reality). The concepts stand for phenomenon not the phenomenon itself; hence it may be called an abstraction of empirical reality.

Degree of Abstraction

Concepts vary in their level of abstraction. They are on a continuum from the most concrete to the most abstract. Very concrete ones refer to straightforward physical objects or familiar experiences (e.g. height, school, age, family income, or housing). More abstract concepts refer to ideas that have a diffuse, indirect expression (e.g. family dissolution, racism, political power)

The organization of concepts in sequence from the most concrete and individual to the most

general indicates the degree of abstraction. Moving up the ladder of abstraction, the basic concept becomes more abstract, wider in scope, and less amenable to measurement. The scientific researcher operates at two levels of concepts (and propositions) and on the empirical level of variables. At the empirical level we experience reality – that is we observe objects or events.

Sources of Concepts

Everyday culture is filled with concepts, but many of them have vague and unclear definitions. Likewise, the values and experiences of people in a culture may limit everyday concepts. Nevertheless, we borrow concepts from everyday culture; though these to be refined.

We create concepts from personal experiences, creative thought, or observation. The classical theorist originated many concepts like family system, gender role, socialization, self-worth, frustration, and displaced aggression.

We also borrow concepts from sister disciplines.

Importance of Concepts

Social science concepts form a specialized language, or *jargon*. Specialists use jargon as a short hand way to communicate with one another. Most fields have their own jargon. Physicians, lawyers, engineers, accountants, plumbers, and auto mechanics all have specialized languages. They use their jargon to refer to the ideas and objects with which they work. Special problems grow out of the need for concept precision and inventiveness. Vague meanings attached to a concept create problems of measurement. Therefore, not only the construction of concepts is necessary but also these should be precise and the researchers should have some agreement to its meaning.

Identification of concepts is necessary because we use concepts in hypothesis formulation. Here too one of the characteristics of a good hypothesis is that it should be conceptually clear.

The success of research hinges on (1) how clearly we conceptualize and (2) how well others understand the concept we use. For example we might ask respondents for an estimate of their family income. This may seem to be a simple, unambiguous concept, but we may receive varying and confusing answers unless we restrict or narrow the concept by specifying:

- Time period, such as weekly, monthly, or annually.
- Before or after income taxes.
- For head of the family only or for all family members.
- For salary and wages only or also for dividends, interest, and capital gains.
- Income in kind, such as free rent, employee discounts, or food stamps.

Definitions

Confusion about the meaning of concepts can destroy a research study's value without the researcher or client even knowing it. If words have different meanings to the parties involved, then they are not communicating on the same wave-length. Definitions are one way to reduce this danger.

Dictionary Definitions

Researchers must struggle with two types of definitions. In the more familiar dictionary, a concept is defined with synonyms. For example, a customer is defined as a patron; a patron, in turn, is defined as customer or client of an establishment; a client is defined as one who employs the services of any professional ..., also loosely, a patron of any shop. These circular definitions may be adequate for general communication but not for research.

Dictionary definitions are also called conceptual or theoretical or nominal definitions. Conceptual definition is a definition in abstract, theoretical terms. It refers to other ideas or constructs. There is no magical way to turn a construct into precise conceptual definition. It involves thinking carefully, observing directly, consulting with others, reading what others have said, and trying possible definitions.

A single construct can have several definitions, and people may disagree over definitions. Conceptual definitions are linked to theoretical frameworks and to value positions. For example, a conflict theorist may define *social class* as the power and property a group of people in a society has or lacks. A structural functionalist defines it in terms of individual who share a social status, life-style, or subjective justification. Although people disagree over definitions, the researcher should always state explicitly which definition he or she is using.

Some constructs are highly abstract and complex. They contain lower level concepts within them (e.g. powerlessness), which can be made even more specific (e.g. a feeling of little power over wherever one lives). Other concepts are concrete and simple (e.g. age). When developing definitions, a researcher needs to be aware of how complex and abstract a construct is. For example, a concrete construct such as age is easier to define (e.g. number of years that have passed since birth) than is a complex, abstract concept such as morale.

Operational Definition

In research we must measure concepts and constructs, and this requires more rigorous definitions. A concept must be made operational in order to be measured. An operational definition gives meanings to a concept by specifying the activities or operations necessary to measure it. An operational definition specifies what must be done to measure the concept under investigation. It is like a manual of instruction or a recipe: do such-and-such in so-and-so manner.

Operational definition is also called a *working definition* stated in terms of specific testing or measurement criteria. The concepts must have empirical referents (i.e. we must be able to count, measure, or in some other way gather the information through our senses). Whether the object to be defined is physical e.g. a machine tool) or highly abstract (e.g. achievement motivation), the definition must specify characteristics and how to be observed. The specification and procedures must be so clear that any competent person using them would classify the objects the same way. So in operational definition we must specify concrete indicators that can be observed/measured (observable indicators).

Use both Definitions in Research

Look at observable phenomenon, we construct a label for it, then try to define it theoretically, which gives a lead to the development of criteria for its measurement, and finally we gather the data.

Lesson 06

VARIABLES AND TYPES OF VARIABLES

Variable is central idea in research. Simply defined, variable is a concept that varies. There are two types of concepts: those that refer to a fixed phenomenon and those that vary in quantity, intensity, or amount (e.g. amount of education). The second type of concept and measures of the concept are variables. A variable is defined as anything that varies or changes in value. Variables take on two or more values. Because variable represents a quality that can exhibit differences in value, usually magnitude or strength, it may be said that a variable generally is anything that may assume different numerical or categorical values. Once you begin to look for them, you will see variables everywhere. For example gender is a variable; it can take two values: male or female. Marital status is a variable; it can take on values of never married, single, married, divorced, or widowed. Family income is a variable; it can take on values from zero to billions of Rupees. A person's attitude toward women empowerment is variable; it can range from highly favorable to highly unfavorable. In this way the variation can be in quantity, intensity, amount, or type; the examples can be production units, absenteeism, gender, religion, motivation, grade, and age. A variable may be situation specific; for example gender is a variable but if in a particular situation like a class of Research Methods if there are only female students, then in this situation gender will not be considered as a variable.

Types of Variable

1. Continuous and Discontinuous variables

Variables have different properties and to these properties we assign numerical values. If the values of a variable can be divided into fractions then we call it a *continuous variable*. Such a variable can take infinite number of values. Income, temperature, age, or a test score are examples of continuous variables. These variables may take on values within a given range or, in some cases, an infinite set. Any variable that has a limited number of distinct values and which cannot be divided into fractions, is a *discontinuous variable*. Such a variable is also called as *categorical variable* or *classificatory variable*, or *discrete variable*. Some variables have only two values, reflecting the presence or absence of a property: employed-unemployed or male-female have two values. These variables are referred to as dichotomous. There are others that can take added categories such as the demographic variables of race, religion. All such variables that produce data that fit into categories are said to be discrete/categorical/classificatory, since only certain values are possible. An automotive variable, for example, where “Chevrolet” is assigned a 5 and “Honda” is assigned a 6, provides no option for a 5.5 (i.e. the values cannot be divided into fractions).

2. Dependent and Independent Variables

Researchers who focus on causal relations usually begin with an effect, and then search for its causes. The cause variable, or the one that identifies forces or conditions that act on something else, is the *independent variable*. The variable that is the effect or is the result or outcome of another variable is the *dependent variable* (also referred to as outcome variable or effect variable). The independent variable is “independent of” prior causes that act on it, whereas the dependent variable “depends on” the cause.

It is not always easy to determine whether a variable is independent or dependent. Two questions help to identify the independent variable. First, does it come before other variable in time? Second, if the variables occur at the same time, does the researcher suggest that one variable has an impact on another variable? Independent variables affect or have an impact on other variables. When independent variable is present, the dependent variable is also present, and with each unit of increase in the independent variable, there is an increase or decrease in the dependent variable also. In other words, the variance in dependent variable is accounted for by the independent variable. Dependent variable is also referred to as *criterion variable*.

In statistical analysis a variable is identified by the symbol (X) for independent variable and by the symbol (Y) for the dependent variable. In the research vocabulary different labels have been associated with the independent and dependent variables like:

Independent variable	Dependent variable
Presumed cause	presumed effect
Stimulus	Response
Predicted from ...	Predicted to ...
Antecedent	Consequence
Manipulated	Measured outcome
Predictor	Criterion

Research studies indicate that successful new product development has an influence on the stock market price of a company. That is, the more successful the new product turns out to be, the higher will be the stock market price of that firm. Therefore, the **success of the**

New product is the *independent variable*, and **stock market price** the *dependent variable*.

The degree of perceived success of the new product developed will explain the variance in the stock market price of the company.

It is important to remember that there are no preordained variables waiting to be discovered “out there” that are automatically assigned to be independent or dependent. It is in fact the product of the researcher’s imagination demonstrated convincingly.

3. Moderating Variables

A moderating variable is one that has a strong *contingent* effect on the independent variable-dependent variable relationship. That is, the presence of a third variable (the moderating variable) modifies the original relationship between the independent and the dependent variable.

For example, a strong relationship has been observed between the quality of library facilities (X) and the performance of the students (Y). Although this relationship is supposed to be true generally, it is nevertheless contingent on the interest and inclination of the students. It means that only those students who have the interest and inclination to use the library will show improved performance in their studies. In this relationship **interest and inclination** is moderating variable i.e. which moderates the strength of the association between X and Y variables.

4. Intervening Variables

A basic causal relationship requires only independent and dependent variable. A third type of variable, the *intervening variable*, appears in more complex causal relationships. It comes between the independent and dependent variables and shows the link or mechanism between them. Advances in knowledge depend not only on documenting cause and effect relationship but also on specifying the mechanisms that account for the causal relation. In a sense, the intervening variable acts as a dependent variable with respect to independent variable and acts as an independent variable toward the dependent variable.

A theory of suicide states that married people are less likely to commit suicide than single people. The assumption is that married people have greater social integration (e.g. feelings of belonging to a group or family). Hence a major cause of one type of suicide was that people lacked a sense of belonging to group (family). Thus this theory can be restated as a three-variable relationship: marital status (independent variable) causes the degree of social integration (intervening variable), which affects suicide (dependent variable). Specifying the chain of causality makes the linkages in theory clearer and helps a researcher test complex relationships.

Look at another finding that five-day work week results in higher productivity. What is the process of moving from the independent variable to the dependent variable? What exactly is that factor which theoretically affects the observed phenomenon but cannot be seen? Its effects must be inferred from the effects of independent variable on the dependent variable. In this work-week hypothesis, one might

view the intervening variable to be the job satisfaction. To rephrase the statement it could be: the introduction of five-day work week (IV) will increase job satisfaction (IVV), which will lead to higher productivity (DV).

5. Extraneous Variables

An almost infinite number of extraneous variables (EV) exist that might conceivably affect a given relationship. Some can be treated as independent or moderating variables, but most must either be assumed or excluded from the study. Such variables have to be identified by the researcher. In order to identify the true relationship between the independent and the dependent variable, the effect of the extraneous variables may have to be controlled. This is necessary if we are conducting an experiment where the effect of the confounding factors has to be controlled. Confounding factors is another name used for extraneous variables.

Relationship among Variables

Once the variables relevant to the topic of research have been identified, then the researcher is interested in the relationship among them. A statement containing the variable is called a proposition. It may contain one or more than one variable. The proposition having one variable in it may be called as univariate proposition, those with two variables as bivariate proposition, and then of course multivariate containing three or more variables. Prior to the formulation of a proposition the researcher has to develop strong logical arguments which could help in establishing the relationship. For example, age at marriage and education are the two variables that could lead to a proposition: the higher the education, the higher the age at marriage. What could be the logic to reach this conclusion? All relationships have to be explained with strong logical arguments.

If the relationship refers to an observable reality, then the proposition can be put to test, and any testable proposition is hypothesis.

Lesson 7

HYPOTHESIS TESTING & CHARACTERISTICS

We have already seen that propositions are statements about variables considered to be true or false. If the phenomenon under consideration happens to be observable reality then the said statement could be empirically tested. A proposition that can be verified to determine its reality is a hypothesis. Therefore one can say that a hypothesis is a verifiable counterpart of a proposition.

A hypothesis may be defined as a logically conjectured relationship between two or more variables, expressed in the form of a testable statement. Relationship is proposed by using a strong logical argumentation. This logical relationship may be part of theoretical framework of the study.

Let us look at some of the hypotheses:

1. Officers in my organization have higher than average *level of commitment* (variable).
2. *Level of job commitment* of the officers is associated with their *level of efficiency*.
3. *Level of job commitment* of the officers is positively associated with their *level of efficiency*.
4. The higher the *level of job commitment* of the officers the lower their *level of absenteeism*.

These are testable propositions. First hypothesis contains only one variable. The second one has two variables which have been shown to be associated with each other but the nature of association has not been specified (non-directional relationship). In the third hypothesis we have gone a step further where in addition to the relationship between the two variables, the direction of relationship (positive) has also been given. In the fourth hypothesis *level of efficiency* has been replaced with *level of absenteeism*, the direction of relationship between the two variables has been specified (which is negative). In the following discussion you will find these hypotheses being quoted as part of the examples.

Types of Hypotheses

i. Descriptive Hypothesis

Descriptive hypothesis contains only one variable thereby it is also called as univariate hypothesis. Descriptive hypotheses typically state the existence, size, form, or distribution of some variable.

The first hypothesis contains only one variable. It only shows the distribution of the level of commitment among the officers of the organization which is higher than average. Such a hypothesis is an example of a Descriptive Hypothesis.

Researchers usually use research questions rather than descriptive hypothesis. For example a question can be: What is the level of commitment of the officers in your organization?

ii. Relational Hypothesis

These are the propositions that describe a relationship between two variables. The relationship could be non-directional or directional, positive or negative, causal or simply correlational.

While stating the relationship between the two variables, if the terms of positive, negative, more than, or less than are used then such hypotheses are directional because the direction of the relationship between the variables (positive/negative) has been indicated (see hypotheses 3 and 4). These hypotheses are relational as well as directional. The directional hypothesis is the one in which the direction of the relationship has been specified.

Non-directional hypothesis is the one in which the direction of the association has not been specified. The relationship may be very strong but whether it is positive or negative has not been postulated (see hypothesis 2).

Correlational hypotheses

State merely that the variables occur together in some specified manner without implying that one causes the other. Such weak claims are often made when we believe that there are more basic causal forces that affect both variables. For example:

Level of job commitment of the officers is positively associated with their *level of efficiency*.

Here we do not make any claim that one variable causes the other to change. That will be possible only if we have control on all other factors that could influence our dependent variable.

Explanatory (causal) hypotheses

Imply the existence of, or a change in, one variable causes or leads to a change in the other variable. This brings in the notions of independent and the dependent variables. Cause means to “help make happen.” So the independent variable may not be the sole reason for the existence of, or change in the dependent variable. The researcher may have to identify the other possible causes, and control their effect in case the causal effect of independent variable has to be determined on the dependent variable. This may be possible in an experimental design of research.

Different ways to state hypotheses

- Hi motivation causes hi efficiency.
- Hi motivation leads to hi efficiency.
- Hi motivation is related to hi efficiency.
- Hi motivation influences hi efficiency.
- Hi motivation is associated with hi efficiency.
- Hi motivation produces hi efficiency.
- Hi motivation results in hi efficiency.
- If hi motivation then hi efficiency.
- The higher the motivation, the higher the efficiency

iii. Null Hypothesis

It is used for testing the hypothesis formulated by the researcher. Researchers treat evidence that supports a hypothesis differently from the evidence that opposes it. They give negative evidence more importance than to the positive one. It is because the negative evidence tarnishes the hypothesis. It shows that the predictions made by the hypothesis are wrong. The null hypothesis simply states that there is *no relationship* between the variables or the relationship between the variables is “zero.” That is how symbolically null hypothesis is denoted as “H₀”. For example:

H₀ = There is no relationship between the *level of job commitment* and the *level of efficiency*. Or

H₀ = The relationship between *level of job commitment* and the *level of efficiency* is zero. Or

The two variables are independent of each other.

It does not take into consideration the direction of association (i.e. H₀ is *non directional*), which may be a second step in testing the hypothesis. First we look whether or not there is an association then we go for the direction of association and the strength of association. Experts recommend that we test our hypothesis indirectly by testing the null hypothesis. In case we have any credibility in our hypothesis then the research data should reject the null hypothesis. Rejection of the null hypothesis leads to the acceptance of the alternative hypothesis.

iv. Alternative Hypothesis

The alternative (to the null) hypothesis simply states that there is a relationship between the variables under study. In our example it could be: there is a relationship between the *level of job commitment* and the *level of efficiency*. Not only there is an association between the two variables under study but also

the relationship is perfect which is indicated by the number “1”. Thereby the alternative hypothesis is symbolically denoted as “H1”. It can be written like this:

H1: There is a relationship between the *level of job commitment* of the officers and their *level of efficiency*.

v. Research Hypothesis

Research hypothesis is the actual hypothesis formulated by the researcher which may also suggest the nature of relationship i.e. the direction of relationship. In our example it could be:

Level of job commitment of the officers is positively associated with their *level of efficiency*.

The Role of the Hypothesis

In research, a hypothesis serves several important functions:

1. **It guides the direction of the study:** Quite frequently one comes across a situation when the researcher tries to collect all possible information on which he could lay his hands on. Later on he may find that only part of it he could utilize. Hence there was an unnecessary use of resources on trivial concerns. In such a situation, hypothesis limits what shall be studied and what shall not be.
2. **It identifies facts that are relevant and those that are not:** Who shall be studied (married couples), in what context they shall be studied (their consumer decision making), and what shall be studied (their individual perceptions of their roles).
3. **It suggests which form of research design is likely to be the most appropriate:** Depending upon the type of hypothesis a decision is made about the relative appropriateness of different research designs for the study under consideration. The design could be a survey design, experimental design, content analysis, case study, participation observation study, and/or Focus Group Discussions.
4. **It provides a framework for organizing the**

conclusions of the findings: The

Characteristics of a Testable Hypothesis

- **Hypothesis must be conceptually clear.** The concepts used in the hypothesis should be clearly defined, operationally if possible. Such definitions should be commonly accepted and easily communicable among the research scholars.
- **Hypothesis should have empirical referents.** The variables contained in the hypothesis should be empirical realities. In case these are not empirical realities then it will not be possible to make the observations. Being handicapped by the data collection, it may not be possible to test the hypothesis. Watch for words like ought, should, bad.
- **Hypothesis must be specific.** The hypothesis should not only be specific to a place and situation but also these should be narrowed down with respect to its operation. Let there be no global use of concepts whereby the researcher is using such a broad concept which may all inclusive and may not be able to tell anything. For example somebody may try to propose the relationship between urbanization and family size. Yes urbanization influences in declining the size of families. But urbanization is such comprehensive variable which hide the operation of so many other factor which emerge as part of the urbanization process. These factors could be the rise in education levels, women’s levels of education, women empowerment, emergence of dual

earner families, decline in patriarchy, accessibility to health services, role of mass media, and could be more. Therefore the global use of the word ‘urbanization’ may not tell much. Hence it is suggested to that the hypothesis should be specific.

- **Hypothesis should be related to available techniques of research.** Hypothesis may have empirical reality; still we are looking for tools and techniques that could be used for the collection of data. If the techniques are not there then the researcher is handicapped. Therefore, either the techniques are already available or the researcher is in a position to develop suitable techniques for the study.
- **Hypothesis should be related to a body of theory.** Hypothesis has to be supported by theoretical argumentation. For this purpose the research may develop his/her theoretical framework which could help in the generation of relevant hypothesis. For the development of a framework the researcher shall depend on the existing body of knowledge. In such an effort a connection between the study in hand and the existing body of knowledge can be established. That is how the study could benefit from the existing knowledge and later on through testing the hypothesis could contribute to the reservoir of knowledge.

Lesson 8

REVIEW OF LITERATURE

A literature review is based on the assumption that knowledge accumulates and that we learn from and build on what others have done. Scientific research is a collective effort of many researchers who share their results with one another and who pursue knowledge as a community.

Today's studies build on those of yesterday. Researchers read studies to compare, replicate, or criticize them for weaknesses.

Goals of a Literature Review

Reviews vary in scope and depth. Different kinds of reviews are stronger at fulfilling different goals of review. The goals of review are:

1. *To demonstrate a familiarity with a body of knowledge and establish credibility.* A review tells the reader that the researcher knows the research in an area and knows the major issues. A good review increases a reader's confidence in the researcher's professional competence, ability, and background.
2. *To know the path of prior research and how a current research project is linked to it.* A review outlines the direction, ability, and background of research on a question and shows the development of knowledge. A good review places a research project in a context and demonstrates its relevance by making connections to a body of knowledge.
3. *To integrate and summarize what is known in an area.* A review pulls together and synthesizes different results. A good review points out areas where prior studies agree, where they disagree, and where major questions remain. It collects what is known to a point in time and indicates the direction for future research. No reinventing the wheel. No wastage of effort.
4. *To learn from others and stimulate new ideas.* A review tells what others have found so that a researcher can benefit from the efforts of others. A good review identifies blind alleys and suggests hypotheses for replication. It divulges procedures, techniques, and research designs worth copying so that a researcher can better focus hypotheses and gain new insights.
5. *Identification of variables.* Important variables that are likely to influence the problem situation are not left out of the study.
6. *Helps in developing theoretical framework.*
7. *Helps in developing theoretical framework.*

Types of Reviews

When beginning a review, researcher may decide on a topic or field of knowledge to examine, how much depth to go into, and the kind of review to conduct. There are six types of review:

1. *Self-study reviews increase the reader's confidence.* A review that only demonstrates familiarity with an area is rarely published but it often is part of an educational program. In addition to giving others confidence in a reviewer's command of field, it has the side benefit of building the reviewer's self confidence.
2. *Context reviews place a specific project in the big picture.* One of the goals of review is creating a link to a developing body of knowledge. This is a background or context review. It introduces the rest of a research and establishes the significance and relevance of a research

question. It tells the reader how a project fits into the big picture and its implications for a field of knowledge. The review can summarize how the current research continues a developing line of thought, or it can point to a question or unresolved conflict in prior research to be addressed.

3. **Historical review** traces the development of an issue over time. It traces the development of an idea or shows how a particular issue or theory has evolved over time. Researchers conduct historical review only on the most important ideas in a field.
4. **Theoretical reviews** compare how different theories address an issue. It present different theories that purport to explain the same thing, then evaluates how well each accounts for findings. In addition to examining the consistency of predictions with findings, a theoretical review may compare theories for the soundness of their assumptions, logical consistency, and scope of explanation. Researchers also use it to integrate two theories or extend a theory to new issues. It sometimes forms a hybrid – the historical theoretical review.
5. **Integrative review** summarizes what is known at a point in time. It presents the current state of knowledge and pulls together disparate research reports in a fast growing area of knowledge.
6. **Methodological reviews** point out how methodology varies by study. In it researcher evaluates the methodological strength of past studies. It describes conflicting results and shows how different research designs, samples, measures, and so on account for different results.

Where to find the Research Literature

- Computer: on line systems.
- Scholarly journals.
- Books – containing reports of original research, or collection of research articles. READERS or Book of Readings.
- Dissertations.
- Government documents.
- Policy reports and presented papers.
- Bibliographic indexes.

Referencing Electronic Sources:

- Ahmad, B. (2005) *Technology and immediacy of information*. [on line]
Available <http://www.bnet.act.com>

Lesson 9

CONDUCTING A SYSTEMATIC LITERATURE REVIEW

Define and refine a topic

Prior to the review of literature have a good idea of the topic of your interest. Although, the new thoughts emerging out of the review of literature may help in refocusing the topic, still the researcher needs to have some clear research question that could guide him/her in the pursuit of relevant material. Therefore begin a literature review with a clearly defined, well focused research question and a plan. **A good review topic should be as focused as a research question.** For example “crime” as such may be too broad a topic. A more focus may be a specific “type of crime” or “economic inequality and crime rates.” Often a researcher will not finalize a specific research question for a study until he or she has reviewed the literature. The review helps bring greater focus to the research question.

Design a search

The researcher needs to decide on the type of review, its extensiveness and the types of material to include. **The key is to be careful, systematic, and organized. Set parameters on your search; how much time you will devote to it, how far back in time you will look, the maximum number of research reports you will examine, how many libraries you will visit, and so forth.**

Also decide how to record the bibliographic citations for each reference. May be begin a file folder or computer file in which you can place possible sources and ideas for new sources.

Locate research reports

Locating research reports depends on the type of report or “outlet” of research being searched. Use multiple search strategies in order to counteract the limitations of single search method.

Articles in Scholarly Journals. Most social and behavioral research is likely published in scholarly journals. These journals are the vehicles of communication in science. There are dozens of journal, many going back decades, each containing many articles. Locating the relevant articles is formidable task.

Many academic fields have “abstracts” or “indexes” for the scholarly literature. Find them in reference section of the library. (Many available on computer as well). Such indexes and abstracts are published regularly.

Another resource for locating articles is the computerized literature search. Researchers organize computerized searches in several ways – by author, by article title, by subject, or by keyword. A **keyword** is an important term for a topic that is likely to be found in a title. You will want to use six to eight keywords in most computer based searches and consider several synonyms.

Scholarly Books. Finding scholarly books on a subject can be difficult. The subject topics of a library catalog systems are usually incomplete and too broad to be useful. A person has to be well conversant with the library cataloging system.

Dissertations. A publication called *Dissertation Abstract International* lists most dissertations. It organizes dissertations by broad subject category, author, and date.

Government Documents. The “government documents” sections of libraries contain specialized lists of government documents.

Policy Reports and Presented Papers. The most difficult sources to locate are policy reports and presented papers. They are listed in some bibliographies of published studies; some are listed in the abstracts or indexes.

What to Record

After you locate a source, you should write down all details of the reference (full names of the authors, titles, volumes, issue, pages)

Write the Review

A literature review requires planning and good, clear writing, which requires lot of rewriting. Keep your purposes in mind when you write, and communicate clearly and effectively.

To prepare a good review, read articles and other literature critically. Skepticism is the norm of science. It means that you should not accept what is written simply on the basis of authority of its having been published. Question what you read, and evaluate it.

Critically reading research reports requires skills and take time and practice to develop. When reading an article, read carefully to see whether the introduction and title really fit with the rest of the article. Sometimes, titles, abstracts, or the introduction are misleading. They may not fully explain the research project's method and results.

The most critical areas of an article to read are the methods and results sections. Few studies are perfect. Researchers do not always describe the methods they used as fully as they should. Some times the results presented in tables or charts do not match what the researcher says. Some points may be over emphasized and others ignored. Check the conclusions, theses may not be consistent with the results.

What does a good review look like?

The author should communicate a review's purpose to the reader by its organization. The wrong way to write a review is to list a series of research reports with a summary of the findings of each. This fails to communicate a sense of purpose. It reads as a set of notes strung together. Perhaps the reviewer got sloppy and skipped over the important organizing step in writing the review.

The right way to write a review is to organize common findings or arguments together. A well accepted approach is to address the most important ideas first, to logically link statements or findings, and to note discrepancies or weaknesses in the present.

The writing process Your audience:

Professional writers say: Always know for whom are you writing. This is because communication is more effective when it is tailored to a specific audience. You should write research report differently depending on whether the primary audience is the instructor, students, professional colleagues, practitioners, or the general public. It goes without saying that the writing should be clear, accurate, and organized.

Instructors assign reports for different reasons and may place requirements on how it is written. In general, instructors want to see writing an organization that reflect clear, logical thinking. Student reports should demonstrate a solid grasp of substantive and methodological concepts. A good way to do this is to use technical terms explicitly when appropriate: they should not be use excessively and incorrectly.

Lesson 10

THEORETICAL FRAMEWORK

A theoretical framework is conceptual model of how one theorizes or makes logical sense of the relationships among several factors that have been identified as important to the problem under study. These factors which may also be called as variables may have been identified through such processes as interviews with informants, observations, and literature survey. The theoretical framework discusses the interrelationships among the variables that are considered to be integral to the dynamics of the situation being investigated. Developing such a conceptual framework helps us to postulate or hypothesize and test certain relationships and thus improve our understanding of the dynamics of situation.

From the theoretical framework, then, testable hypotheses can be developed to examine whether theory formulated is valid or not. The hypothesized relationships can thereafter be tested through appropriate statistical analysis.

Hence the entire research rests on the basis of the theoretical framework. Even if the testable hypotheses not necessarily generated, developing a good theoretical framework is central to examining the problem under investigation.

There is a relationship between the literature survey and the theoretical framework whereby the former provides a solid foundation for developing the latter. Literature survey helps in the identification of the relevant variables, as determined by the previous researches. This in addition to other logical connections that can be conceptualized forms the basis for the theoretical model. The theoretical framework elaborates the relationships among the variables, explains the theory underlying these relations, and describes the nature and direction of the relationships. Just as the literature survey sets the stage for a good theoretical framework, this in turn provides the logical base for developing useable hypotheses.

From the preceding discussion it can be concluded that a theoretical framework is none other than identifying the network of relationships among the variables considered important to the study of any given problem situation. Therefore, the theoretical framework offers the conceptual foundation for constructing the edifice of research that is to taken in hand.

Specifically a theoretical framework:

- Elaborates the relationship among the variables.
- Explains the logic underlying these relationships.
- Describes the nature, and direction of the relationships.

In the review of literature it is possible that you may come across a number of theories readily available for adoption as theoretical framework for the study under consideration. Theories are supposed to be generic whereby they could be applicable to different situations. Some concepts borrowed from such theories may have to be replaced with arguments, logic explicated, and the framework may be readily available. It is also possible that the researcher may combine more than one existing theory and come up with an entirely new framework, and in the process may develop new concepts as well.

However, in the absence of the ready made conceptual framework the researcher may venture to develop his/her own framework. Though, the researcher has to depend a lot on the existing body of literature for the identification of variables as well as for developing a rigorous logical argumentation for the interrelationships among different variables.

Whether the researcher uses a ready-made theoretical framework or explicates an entirely new one, there are some essential features that have to be taken into consideration. These features may be called as components of a theoretical framework.

The Components of the Theoretical Framework

A good theoretical framework identifies and labels the important variables in the situation that are relevant to the problem identified. It logically describes the interconnections among these variables.

The relationships among the independent variables, the dependent variable(s), and if applicable, the moderating and intervening variables are elaborated.

The elaboration of the variables in the theoretical framework addresses the issues of why or how we expect certain relationships to exist, and the nature and direction of the relationships among the variables of interest. At the end, the whole discussion can be portrayed in a schematic diagram. There are six basic features that should be incorporated in any theoretical framework. These features are:

1. **Make an inventory of variables:** For developing a framework it appears essential to identify the factors relevant to the problem under study. These factors are the empirical realities which can be named at some abstract level called concepts. The concepts taking more than one value are the variables. In other words the researcher makes *an inventory of relevant variables*. The variables considered relevant to the study should be clearly identified and labeled in the discussion.
2. **Specify the direction of relationship:** If the nature and direction of relationship can be theorized on the basis of the findings of previous research, then there should be an indication in the discussion as to whether the relationship should be positive or negative.
3. **Give a clear explanation of why we should expect the proposed relationships to exist.** There should be clear explanation of why we would expect these relationships to exist. The arguments could be drawn from the previous research findings. The discussions should state how two or more variables are related to one another. This should be done for the important relationships that are theorized to exist among the variables. It is essential to theorize logical relationship between different variables.
4. **Make an inventory of propositions:** Stipulation of logical relationship between any two variables means the formulation of a proposition. If such relationships have been proposed between different variables, it will result in the formulation of a number of propositions. Let us call such a collection of propositions as *an inventory of propositions*. Each proposition is backed up by strong theoretical argumentation.
5. **Arrange these propositions in a sequential order:** one proposition generates the next proposition, which generates the next following proposition, which in turn generates the next following proposition, and so on. This is an axiomatic way of the derivation of propositions. Resultantly it will provide us a sequentially arranged set of propositions which are interlinked and interlocked with each other. Theory, if you remember, is an interrelated set of propositions. Therefore, the present interrelated set of propositions relevant to a particular problem is in fact a theoretical framework explaining the pathways of logical relationships between different variables.
6. **Schematic diagram of the theoretical model be given:** A schematic diagram of the theoretical framework should be given so that the reader can see and easily comprehend the theorized relationships.

Example:

Research Question: Why middle class families decline in their size?

By following the guidelines discussed earlier let us develop a theoretical framework.

1. **Inventory of variables:** Education levels of the couples, age at marriage, working women, rationalism, exposure to mass media of communication, accessibility to health services, practicing of family planning practices, aspirations about the education of children, shift to nuclear families, mobility orientation.

2. **Specify the direction of relationship:** Higher the education higher the age at marriage. Higher the education of women greater the chances of their being career women. Higher the education more the rationalism. Higher the education more selective the exposure to mass media of communication. Higher the education more the accessibility to health services. Higher the education more the practicing of family planning practices. Higher the education of the parents the higher their aspirations about the education of their children. Higher the education of the couple greater the chances of shifting to nuclear families. Higher the education of the couples the higher their mobility orientation.
3. **Give a clear explanation of why we should expect the proposed relationships to exist.** For example higher the education higher the age at marriage. One could build up the argument like this: For purposes of getting high levels of education the youngsters spend about 16 years of their life in educational institutions. Let us say they complete their education at the age of 22 years. After completing education they spend 2-3 years for establishing themselves in their careers. During this period continue deferring their marriage. By the time they decide about their marriage they are about 25 years. Compare this age at marriage with the age at marriage of 16 years. Obviously with this higher age at marriage there is a reduction in the reproductive period of women. Similarly we can develop logic in support of other proposed relationships.
4. **Make an inventory of propositions.** The proposed relationships under item 2 about could be the examples of propositions.
5. **Arrange these propositions in a sequential order.** These propositions can be arranged sequentially.
6. **Schematic diagram of the**

theoretical model be given

Voluntary Job Turnover:

- Inventory of variables:
- Equity of pay, job complexity, participation of decision making, job satisfaction, job performance, labor market conditions, number of organization, personal characteristics, expectation of finding an alternatives, intentions to quit, job turnover.
- Apply all the components of theoretical framework

Lesson 11

PROBLEM DEFINITION AND RESEARCH PROPOSAL

The research process consists of a number of steps. The first step in any research is selecting the topic, which could start from the broad area of interest. There is no set formula for the identification of a topic of research. The best guide is to conduct research on something that interest you. Nevertheless, there could be a variety of sources like: personal experiences, emerging curiosities from the issues being reported in the mass media, developments in the knowledge, solving problems (relating to an organization, a family, education, and economy), and “hot” issues pertaining to every day life.

Broad area of interest could be ‘labor unions.’ As one could see from the literature, there is a large number of books and perhaps thousands of articles covering various aspects of labor unions. These articles and books have been written by researchers hailing from different subject specialties and using variety of perspectives. Therefore the researcher should narrow down the topic to some specific aspect of labor unions. For example, to what extent do the labor unions protect the rights of female workers?

Techniques for Narrowing a Topic into a Research Question

In order to narrow down the focus of research, try to get the background information from different sources. For example:

1. *Examine the literature.*

Published articles are an excellent source of ideas for research questions. They are usually at an appropriate level of specificity and suggest research questions that focus on the following:

- a. Explore unexpected findings discovered in previous research.
- b. Follow suggestions an author gives for future research at the end of an article.
- c. Extend an existing explanation or theory to a new topic or setting.
- d. Challenge findings or attempt to refute a relationship.
- e. Specify the intervening process and consider linking relations.

2. *Talk over ideas with others.*

- a. Ask people who are knowledgeable about the topic for questions about it that they have thought of.
- b. Seek out those who hold opinions that differ from yours on the topic and discuss possible research questions with them.

3. *Apply to a specific context.*

- a. Focus the topic onto a specific historical period or time period.
- b. Narrow the topic to a specific society or geographic unit.
- c. Consider which subgroups or categories of people/units are involved and whether there are differences among them.

4. *Define the aim or desired outcome of the study.*

- a. Will the research question be for an exploratory, explanatory, or descriptive study.
- b. Will the study involve applied or basic research?

From the Research Question to Hypotheses

Tentative answers to the research question help in the identification of variables that could be used as explanatory factors for building up the argumentation in the development of propositions relevant to the topic. In our example the factors may be the prospects of membership of female workers of labor unions, actual membership, support of their men folk for membership, participation in the general body meetings, membership of the executive body of labor union, and so on. These very propositions become the basis of testable hypotheses. Similarly, the inventory of the propositions is helpful in developing the theoretical framework for the research project.

Problem Definition

After the interviews and the literature review, the researcher is in a position to narrow down the problem from its original broad base and define the issues of concern more clearly. It is critical that the focus of further research be unambiguously identified and defined. Problem definition or problem statement is a clear, precise, and succinct statement of the question or issue that is to be investigated with the goal of finding an answer or solution. For example the problem could pertain to (1) existing business problems where the manager is looking for a solution, (2) situation that may not pose any current problems but which the manager feels have scope for improvement, (3) areas where some conceptual clarity is needed for better theory building, or (4) situations in which a researcher is trying to answer a research question empirically because of interest in the topic.

Sponsored Researches

So far we have been discussing research project primarily from the perspective that a researcher is likely to carry the study on his/her own initiative. Although such an initiator can be a business manager or Organizational Management trying to arrest some of the issues in the organization, yet the actual researcher may be a hired consultant. In such a situation the researcher has to ascertain the decision maker's objectives. There might simply be some symptoms, and just like the iceberg principle, the dangerous part of many business problems is neither visible to nor understood by business managers. These symptoms are the management dilemmas which have to be translated into management question and then into research question(s). The management may hire the services of research specialists to do this assignment. As a result the management dilemmas get identified and delineated in the *Terms of Reference*, and consultants may be engaged to carry out the study. In such situations many of the steps (review of literature, theoretical framework, and hypotheses) that have been discussed earlier may be skipped. Certainly the management takes the research decisions keeping in view the urgency of the study, timing of the study, availability of the information, and more importantly the cost benefit equation of the study.

The Research Proposal

A research *proposal* is a document that presents a plan for a project to reviewers for evaluation. It can be a supervised project submitted to instructors as part of an educational degree (e.g. a Master's thesis or a Ph.D. dissertation) or it can be a research project proposed to a funding agency. Its purpose is to convince reviewers that the researcher is capable of successfully conducting the proposed research project. Reviewers have more confidence that a planned project will be successfully completed if the proposal is well written and organized, and carefully planned.

The proposal is just like a research report, but it is written before the research project begins. A proposal describes the research problem and its importance, and gives a detailed account of the methods that will be used and why they are appropriate.

A proposal for quantitative research has most of the parts of a research report: a title, an abstract, a problem statement, a literature review, a method or design section, and a bibliography. It lacks results, discussion, and conclusions section. The proposal has a plan for data collection and analysis. It frequently includes a schedule of the steps to be undertaken and an estimate of the time required for each step.

For funded projects the researchers need to show a track record of past success in the proposal, especially if they are the going to be in charge of the project. Proposals usually include curriculum vitae, letters of support from other researchers, and record of past research.

Research Proposal Sections

Introduction

- Background of the study
- Objectives
- Significance

Research Design

- Data collection technique (survey, experiment, qualitative technique)
- Population
- Sample
- Tool of data collection
- Data Gathering
- Data processing and analysis

Report

writing

Budget

Time Schedule

Team of Researchers

Lesson 12**THE RESEARCH PROCESS**

Research task is usually treated as a sequential process involving several clearly defined steps. No one claims that research requires completion of each step before going to the next. Recycling, circumventing, and skipping occur. Some steps are begun out of sequence, some are carried out simultaneously, and some may be omitted. Despite these variations, the idea of sequence is useful for developing a project and for keeping the project orderly as it unfolds.

Various approaches suggest somewhat different steps – ranging from five steps to eleven steps. The variation may be due to purposes, and methods used by the researchers, though some researchers may combine some of the steps. Also some writers may portray the same steps in a linear way; others may put them in a cyclical form. These steps can be:

1. Broad Problem Area

The process begins with a researcher selecting a *topic* – a general area of study or issue such as divorce, crime, aging, marketing, or powerful elites. A topic appears to be too broad for conducting research. The specific issues that need to be researched within the situation may not be identified at this stage. Such issues might pertain to (1) problem currently existing in an organizational setting that need to be solved (sexual harassment), (2) areas that a manager believes need to be improved in the organization (improving the existing policies), (3) a conceptual or theoretical issue that needs to be tightened up for basic researcher or to understand certain phenomenon (conceptual definition of harassment), and (4) some research questions that a basic researcher wants to answer empirically (impact of harassment on the performance of the workers).

2. Preliminary Data Collection

This step may be considered as part of the **exploratory** research. An exploration typically begins with a search for published data and studies. Such sources can provide secondary data which becomes part of the background information (about the organization, groups of people, context of the issue). Some secondary sources of data are statistical bulletins, government publications, information published or unpublished, case studies, online data, web sites, and the Internet. In addition, the researchers often seek out people who are well informed on the topic, especially those who have clearly stated positions on controversial aspects of the problem. Such persons can be the professional researchers, or the informants to whom the issues relate. In certain situations it may be appropriate to have some focus group discussions with the relevant people. Such discussions help in the identification of variables and having clarification of the issue.

3. Problem Definition

After having discussions with the professionals as well as with the persons to whom the issue relates, and the review of literature, the researcher is in a position to narrow down from its original broad base and define the issue clearly. Translate the broad issue into a research question. As part of the applied research convert the management dilemma into a management question, and then on to research question that fits the need to resolve the dilemma. The symptoms of a problem might help tracing the real problem. For example a productivity decline of workers may be an issue. The management may have tried to solve it by the provision of incentive but did not work. The researcher may have to dig deep and find the possible factors like the morale and motivation of the workers having some other antecedents. There could be similar other broad issues which have to be narrowed down to research questions like:

1. To what extent has the new advertising campaign been successful in creating the high quality, consumer-centered corporate image that it was intended to produce?
2. Has the new packaging affected the sale of the products?

3. Will the day care centers affect the productivity of female workers?
4. Why the divorce rate is on the increase in Pakistan?
5. Why the family in Pakistan is changing?
6. What could be the impact of changing family patterns on the living of senior citizens?

4. Theoretical Framework

Consultations with the informants and professionals, and the review of literature should have helped in the identification of different factors that are considered to be relevant to the topic. The researcher has to make logical relationship among several factors identified earlier. This will help in the delineation of the theoretical framework. The theoretical framework discusses the interrelationships among the variables that are deemed to be integral to the dynamics of the situation being investigated. Developing such a conceptual framework helps to postulate or hypothesize and test certain relationships. We have already discussed the components of a theoretical framework.

5. Generation of Hypotheses

Once we have identified the important variables relevant to an issue and established the logical reasoning in the theoretical framework, we are in a position to test whether the relationships that have been theorized do in fact hold true. By testing these relationships scientifically, we are in a position to obtain reliable information to determine the relationship among the variables. The results of these tests offer us part of the answers to the formulated research questions, whether these relate basic research or to applied research.

6. Research Design

Research design is a master plan specifying the methods and procedures for collecting and analyzing the needed information. It is a framework or the blueprint that plans the action for research project. The objectives of the study determined during the early stages of the research are included in the design to ensure that the information collected is appropriate for solving the problem. The researcher must specify the sources of information, and the research method or technique (survey or experiment, for example) to be followed in the study.

Broadly there are six basic research methods for descriptive and causal research: surveys, experiments, observation, communication analysis (content analysis), case study, focus group discussion. Use of secondary data may be another method where the data may have been collected by using any of the six basic methods listed earlier. The objectives of the research, the available data sources, the urgency of the decision, and the cost of obtaining the data will determine the method to be chosen.

Surveys: The most common method of generating primary data is through surveys. Survey is a research technique in which information is gathered from a sample of people using a questionnaire. The task of writing a list of questions and designing the exact format of the printed or written questionnaire is an essential aspect of the development of survey research design.

Research investigators may choose to contact the respondents in person, by telephone, by mail, or on the internet. Each of these techniques has advantages and disadvantages. The researcher's task is to choose the most appropriate one for collecting the information needed.

Experiments: Experiments hold the greatest potential for establishing cause-and-effect relationships. The use of experimentation allows investigation of changes in one variable, such as productivity, while manipulating one or more variables, perhaps social rewards or monetary rewards, under controlled conditions. Ideally, experimental control provides a basis for isolating causal factors, because outside (or exogenous) influences do not come into play.

An experiment controls conditions so that one or more variables can be manipulated in order to test a hypothesis. In the laboratory experiments, compared with the field experiment, it is possible to create controlled conditions for the manipulation of one or more variables and see its effect on the dependent variable by holding the extraneous factors constant.

Observation techniques: Observation can be non participant or participant. In many situations the objective of a research project is merely to record what can be observed – for example the number of automobiles that pass the proposed site for a gas station. This can be mechanically recorded or observed by any person. This is an unobtrusive study without a respondent's direct participation. In participant observation studies, the researcher takes part in the day to day activities, interviews them, and makes observations. Such a study generates qualitative data and lasts for a long duration.

Communication analysis: It is also called content analysis which means gathering and analyzing the content of the text. The content refers to words, meanings, pictures, symbols, ideas, themes, or any message that can be communicated. The text is anything written, visual, or spoken that serves as a medium of communication. It includes books, newspapers, advertisements, speeches, official documents, films or videotapes, photographs, articles of clothing, or works of art.

Case study: It is an in-depth analysis of a unit which could be an individual person, a couple, a group, or an organization. It is more like a clinical analysis in retrospect; starting from the effect and tracing the reasons back in time. The researcher takes the history of the situation and makes use of any other relevant information about the case to identify the factors leading to the present situation.

Focus group discussions: It is a discussion of an issue by 6-12 persons with a moderator for 1-2 hours. The issue can be a public concern, a product, a television program, a political candidate, or a policy. Focus groups are useful in exploratory research or to generate new ideas for hypotheses, and the interpenetration of results. It produces qualitative information which may complement the quantitative data.

Researchers try to evaluate different research designs and select the most appropriate one that helps in getting the relevant information. There is no one best research design for all situations.

7. Data Collection, Data Processing, and Analysis

Data collection is an integral part of the research design, though we are dealing with it separately. Data collection is determined by the research technique selected for the project. Data can be collected in a variety of ways, in different settings – field or lab – and from different sources. It could include *interviews* – face to face interviews, telephone interviews, computer-assisted interviews, and interviews through electronic media; *questionnaires* that are either personally administered, sent through mail, or electronically administered; *observation* of individuals and events which could be participant or non participant.

Once the fieldwork has been completed, the data must be converted into a format that will answer the research questions and/or help testing the hypotheses. Data processing generally begins with the editing and coding of the data. Editing involves checking the data collection forms for omissions, legibility, and consistency in classification. The editing process corrects problems such as interviewer errors prior to the data being transferred to a computer. Coding may be the assigning of numbers or symbols before it goes to the computer. The computer can help in making tables and the application of different statistics.

Analysis is the application of reasoning to understand and interpret the data that have been collected. The appropriate analytical technique is to be determined by the research design, and the nature of the data collected.

8. Testing the Hypotheses; Answering the Research Questions

The analysis and interpretation of the data shall be the means to testing the formulated hypotheses as well as finding answers to the research questions. In case of applied research, the research should be helpful in finding solutions to the problems of the organization or society. Making recommendations may also be part of this process.

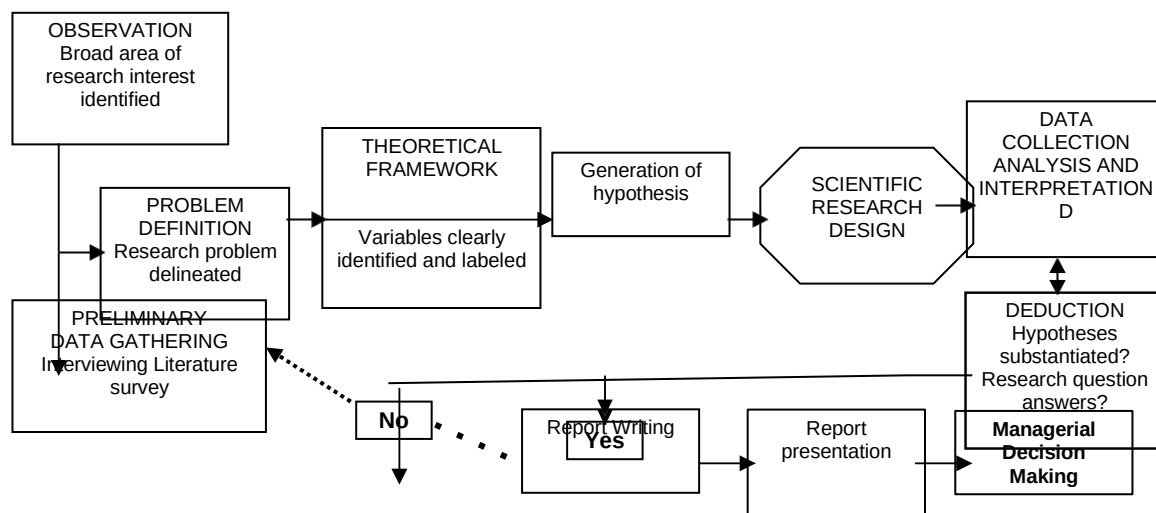
9. Report Writing

The research report should communicate the research findings effectively. All too often the report is a complicated statement of the study's technical aspects and sophisticated research methods. If the study has been conducted for a business management, often the management is not interested in detailed reporting of the research design and statistical findings but wants only the summary of the findings. Research is only as good as the applications made of it. Nevertheless, the research report becomes a historical document, a record that may be referred to in later studies. In case of research for academic purposes the research findings become part of the body of knowledge, and the research may producing research papers for publication in professional journals.

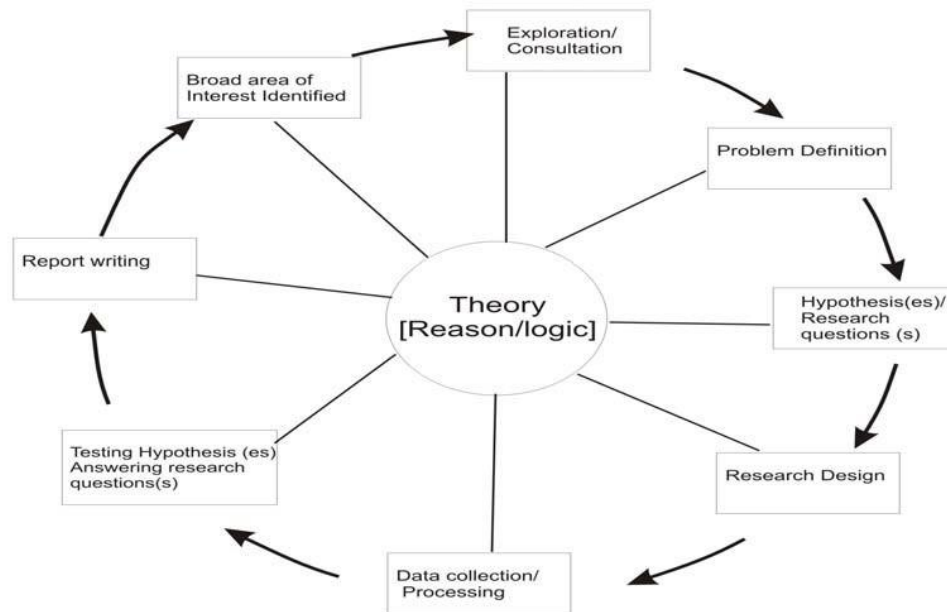
The report has to be presented in the format as it may have been part of thee terms of reference if it is a sponsored study. In case of a dissertation the Universities have some standardized styles which have to be followed. Similarly the research papers have to be prepared in accordance with the format specified by the professional journals.

The graphic presentation of the research process may be like this:

The Research Process



STEPS IN SOCIOLOGICAL INVESTIGATION



Lesson 13

ETHICAL ISSUES IN RESEARCH

Ethics are norms or standards of behavior that guide moral choices about our behavior and our relationships with others. The goal of ethics in research is to ensure that no one is harmed or suffers adverse consequences from research activities. This objective is usually achieved. However, unethical activities are pervasive and include violating nondisclosure agreements, breaking respondent confidentiality, misrepresenting results, deceiving people, invoicing irregularities, avoiding legal liability, and more.

As discussed earlier, ethical questions are philosophical questions. There is no general agreement among philosophers about the answers to such questions. However the rights and obligations of individuals are generally dictated by the norms of society. Societal norms are codes of behavior adopted by a group; they suggest what a member of a group ought to do under given circumstances. Nevertheless, with changing situations people continue differing with each other whereby societal norms may undergo changes. Codes and regulations guide researchers and sponsors. Review boards and peer groups help researchers examine their research proposals for ethical dilemmas. Responsible researchers anticipate ethical dilemmas and attempt to adjust the design, procedures, and protocols during the planning process rather than treating them as afterthought. Ethical research requires personal integrity from the researcher, the project manager, and the research sponsor.

Codes of ethic applicable at each stage of the research Goal

To ensure that no one is harmed or suffers adverse consequences from research activities

Unethical activities

- Violating nondisclosure agreements.
- Breaking respondent confidentiality.
- Misrepresenting results.
- Deceiving people.
- Invoicing irregularities.
- Avoiding legal liability.

Ethical Issues

- Remain to be issues.
- Local norms suggest what ought to be done under the given circumstances.
- Codes of ethics developed to guide researchers and sponsors.
- Review Boards and peer groups help sorting out ethical dilemmas.

Anticipate ethical dilemmas

- Adjust the design, procedures, and protocols accordingly.
- Research ethics require personal integrity of the researcher, the project manager, and research sponsor.

Parties in Research

- Mostly three parties:
- The researcher

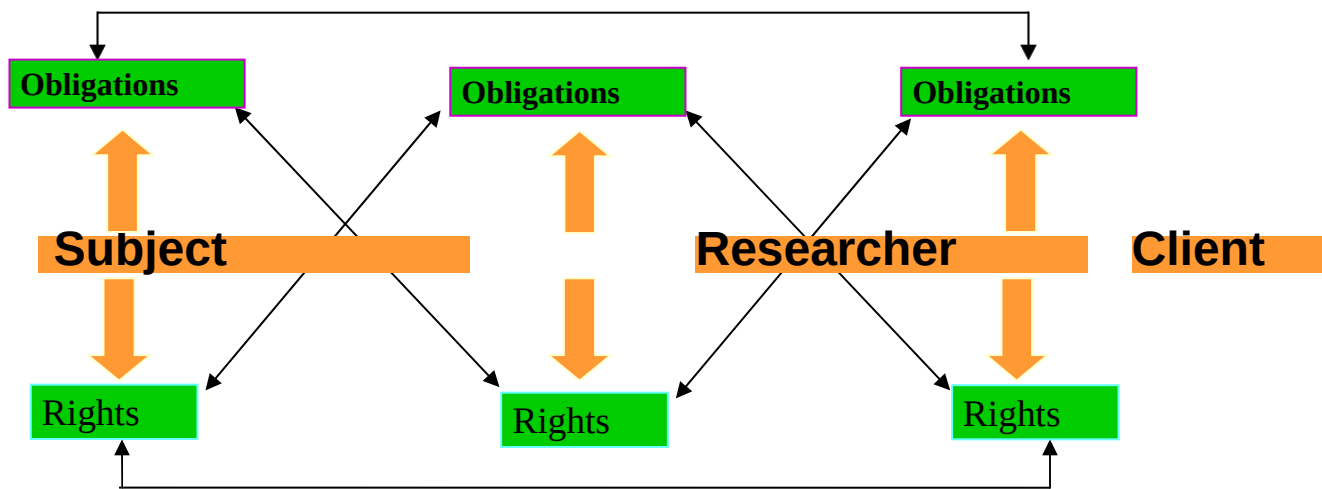
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- The sponsoring client (user)
 - The respondent (subject)

- Interaction requires ethical questions.
- Each party expects certain rights and feels certain obligations.

General Rights and Obligations of Parties Concerned

In most research situations, three parties are involved: the *researcher*, the *sponsoring client (user)*, and the *respondent (subject)*. The interaction of each of these parties with one or both of the other two identifies a series of ethical questions. Consciously or unconsciously, each party expects certain rights and feels certain obligations towards the other parties.

Interaction of rights and obligations of parties in research



Ethical Treatment of Participants

When ethics are discussed in research design, we often think first about protecting the rights of the participant, respondent, or subject. Whether data are gathered in an experiment, interview, observation, or survey, the respondent has many rights to be safeguarded. In general the research must be designed so that a respondent does not suffer physical harm, discomfort, pain, embarrassment, or loss of privacy. To safeguard against these, the researcher should follow three guidelines;

1. Explain study benefits.
2. Explain respondent rights and protections.
3. Obtain informed consent.

Benefits:

Whenever direct contact is made with a respondent, the researcher should discuss the study's benefits, being careful to neither overstate nor understate the benefits. An interviewer should begin an introduction with his or her name, the name of the research organization, and a brief description of the purpose and benefit of the research. This puts the respondent at ease, lets them know to whom they are speaking, and motivates them to answer questions truthfully. In short, knowing why one is being asked questions improves cooperation through honest disclosure of purpose. Inducements to participate, financial or otherwise, should not be disproportionate to the task or presented in a fashion that results in coercion.

Sometimes the actual purpose and benefits of the study or experiment must be concealed from the respondents to avoid introducing bias. The need for concealing objectives leads directly to the problem of deception.

Lesson 14

ETHICAL ISSUES IN RESEARCH (Cont)

Ethics are norms or standards of behavior that guide moral choices about our behavior and our relationships with others. The goal of ethics in research is to ensure that no one is harmed or suffers adverse consequences from research activities. This objective is usually achieved. However, unethical activities are pervasive and include violating nondisclosure agreements, breaking respondent confidentiality, misrepresenting results, deceiving people, invoicing irregularities, avoiding legal liability, and more.

Deception: Deception occurs when the respondents are told only part of the truth or when the truth is fully compromised. Some believe this should never occur. Others suggest two reasons for deception:

(1) to prevent biasing the respondents before the survey or experiment and (2) to protect the confidentiality of a third party (e.g. the sponsor). Deception should not be used in an attempt to improve response rates.

The benefits to be gained by deception should be balanced against the risks to the respondents. When possible, an experiment or interview should be redesigned to reduce the reliance on deception. Use of deception is inappropriate unless deceptive techniques are justified by the study's expected scientific, educational, or applied value and equally effective alternatives that do not use deception are not feasible. And finally, the respondents must have given their informed consent before participating in the research.

Informed Consent: Securing informed consent from respondents is a matter of fully disclosing the procedures of the proposed survey or other research design before requesting permission to proceed with the study. There are exceptions that argue for a signed consent form. When dealing with children, it is wise to have a parent or other person with legal standing sign a consent form.

If there is a chance the data could harm the respondent or if the researchers offer any limited protection of confidentiality, a signed form detailing the types of limits should be obtained. For most business research, oral consent is sufficient.

In situations where respondents are intentionally or accidentally deceived, they should be debriefed once the research is complete.

Debriefing:

It involves several activities following the collection of data:

- Explanation of any deception.
- Description of the hypothesis, goal, or purpose of the study.
- Post study sharing of the results.
- Post study follow-up medical or psychological attention.

First, the researcher shares the truth of any deception with the participants and all the reasons for using deception in the context of the study's goals. In cases where severe reactions occur, follow-up medical or psychological attention should be provided to continue to ensure the participants remain unharmed by the research.

Even when the research does not deceive the respondents, it is a good practice to offer them follow-up information. This retains the goodwill of the respondent, providing an incentive to participate in future research projects. For surveys and interviews, respondents can be offered a brief report of the findings. Usually they would not ask for additional information.

For experiments, all participants should be debriefed in order to put the experiment in context. Debriefing usually includes a description of the hypothesis being tested and the purpose of the study.

Participants who were not deceived still benefit from the debriefing session. They will be able to understand why the experiment was created. The researchers also gain important insight into what the participants thought about during and after the experiment.

To what extent do debriefing and informed consent reduce the effects of deception? Research suggests that the majority of the respondents do not resent temporary deception and may have more positive feelings about the value of the research after debriefing than those who didn't participate in the study.

Rights to Privacy

All individuals have right to privacy, and researchers must respect that right. The privacy guarantee is important not only to retain validity of the research but also to protect respondents. The confidentiality of the survey answers is an important aspect of the respondents' right to privacy.

Once the guarantee of confidentiality is given, protecting that confidentiality is essential. The researcher protects the confidentiality in several ways;

- Obtaining signed nondisclosure documents.
- Restricting access to respondent identification.
- Revealing respondent information only with written consent.
- Restricting access to data instruments where the respondent is identified.
- Nondisclosure of data subsets.

Privacy is more than confidentiality. A **right to privacy** means one has the right to refuse to be interviewed or to refuse to answer any question in an interview. Potential participants have a right to privacy in their own homes including not admitting researchers and not answering telephones. To address these rights, ethical researchers do the following:

- Inform respondents of their right to refuse to answer any questions or participate in the study.
- Obtain permission to interview respondents.
- Schedule field and phone interviews.
- Limit the time required for participation.
- Restrict observation to public behavior only.

The obligation to be truthful: When a subject willingly agrees to participate, it is generally expected that he or she will provide truthful answers. Honest cooperation is main obligation of the respondent or the subject.

Ethics and the Sponsor

There are also ethical considerations to keep in mind when dealing with the research client or sponsor has the right to receive ethically conducted research.

Confidentiality of Sponsor

Some sponsors wish to undertake research without revealing themselves. They have a right to several types of confidentiality, including sponsor nondisclosure, purpose nondisclosure, and findings nondisclosure.

Companies have the right to dissociate themselves from sponsorship of a research project. This type of confidentiality is called **sponsorship nondisclosure**. Due to sensitive nature of the management dilemma or the research question, sponsor may hire an outside consulting or research firm to complete research project. This is often done when a company is testing a new product idea, to avoid potential consumers from being influenced by company's current image or industry standing.

Purpose nondisclosure involves protecting the purpose of the study or its details. A research sponsor may be testing a new idea that is not yet patented and may not want the competition to know its plans. It may be investigating employee complaints and may not want to spark union activity. Finally, even if a sponsor feels no need to hide its identity or the study's purpose, most sponsors want the research data and findings to be confidential; at least until the management decision is made. Thus sponsors usually demand and receive **findings nondisclosure** between themselves or their researchers and any interested but unapproved parties.

Right to Quality Research

An important ethical consideration is the sponsor's **right to quality** research. This right entails:

- Providing research design appropriate for the research question.
- Maximizing the sponsor's value for the resources expended.
- Providing data handling and reporting techniques appropriate for the data collected.

Sponsor's Ethics

Occasionally, research specialists may be asked by the sponsors to participate in unethical behavior. Compliance by the researcher would be a breach of ethical standards. Some examples to be avoided are;

- Violating respondent confidentiality.
- Changing data or creating false data to meet the desired objective.
- Changing data presentation or interpretations.
- Interpreting data from a biased perspective.
- Omitting sections of data analysis and conclusions.
- Making recommendations beyond the scope of data collected.

Researchers and Team Members

Another ethical responsibility of researchers is their team's safety as well as their own. The responsibility for ethical behavior rests with the researcher who, along with assistants, is charged with protecting the anonymity of both the sponsor and the respondent.

Safety: It is the researcher's responsibility to design a project so the safety of all interviewers, surveyors, experimenters, or observers is protected. Several factors may be important to consider in ensuring a researcher's **right to safety**.

Ethical behavior of Assistants: Researchers should require ethical compliance from team members just as sponsors expect ethical behavior from researcher. Assistants are expected to carry out the sampling plan, to interview or observe respondents without bias, and to accurately record all necessary data.

Protection of Anonymity: Researchers and assistants should protect the confidentiality of the sponsor's information and anonymity of the respondents. Each researcher handling data should be required to sign a confidentiality and nondisclosure statement.

Professional Standards

Various standards of ethics exist for the professional researcher. Many corporations, professional associations, and universities have **code of ethics**. These codes of ethic have to be enforced.

Lesson 15

MEASUREMENT OF CONCEPTS

In everyday usage, measurement occurs when an established yardstick verifies the height, weight, or another feature of a physical object. How well you like a song, a painting, or the personality of a friend is also measurement. In a dictionary sense, to measure is to discover the extent, dimensions, quantity, or capacity of something, especially by comparison with a standard. We measure casually in daily life, but in research the requirements for measurement are rigorous.

Certain things lend themselves to easy measurement through the use of appropriate instruments, as for example, physiological phenomena pertaining to human beings such as blood pressure, pulse rates, and body temperature, as well as certain physical attributes such as height and weight. But when we get into the realm of people's subjective feelings, attitudes, ideology, deviance, and perceptions, the measurement of these factors or variables becomes difficult. Like the natural scientist who invents indirect measures of the "invisible" objects and forces of the physical world (magnetism – the force that moves a metal toward the magnet), the social researcher devises measures for difficult-to-observe aspects of the social world. For example, suppose you heard a principal complain about teacher morale in a school. Teacher morale is an empirical reality, and we can create some instrument for its measurement.

Measurement in Quantitative and Qualitative Research

Both qualitative and quantitative researchers use careful, systematic methods to gather high quality data. Yet, differences in the styles of research and the types of data mean they approach the measurement process differently. Designing precise ways to measure variables is a vital step in planning a study for quantitative researchers. Qualitative researchers use wider variety of techniques to measure and create new measures while collecting data. The two approaches to measurement have three distinctions.

One difference between the two styles involves timing. Quantitative researchers extensively think about variables and convert them into specific actions during a planning stage that occurs before and separate from gathering or analyzing data. Measurement for qualitative researchers occurs in the data collection process, and only a little occurs in a separate, planning stage prior to data gathering.

A second difference involves the data itself. Quantitative researchers want to develop techniques that can produce quantitative data (i.e. data in the form of numbers). Thus, the researcher moves from abstract ideas, or variables, to specific data collection techniques to precise numerical information produced by the techniques. The numerical information is an empirical representation of the abstract ideas. Data for qualitative researchers sometimes is in the form of numbers; more often it includes written or spoken word, actions, sounds, symbols, physical objects, or visual images. The qualitative researcher does not convert all observations into a single, common medium such as numbers. Instead he or she develops many flexible, ongoing processes to measure that leaves the data in various shapes, sizes, and forms.

All researchers combine ideas and data to analyze the social world. In both research styles, data are empirical representation of concepts, and measurement is a process that links data to concepts. A third difference is how the two styles make such linkages. Quantitative researchers contemplate and reflect on concepts before they gather data. They construct measurement techniques that bridge concepts and data. The measurement techniques define what the data will be and are directions for gathering data. Qualitative researchers also reflect on ideas before data collection, but they develop many, if not most, of their concepts during data collection activities. Researchers start gathering data and creating ways to measure based what they encounter. As they gather data, they reflect on the process and develop new ideas. The ideas give them direction and suggest new ways to measure.

Here we shall focus on quantitative measurement. Here measurement consists of assigning numbers to empirical events in compliance with set rules. This definition implies that measurement is a three-part process:

1. Selecting observable empirical events.
2. Developing a set of mapping rules: a scheme for assigning numbers or symbols to represent aspects of the event being measured.
3. Applying the mapping rule(s) to each observation of that event.

Assume you are studying people who attend an auto show where all year's new models are on display. You are interested in learning the male-to female ratio among attendees. You observe those who enter the show area. If a person is female, you record an F; if male, an M. Any other symbols such as 0 and 1 may also be used if you know what group the symbol identifies.

Researchers might also want to measure the desirability of the styling of the new Espace van. They interview a sample of visitors and assign, with a different mapping rule, their opinions to the following scale:

What is your opinion of the styling of the Espace van?

Very desirable 5 ____ 4 ____ 3 ____ 2 ____ 1 Very undesirable

We can assign a weight-age (score) like:

- 5 if it is very desirable
- 4 if desirable
- 3 if neither
- 2 if undesirable
- 1 if very undesirable.

All measurement theorists would call such opinion rating scale as a form of measurement.

What is measured?

Variable being studied in research may be classified as objects or as properties. **Objects** include the things of ordinary experience, such as tables, people, books, and automobiles. Objects also include things that are not as concrete, such as genes, attitudes, neutrons, and peer group pressures. **Properties** are the characteristics of the objects. A person's physical properties may be stated in terms of weight, height, and posture. Psychological properties include attitudes, intelligence, motivation, perceptions, etc. Social properties include leadership ability, class affiliation, or status. These and many other properties of an individual can be measured in a research study.

In a literal sense, researchers do not measure either objects or properties. They measure indicants of the properties or indicants of the properties of the objects. The properties like age, years of experience, and the number of calls made per week are easier to indicate and there is expected to be lot of agreement.

In contrast, it is not easy to measure properties like "motivation," "ability to stand stress," "problem-solving ability," and "persuasiveness." Since each property cannot be measured directly, one must infer its presence or absence by observing some indicant or pointer measurement. When you begin to make these inferences, there is often disagreement about how to operationalize the indicants.

The preceding discussion suggests two types of variables: one lends itself to objective and precise measurement; the other is more nebulous and does not lend itself to accurate measurement because of its subjective nature. However, despite the lack of physical measuring devices to measure the latter type, there are ways to tapping the subjective feelings and perceptions of individuals. One technique is to reduce the abstract notions, or concepts such as motivation, involvement, satisfaction, buyer behavior,

stock market exuberance, and the like, to observable behavior and characteristics. In other words, the abstract notions are broken down into observable characteristic behavior. Reducing the abstract concepts to render them measurable in a tangible way is called operationalizing the concepts.

Parts of the Measurement Process

When a researcher measures, he or she takes a concept, idea, or construct and develops a measure (i.e. a technique, a process, a procedure) by which he or she can observe the idea empirically. Quantitative researchers primarily follow a deductive route. To begin with the abstract idea, follow with a measurement procedure, and end with empirical data that represent the ideas. Qualitative researchers primarily follow inductive route. They begin with empirical data, follow with abstract ideas, follow with processes relating with ideas and data, and end with a mixture of ideas and data.

Researchers use two processes: conceptualization and operationalization in measurement.

a. Conceptualization

Conceptualization is the process of taking a construct and refining it by giving it a conceptual or theoretical definition. A conceptual definition is definition in abstract, theoretical terms. It refers to other ideas or constructs. There is no magical way to turn a construct into a precise conceptual definition. It involves thinking carefully, observing directly, consulting with others, reading what others have said, and trying possible definitions.

A good definition has one clear, explicit, and specific meaning. There is no ambiguity or vagueness in the concepts (e.g. street gang, morale, motivation, social class, consumer satisfaction). A single construct can have several definitions, and people may disagree over definitions. Conceptual definitions are linked to theoretical frameworks and to value positions. For example, a conflict theorist may define *social class* as the power and property a group of people in society has or lacks. A structural functionalist defines it in terms of individuals who share a social status, life-style, or subjective identification. Although people disagree over definitions, the researcher should always state explicitly which definition he or she is using.

Before you can measure, you need a concept. You also need to distinguish what you are interested in from other things. The idea that you first need a construct or concept of what is to be measured simply makes sense. How can you observe or measure something unless you know what you are looking for? For example, we want to measure teacher morale. We first define *teacher morale*. What does the construct *morale* mean? As a variable construct, it takes on different values – high versus low or good versus bad morale. Next we create a measure of this construct. This could take the form of survey questions, an examination of school records, or observations of teachers. Also we distinguish morale from other things in the answers to survey questions, school records, or observations.

How can we develop a conceptual definition of *teacher morale*, or at least a tentative working definition to get started? Look in the everyday understanding of morale – something vague like “how people feel about things.” Also look in the dictionary, which gives definitions like “confidence, spirit, zeal, cheerfulness, esprit de corps, and mental condition towards something.” Look into the review of literature and see how other researchers have defined this concept. In this effort we collect various definitions, parts of definitions, and related ideas, whereby we draw the boundaries of the core idea.

We find that most of these definitions say that morale is a spirit, feeling, or mental condition toward something, or a group feeling. But we are interested in *teacher morale*. We can ask teachers to specify as what does this construct mean to them? One strategy is to make a list of examples of high or low teacher morale. High teacher morale includes saying positive things about the school, not complaining about extra-work or enjoying being with students. Low morale includes complaining a lot, not attending school events unless required to, or looking for other jobs.

Morale involves a feeling toward something else; a person has morale with regard to something. A list of various “somethings” toward which teachers have feelings (e.g. students, parents, pay, the school administration, other teachers, the profession of teaching). Are there several kinds of teacher morale or all these “somethings” aspects of one construct? We have to decide whether morale means a single, general feeling with different parts or dimensions, or several distinct feelings.

What unit of analysis does our construct apply to: a group or an individual? Is morale a characteristic of an individual, of a group, or of both?

A researcher must distinguish the construct of interest from related constructs. How is our construct of teacher morale similar to or different from related concepts? For example, does *morale* differ from *mood*? We decide that mood is more individual and temporary than morale. Morale is a group feeling that includes positive or negative feelings about the future as well as other beliefs and feelings.

Who is a teacher? We have to decide.

Lesson 16

MEASUREMENT OF CONCEPTS (CONTINUED)

b. Operationalization

Operationalization is the process of linking the conceptual definition to a specific set of measurement techniques or procedures. It links the language of theory with the language of empirical measures. Theory is full of abstract concepts, assumptions, relationships, definitions, and causality. Empirical measures describe how people concretely measure specific variables. They refer to specific operations or things people use to indicate the presence of a construct that exists in observable reality. Operationalization is done by looking at the behavioral dimensions, facets, or properties denoted by the concept. These are then translated into observable elements so as to develop an index of measurement of the concept. Operationally defining a concept involves a series of steps. Here is an example.

Operational definition: Dimensions and Elements an example

Let us try to operationally define **job satisfaction**, a concept of interest to educators, managers, and students alike. What behavioral dimensions or facets or characteristics would we expect to find in people with high job satisfaction? Let us first of all have a conceptual definition of job satisfaction. We can start it like this:

- Employees' feelings toward their job.
- Degree of satisfaction that individuals obtain from various roles they play in an organization.
- A pleasurable or positive emotional feeling resulting from the appraisal of one's job or job experience.
- Employee's perception of how well the job provides those things ('some things') that are important. These things are the dimensions of job satisfaction.

Dimensions of job satisfaction: For measuring job satisfaction it is appropriate to look at this concept from different angles relating with work. While employed in an organization the workers might be looking for many "things." Each of these things may be considered as a dimension; a person may be highly satisfied on one dimension and may be least satisfied on the other one. Those things that have usually been considered important at the place of work can be:

- The work itself.
- Pay/fringe benefits.
- Promotion opportunities.
- Supervision.
- Coworkers.
- Working conditions.

On each dimension the researcher has to develop logical arguments showing how this particular aspect (thing) relating to a worker's job is important whereby it has a bearing on his/her job satisfaction.

Elements of job satisfaction: It means breaking each dimension further into actual patterns of behavior that would be exhibited through the perception of the workers in an organization. Here again the researcher shall develop logical rationale for using a particular element for measuring a specific dimension. For example let us look at each dimension and some of the corresponding elements:

- **Work itself: Elements**  Opportunities to learn, sense of accomplishment, challenging work, routine work.
- **Pay/fringe benefits: Elements**  Pay according to qualifications, comparison with ~~dr~~

organizations, annual increments, and availability of bonuses, old age benefits, insurance benefits, and other allowances.

- **Promotion opportunities: Elements**  Mobility policy, equitable, dead end job.

- **Supervision: Elements** ② Employee centered employee participation in decisions.
- **Coworkers: Elements** ② Primary group relations, supportive attitude, level of cohesiveness.
- **Working conditions: Elements** ② Lighting arrangements, temperature, cleanliness, ~~but~~ security, hygienic conditions, first aid facility, availability of canteen, availability of toilet facilities, availability of place for prayer.

On each element ask question (s), make statements. Look into the scalability of questions. The responses can be put on a scale indicating from high satisfaction to least satisfaction. In many cases the responses are put on a five point scale (usually called Likert scale).

Lesson 17

MEASUREMENT OF CONCEPTS (CONTINUED)

STATEMENTS:

No.	Statements	S. Agree	Agree	Undecided	Disagree	S. Disagree
1	I have a good opportunity for advancement in my job					
2	I feel very comfortable with my co-workers					
3	My pay is adequate to meet my necessary expenses					
4	My work gives me a sense of accomplishment					
5	My boss is impolite and cold					
6	My job is a dead-end job					
7	The company of my co-workers is boring					
8	Pay at my level is less as compared to other organizations					
9	Most of the time I am frustrated with my work					
10	My boss praises good work and is supportive					
11	There is a chance of frequent promotions in my job					
12	My co-workers are a source of inspiration for me					
13	I receive reasonable annual increments					
14	My work is very challenging to me					
15	My boss is adept in his work					
16	We have an unfair promotion policy in our organization					
17	Working style of my co-workers is different from mine					
18	The old-age benefits are quite adequate					
19	Most of the time I do routine work					
20	My boss does not delegate powers					
21	Opportunity for promotion is somewhat limited here					
22	My co-workers try to take credit of my work					
23	My pay is commensurate with my qualification					

Scales and Indexes

Scales and indexes are often used interchangeably. Social researchers do not use a consistent nomenclature to distinguish between the two.

A scale is a measure in which a researcher captures the intensity, direction, level, or potency of a variable construct. It arranges responses or observations on a continuum or in series of categories. A scale can use a single indicator or multiple indicators.

An index is a measure in which a researcher adds or combines several distinct indicators of a construct into a single score. The composite scores is often a simple sum of the multiple indicators. Indexes are often measured at the interval or ratio level.

Researchers sometimes combine these features of scales and indexes in a single measure. This is common when a researcher has a several indicators that are scales (i.e. that measure intensity or direction). The researcher then adds these indicators together to yield a single score, thereby creating an index.

Types of Scales

A scale refers to any series of items that are arranged progressively according to value or magnitude, into which an item can be placed according to its quantification. In other words, a scale is a continuous spectrum or series of categories.

It is traditional to classify scales of measurement on the basis of the mathematical comparisons that are allowable with these scales. Four types of scales are nominal, ordinal, interval, and ratio.

Nominal Scale

A nominal scale is the one in which the numbers or letters assigned to objects serve as labels for identification or classification. This measurement scale is the simplest type. With nominal data, we are collecting information on a variable that naturally or by design can be grouped into two or more categories that are mutually exclusive, and collectively exhaustive.

Nominal scales are the least powerful of the four scales. They suggest no order or distance relationship and have no arithmetic origin. Nevertheless, if no other scale can be used, one can almost always one set of properties into a set of equivalent classes.

Ordinal Scale

Ordinal scales include the characteristics of the nominal scale plus an indicator of order. If a is greater than b and b is greater than c , then a is greater than c . The use of ordinal scale implies a statement of “greater than” or “less than” without stating how much greater or less. Other descriptors can be: “superior to,” “happier than,” “poorer than,” or “above.”

Interval Scale

Interval scales have the power of nominal and ordinal scales plus one additional strength: they incorporate the concept of equality of interval (the distance between 1 and 2 equals the distance between 2 and 3). For example, the elapsed time between 3 and 6 A. M. equals the time between 4 and 7 A. M. One cannot say, however, 6 A.M. is twice as late as 3 A.M. because “zero time” is an arbitrary origin. In the consumer price index, if the base year is 1983, the price level during 1983 will be set arbitrarily as 100. Although this is an equal interval measurement scale, the zero point is arbitrary.

Ratio Scale

Ratio scales incorporate all the powers of the previous scales plus the provision for absolute zero or origin. Ratio data represent the actual amounts of variable. Measures of physical dimensions such as weight, height, distance, and area are the examples. The absolute zero represents a point on the scale where there is an absence of the given attribute. If we hear that a person has zero amount of money, we understand the zero value of the amount.

Lesson 18

CRITERIA FOR GOOD MEASUREMENT

Now that we have seen how to operationally define variables, it is important to make sure that the instrument that we develop to measure a particular concept is indeed accurately measuring the variable, and in fact, we are actually measuring the concept that we set out to measure. This ensures that in operationally defining perceptual and attitudinal variables, we have not overlooked some important dimensions and elements or included some irrelevant ones. The scales developed could often be imperfect and errors are prone to occur in the measurement of attitudinal variables. The use of better instruments will ensure more accuracy in results, which in turn, will enhance the scientific quality of the research. Hence, in some way, we need to assess the “goodness” of the measure developed.

What should be the characteristics of a good measurement? An intuitive answer to this question is that the tool should be an accurate indicator of what we are interested in measuring. In addition, it should be easy and efficient to use. There are three major criteria for evaluating a measurement tool: validity, reliability, and sensitivity.

Validity

Validity is the ability of an instrument (for example measuring an attitude) to measure what it is supposed to measure. That is, when we ask a set of questions (i.e. develop a measuring instrument) with the hope that we are tapping the concept, how can we be reasonably certain that we are indeed measuring the concept we set out to do and not something else? There is no quick answer.

Researchers have attempted to assess validity in different ways, including asking questions such as “Is there consensus among my colleagues that my attitude scale measures what it is supposed to measure?” and “Does my measure correlate with others’ measures of the ‘same’ concept?” and “Does the behavior expected from my measure predict the actual observed behavior?” Researchers expect the answers to provide some evidence of a measure’s validity.

What is relevant depends on the nature of the research problem and the researcher’s judgment. One way to approach this question is to organize the answer according to measure-relevant types of validity. One widely accepted classification consists of three major types of validity: (1) content validity, (2) criterion-related validity, and (3) construct validity.

(1) Content Validity

The content validity of a measuring instrument (the composite of measurement scales) is the extent to which it provides adequate coverage of the investigative questions guiding the study. If the instrument contains a representative sample of the universe of subject matter of interest, then the content validity is good. To evaluate the content validity of an instrument, one must first agree on what dimensions and elements constitute adequate coverage. To put it differently, content validity is a function of how well the dimensions and elements of a concept have been delineated. Look at the concept of *feminism* which implies a person’s commitment to a set of beliefs creating full equality between men and women in areas of the arts, intellectual pursuits, family, work, politics, and authority relations. Does this definition provide adequate coverage of the different dimensions of the concept? Then we have the following two questions to measure *feminism*:

1. Should men and women get equal pay for equal work?
2. Should men and women share household tasks?

These two questions do not provide coverage to all the dimensions delineated earlier. It definitely falls short of adequate content validity for measuring *feminism*.

A panel of persons to judge how well the instrument meets the standard can attest to the content validity of the instrument. A panel independently assesses the test items for a performance test. It judges each

item to be essential, useful but not essential, or not necessary in assessing performance of a relevant behavior.

Face validity is considered as a basic and very minimum index of content validity. Face validity indicates that the items that are intended to measure a concept, do on the face of it look like they measure the concept. For example a few people would accept a measure of college student math ability using a question that asked students: $2 + 2 = ?$ This is not a valid measure of college-level math ability on the face of it. Nevertheless, it is a subjective agreement among professionals that a scale logically appears to reflect accurately what it is supposed to measure. When it appears evident to experts that the measure provides adequate coverage of the concept, a measure has face validity.

(2) Criterion-Related Validity

Criterion validity uses some standard or criterion to indicate a construct accurately. The validity of an indicator is verified by comparing it with another measure of the same construct in which research has confidence. There are two subtypes of this kind of validity.

Concurrent validity: To have concurrent validity, an indicator must be associated with a preexisting indicator that is judged to be valid. For example we create a new test to measure intelligence. For it to be concurrently valid, it should be highly associated with existing IQ tests (assuming the same definition of intelligence is used). It means that most people who score high on the old measure should also score high on the new one, and vice versa. The two measures may not be perfectly associated, but if they measure the same or a similar construct, it is logical for them to yield similar results.

Predictive validity:

Criterion validity whereby an indicator predicts future events that are logically related to a construct is called a predictive validity. It cannot be used for all measures. The measure and the action predicted must be distinct from but indicate the same construct. Predictive measurement validity should not be confused with prediction in hypothesis testing, where one variable predicts a different variable in future. Look at the scholastic assessment tests being given to candidates seeking admission in different subjects. These are supposed to measure the scholastic aptitude of the candidates – the ability to perform in institution as well as in the subject. If this test has high predictive validity, then candidates who get high test score will subsequently do well in their subjects. If students with high scores perform the same as students with average or low score, then the test has low predictive validity.

(3) Construct Validity

Construct validity is for measures with multiple indicators. It addresses the question: If the measure is valid, do the various indicators operate in consistent manner? It requires a definition with clearly specified conceptual boundaries. In order to evaluate construct validity, we consider both theory and the measuring instrument being used. This is assessed through convergent validity and discriminant validity.

Convergent Validity: This kind of validity applies when multiple indicators converge or are associated with one another. Convergent validity means that multiple measures of the same construct hang together or operate in similar ways. For example, we construct “education” by asking people how much education they have completed, looking at their institutional records, and asking people to complete a test of school level knowledge. If the measures do not converge (i.e. people who claim to have college degree but have no record of attending college, or those with college degree perform no better than high school dropouts on the test), then our test has weak convergent validity and we should not combine all three indicators into one measure.

Discriminant Validity: Also called divergent validity, discriminant validity is the opposite of convergent validity. It means that the indicators of one construct hang together or converge, but also

diverge or are negatively associated with opposing constructs. It says that if two constructs A and B are very different, then measures of A and B should not be associated. For example, we have 10 items that measure political conservatism. People answer all 10 in similar ways. But we have also put 5 questions in the same questionnaire that measure political liberalism. Our measure of conservatism has discriminant validity if the 10 conservatism items hang together and are negatively associated with 5 liberalism ones.

Reliability

The reliability of a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument. In other words, the reliability of a measure is an indication of the *stability* and *consistency* with which the instrument measures the concept and helps to assess the ‘goodness’ of measure.

Stability of Measures

The ability of the measure to remain the same over time – despite uncontrollable testing conditions or the state of the respondents themselves – is indicative of its stability and low vulnerability to changes in the situation. This attests to its “goodness” because the concept is stably measured, no matter when it is done. Two tests of stability are test-retest reliability and parallel-form reliability.

(1) Test-retest Reliability: Test-retest method of determining reliability involves administering the same scale to the same respondents at two separate times to test for stability. If the measure is stable over time, the test, administered under the same conditions each time, should obtain similar results. For example, suppose a researcher measures job satisfaction and finds that 64 percent of the population is satisfied with their jobs. If the study is repeated a few weeks later under similar conditions, and the researcher again finds that 64 percent of the population is satisfied with their jobs, it appears that the measure has repeatability. The high stability correlation or consistency between the two measures at time 1 and at time 2 indicates high degree of reliability. This was at the aggregate level; the same exercise can be applied at the individual level. When the measuring instrument produces unpredictable results from one testing to the next, the results are said to be unreliable because of error in measurement.

There are two problems with measures of test-retest reliability that are common to all longitudinal studies. Firstly, the first measure may sensitize the respondents to their participation in a research project and subsequently influence the results of the second measure. Further if the time between the measures is long, there may be attitude change or other maturation of the subjects. Thus it is possible for a reliable measure to indicate low or moderate correlation between the first and the second administration, but this low correlation may be due an attitude change over time rather than to lack of reliability.

(2) Parallel-Form Reliability: When responses on two comparable sets of measures tapping the same construct are highly correlated, we have parallel-form reliability. It is also called equivalent-form reliability. Both forms have similar items and same response format, the only changes being the wording and the order or sequence of the questions. What we try to establish here is the error variability resulting from wording and ordering of the questions. If two such comparable forms are highly correlated, we may be fairly certain that the measures are reasonably reliable, with minimal error variance caused by wording, ordering, or other factors.

Internal Consistency of Measures

Internal consistency of measures is indicative of the homogeneity of the items in the measure that tap the construct. In other words, the items should ‘hang together as a set,’ and be capable of independently measuring the same concept so that the respondents attach the same overall meaning to each of the items. This can be seen by examining if the items and the subsets of items in the measuring instrument

are highly correlated. Consistency can be examined through the inter-item consistency reliability and split-half reliability.

(1) Inter-item Consistency reliability: This is a test of consistency of respondents' answers to all the items in a measure. To the degree that items are independent measures of the same concept, they will be correlated with one another.

(2) Split-Half reliability: Split half reliability reflects the correlations between two halves of an instrument. The estimates could vary depending on how the items in the measure are split into two halves. The technique of splitting halves is the most basic method for checking internal consistency when measures contain a large number of items. In the split-half method the researcher may take the results obtained from one half of the scale items (e.g. odd-numbered items) and check them against the results from the other half of the items (e.g. even numbered items). The high correlation tells us there is similarity (or homogeneity) among its items.

It is important to note that reliability is a necessary but not sufficient condition of the test of goodness of a measure. For example, one could reliably measure a concept establishing high stability and consistency, but it may not be the concept that one had set out to measure. Validity ensures the ability of a scale to measure the intended concept.

Sensitivity

The sensitivity of a scale is an important measurement concept, particularly when changes in attitudes or other hypothetical constructs are under investigation. Sensitivity refers to an instrument's ability to accurately measure variability in stimuli or responses. A dichotomous response category, such as "agree or disagree," does not allow the recording of subtle attitude changes. A more sensitive measure, with numerous items on the scale, may be needed. For example adding "strongly agree," "mildly agree," "neither agree nor disagree," "mildly disagree," and "strongly disagree" as categories increases a scale's sensitivity.

The sensitivity of a scale based on a single question or single item can also be increased by adding additional questions or items. In other words, because index measures allow for greater range of possible scores, they are more sensitive than single item.

Practicality: The scientific requirements of a project call for the measurement process to be reliable and valid, while the operational requirements call for it to be practical. Practicality has been defined as *economy*, *convenience*, and *interpretability*.