

EXAM PREPARATION

This document is a compilation of past UNISA exam Questions and Answers, Assignment Questions and Answers, as well as Test Yourself Questions and Answers from Studyguide.

Answers are motivated by a combination of:

- Page references to the UNISA Study Guide:
- Short summaries regarding the relevant topic(s) in question.

Past exams covered are:

- May/Jun 2011
- Oct/Nov 2011
- May/Jun 2012
- Oct/Nov 2012
- May/Jun 2013
- Oct/Nov 2013
- May/Jun 2014
- May/Jun 2015
- Oct/Nov 2015
- May/Jun 2016
- Oct/Nov 2016

Assignments covered are:

- Previous Assignment 1
- Previous Assignment 2
- Previous Assignment 3
- Previous Assignment 4
- Semester 1 Assignment 1 (2017)
- Semester 1 Assignment 2 (2017)
- Semester 2 Assignment 1 (2017)
- Semester 2 Assignment 2 (2017)

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May/Jun 2011

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QUESTION 1

A person of high academic standing is given the task by the local government to investigate the best ways of ensuring participation of people living in a small town in an agricultural development project. Being of her high status, she speaks with authority.

The research results obtained by this person must be:

- 1) accepted unquestioningly because of the high academic standing of the researcher
- 2) rejected because authority is not a valid way to gain knowledge
- 3) rejected because participation is a form of common sense knowledge
- 4) accepted if it withstands critical scrutiny

The correct answer is (4)

SG p5

But the problem with relying on authority is that we can overestimate the expertise of persons in authority: in other words, experts can be wrong. When we do not know how the experts arrived at their knowledge, we should be careful in accepting their conclusions. Therefore 1) is incorrect.

A person in a position of authority is likely to have earned that authority by his or her experience and may therefore be able to offer us reliable knowledge. In other words, that person has spent time and effort learning something and others can benefit from this. Therefore 2) and 3) is incorrect.

QUESTION 2

The different accounts of people having witnessed a car accident can be ascribed to:

- 1) overgeneralization
- 2) selective observation
- 3) ego involvement
- 4) stress

The correct answer is (2)

SG p9

Overgeneralisation may lead to selective observation. Once the decision is made that events are following a particular pattern, and you think you know why, you will tend to pay attention mainly to future situations that correspond with that pattern. You will also tend to overlook the situations that conflict with the pattern.

QUESTION 3

People's dependence on media presentations for understanding the impact of, for example, sophisticated communication technology on their daily lives, is an example of:

- 1) media myths
- 2) authority
- 3) mythical interpretation of technology
- 4) skepticism towards technology

The correct answer is (1)

SG p8

Media Myths: The mass media, including television, films, newspapers and magazines and, most recently, the Internet, have a powerful influence on knowledge. Most people learn

about the world and develop their concept of social reality according to what they see, hear and read in the media. However, as Neuman (1997) points out, the chief purpose of the media is to entertain, not to present reality accurately. Writers who adapt real life for television shows and films scripts distort reality, often relying on tradition, authority or common sense. Writers for newspapers and magazines have deadlines which limit their information and they cannot be specialists in every topic they write about. Mistakes may be made from ignorance. Public thinking can be changed by selective emphasis, and this, in turn, can lead people into error.

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QUESTION 4

Identify the epistemological statement:

- 1) social reality and natural reality can be studied in the same way
- 2) social reality is inherently meaningful
- 3) human beings are reflexive
- 4) patriarchy is common in traditional societies
- 5) hidden structures mask the true nature of social reality

The correct answer is (1) SG p20
"We shall explain epistemology in the context of the social sciences with reference to the following epistemological question: "Can social reality (things such as groups, societies, norms, organisations) be studied in the same way as natural reality (things such as atoms, bodies, viruses, planets)?""

QUESTION 5

Research on juvenile delinquency would be regarded and interpretive if it:

- 1) establishes a crucial relationship between juvenile delinquency and poverty
- 2) treats juvenile delinquency as a fact
- 3) provides reasons for juvenile delinquency
- 4) focuses on causation rather than description
- 5) treats juvenile delinquency as a construction of meaning

The correct answer is (5) SG p25
"Interpretivists argue that social reality is inherently meaningful. People have the ability to interpret a situation and decide how to act in response to this situation. By consciously participating in a situation, they attribute meaning to that situation. Meaning is constructed through human beings interacting with each other and playing a central role in defining a situation to make sense of it"

QUESTION 6

In the context of positivism, value freedom implies that:

- a) values are not important by positivists to research
- b) positivists distance themselves in research from their own values
- c) objective findings can be made about social reality
- d) the values of the positivist must take precedence in the research process
- e) objectivity is pursued by using standardized research procedures

- 1) a), c), e)

- 2) a), d), e)
- 3) b), c), d)
- 4) b), c), e)
- 5) c), d), e)

The correct answer is (4)

SG p22, 23

"We start with how positivists see the nature of social reality. Positivists believe that social reality can be discovered.

*Positivists claim it is crucial that researchers approach social reality in a neutral, **value-free**, detached and systematic way. Methodological tools are developed to collect evidence that is observable and hence measurable. Standardised procedures are followed to study particular events and learn about their interconnections.*

value-freedom: researchers' personal values do not influence the collection of data (research)"

QUESTION 7

Which of the following statements are true with regard to theories in the social sciences?

- a) theories can describe or explain a phenomenon
 - b) theories are broader in scope than approaches
 - c) the level of abstraction of theories can differ
 - d) theories guide research
 - e) theories are speculations
- 1) a), b), c)
 - 2) a), b), d)
 - 3) a), c), d)
 - 4) a), c), e)
 - 5) b), c), d)

The correct answer is (3)

SG p50, 55, 56, 58

Here, theory is equated to speculation.

To recap: concepts identify and describe phenomena.

The scope of a theory is linked to the level of abstraction achieved by the concepts in the theory (the building blocks of the theory). The higher the level of abstraction, the more the theory can Theory deductively guides research, while the information obtained through research inductively builds theory. Theory and research are therefore inseparable (Cohen 1989:22).e generalised and the wider its applicability.

QUESTION 8

Which of the following concepts reflects the highest level of abstraction?

- 1) age
- 2) gender
- 3) alienation
- 4) educational level
- 5) income

The correct answer is (3)

SG p55, 56

The scope of a theory is linked to the level of abstraction achieved by the concepts in the theory (the building blocks of the theory). The higher the level of abstraction, the more the theory can be generalised and the wider its applicability. The opposite of abstract is concrete. The difference between abstract and concrete concepts can be compared to a view of a town from 10 kilometres in the sky and one that is seen up close. Abstract concepts allows us to get the big picture, but does not show much detail, whereas concrete concepts presents the close-up view and allows us to focus on specific cases.

QUESTION 9

Which of the following statements are true?

- a) theory inductively guides research
 - b) research deductively builds theory
 - c) theory deductively guides research
 - d) research inductively builds theory
- 1) a), b)
 - 2) b), c)
 - 3) c), d)
 - 4) a), c)
 - 5) b), d)

The correct answer is (3)

SG p58

Theory deductively guides research, while the information obtained through research inductively builds theory. Therefore a) is incorrect and c) correct. Also, b) is incorrect, and d) correct.

QUESTION 10

If a negative relationship exists between variables in a hypothesis, it implies that:

- 1) the two variables are not related
- 2) as the value of one variable decreases, the other variable also decreases in value
- 3) there is only a weak relationship between the two variables
- 4) as the value of one variable decreases, the other value increases in value

The correct answer is (4)

SG p78

See 2.3.4. The first three statements are all incorrect. In causal relationships “negative” and “positive” imply the direction of the relationship between two variables. If a relationship is “positive”, both variables change in the same direction. An example is: the higher the population density, the higher the crime rate. A negative relationship implies changes in different directions. An example here is: the higher the rate of immunisation, the lower the infant mortality rate.

QUESTION 11

The scope of a theory:

- a) increases as the level of abstraction increases
- b) refers to the generalizability of the theory
- c) is associated with a specific domain of analysis

d) refers to the social reality which is studied empirically

- 1) a), b)
- 2) a), d)
- 3) b), c)
- 4) c), d)
- 5) a), b), c), d)

The correct answer is (1)

SG p55, 56

The scope of a theory is linked to the level of abstraction achieved by the concepts in the theory (the building blocks of the theory). The higher the level of abstraction, the more the theory can be generalised and the wider its applicability.

QUESTION 12

Identify the statement(s) that has/have the potential to be a social law:

- a) if we exert less force on an object, it will move slower
- b) the suicide rate decreases as the level of social integration increases
- c) men are sexist
- d) intelligence is an inherited attribute

- 1) a), b)
- 2) c), d)
- 3) a), b), d)
- 4) c)
- 5) b)

The correct answer is (1)

SG p76

Remember we describe social laws as being probabilities rather than certainties.

QUESTION 13

In social science basic research tries to ____ about our social world.

- 1) support or reject theories
- 2) explain social relationships
- 3) interpret changes in communities
- 4) enhance new scientific knowledge
- 5) all of the above are applicable

The correct answer is (5)

SG p81

Basic research is undertaken to enhance or extend fundamental knowledge about social reality or within a discipline. This type of research is used to support or reject theories by explaining social relationships. It is also used to interpret changes in communities, in order to enhance new scientific ideas/knowledge about our social world (Neuman 1997:22–23; Polit & Beck 2008:19).

QUESTION 14

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Cross sectional studies concentrate on the ____ of the problem being investigated.

- 1) structuring
- 2) repeatability
- 3) here and now
- 4) reliability and validity

The correct answer is (3)

SG p136

Cross-sectional surveys are those surveys in which the information is collected at one point in time, which could be during the course of one day or over a few weeks. An example of a cross-sectional survey would be a survey of how people intend voting in an upcoming election. A longitudinal study, on the other hand, involves collecting information at different times over a longish period of time.

QUESTION 15

A student conducts research on crimes against women in South Africa. She wants to give an accurate profile of the respondents, provide information about the phenomenon and describe successive phases that occur during these crimes. She is conducting ____ research.

- (1) descriptive
- (2) explanatory
- (3) time-series
- (4) exploratory

The correct answer is (1)

SG p92

Purpose of research: Obesity in teenagers from Cape Town

Types of research

Purpose of the research

Descriptive	- To describe the dietary patterns of obese teenagers residing in Cape Town
Exploratory	- To explore how obese teenagers residing in Cape Town experience their obesity
Explanatory	- To determine the reasons for obesity amongst teenagers residing in Cape Town
Correlational	- To determine the relationship between compliance with a weight reduction programme and successful weight loss in obese teenagers residing in Cape Town

QUESTION 16

One of the main points of criticism against basic research is that it does not:

- 1) create a basis for the application of knowledge
- 2) create a basis for the application of insight
- 3) provide a basis for policies
- 4) provide short term practical solutions

The correct answer is (4)

SG p82

A point of criticism against basic research is that the knowledge so acquired sometimes does not offer short-term practical solutions.

QUESTION 17

A characteristic of ____ research is that the findings accept or reject theoretical propositions.

- 1) quantitative
- 2) qualitative

The correct answer is (1)

SG p88

<u>Characteristics</u>	<u>Quantitative Research</u>	<u>Qualitative Research</u>
Findings	Generalisation, accept or reject theoretical propositions.	Uniqueness, dynamic understanding of phenomena, and new theory.

QUESTION 18

When researchers concentrate on adapting to complex situations as they unfold, attempting to understand a phenomenon in its social, cultural and historical context, apply inductive data analyses techniques and focus on grounded theory, then they are busy with:

- 1) triangulation
- 2) quantitative research
- 3) experimental research
- 4) qualitative research

The correct answer is (4)

SG p86, 87

Qualitative research has the following general characteristics:

- This type of research involves a holistic investigation executed in a natural set-up. The researcher tries to study all the elements that are present within that particular set-up/situation. The set-up is studied as a whole in order to understand the realities involved — one of the most distinctive characteristics of qualitative research. For this reason, the researcher tries to understand a phenomenon within its social, cultural and historical context.
- Man is the primary data-collection instrument in this type of research. The researcher relies on man as observer, rather than relying on measuring instruments. The qualitative researcher can adapt to a complex situation as it develops. Differences in values and prejudices can be taken into account. Additional data are obtained by means of other more objective instruments, such as documents or questionnaires.
- The emphasis is on the use of qualitative methods.
- Subjects are selected in a purposeful, rather than a random manner. There is a purposeful selection of a wide variety of subjects, which can then be observed by the researcher.
- The researcher makes use of inductive data analysis, so that unexpected results will also come to the fore. First, the researcher collects the data, and then he or she tries to understand the situation and make deductions.
- A grounded theory can be developed — that is, a theory that was actually developed from the data and that is thought to be better than pre-developed theory (as is the case in quantitative research). Such a grounded theory reflects the data in a more accurate manner. There are also many quantitative researchers who acknowledge the value of a grounded theory and who then do pilot studies in order to develop theoretical constructs that they eventually test by means of quantitative methods.

- The design of the research develops as the research develops. In qualitative studies, the researcher begins with a tentative design (sometimes even without a design), and develops the design as the research develops. In this way, the design can be adapted and variables can be included that had not been considered before that particular phenomenon was observed.
- The subject plays a role in the interpretation of the results. Qualitative researchers try to reconstruct reality from the subject's frame of reference. In quantitative research, the element or person is called the respondent, and in qualitative research he or she is called the subject or participant.
- Intuitive insights are used. In qualitative research, the emphasis is more on intuition-based knowledge (ie, on the subject's experience of a situation).
- The emphasis is on social processes. Qualitative studies focus on the social processes and the meanings attached to such social situations by the participants (Borg & Gall 1989:385–387; De Vos, Strydom, Fouche & Delport 2005:268; Polit & Beck 2008:15–17).

QUESTION 19

Which behavioural norm does the researcher in the following scenario ignore?

In a report of a survey conducted among prisoners, the researcher neglects to state how the sample of respondents was drawn.

- 1) respect
- 2) disinterestedness
- 3) communality
- 4) universalism

The correct answer is (3)

SG p111

Communality — This norm requires researchers to accurately report the methods, purpose, motives and consequences. “The principle of communality compels all researchers to share their research findings, including means, ends, motives, and consequences, freely and honestly with all other members of the research community” (Smith 1988:284).

QUESTION 20

When the Hawthorne effect occurs during a research study, this effect will influence:

- 1) the duration of the study
- 2) potential harm
- 3) informed consent
- 4) Internal validity

The correct answer is (4)

SG p114

The importance of being properly informed has both ethical and methodological implications. For example, the research will have less internal validity if participants respond in an atypical manner because they know they are part of the study. This has been called the “Hawthorne effect” (Stacks & Hocking 1992:142–143).

QUESTION 21

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The use of a hidden camera when conducting a face-to-face interview usually amounts to:

- 1) an unethical practice
- 2) the protection of privacy
- 3) voluntary participation
- 4) avoiding personal constraints

The correct answer is (1)

It is not protecting privacy, but rather invading it, therefore 2) is incorrect.

It is not voluntary if the recipient does not know about it, therefore 3) is incorrect.

QUESTION 22

Which behavioural norm or principle is being described in this quotation?

"The norm of ____ has been honoured for a given project when all research, including its means, ends, motives and consequences can be evaluated according to predetermined standards set by a scholarly community" (Smith 1988:284)

- 1) respect
- 2) disinterestedness
- 3) universalism
- 4) communality

The correct answer is (3)

SG p111

Community — This norm requires researchers to accurately report the methods, purpose, motives and consequences. "The principle of communality compels all researchers to share their research findings, including means, ends, motives, and consequences, freely and honestly with all other members of the research community" (Smith 1988:284).

QUESTION 23

Identify four situational factors that apply when we make judgements about ethics in research:

- a) the methods we use to collect data
 - b) the goal of the research study
 - c) our intentions as researchers
 - d) the consequences of the research
 - e) the use of probability sampling
 - f) comparing responses based on gender
- 1) (a) (b) (c) (d)
 - 2) (b) (c) (e) (f)
 - 3) (c) (d) (e) (f)
 - 4) (a) (d) (e) (f)

The correct answer is (1)

SG p110

However, instead of dealing with the different steps, we now consider four situational factors that apply to making judgements about ethics in research:

1. the methods that we use to collect, analyse and report research
2. the purpose or goal of the research (eg to formulate new theories or to solve a social problem)
3. the personal motives or intentions of the individual researcher (eg to advance a career, which may be unrelated to the purpose of the research)
4. the consequences or effects of research, including effects on research participants or respondents, on researchers and on the larger social and scholarly communities

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QUESTION 24

When considering the ethical requirements that apply to conducting research, which factor can pose a risk to respondents'/participants' right to privacy?

- 1) the researcher's gender
- 2) obtaining prior informed consent
- 3) the researcher's language preference
- 4) the place where the research is conducted
- 5) conducting a debriefing interview

The correct answer is (4)

SG p114

However, unlike obtaining a loan or applying for credit facilities, our goal (collecting and analysing information about people as human beings) may be in conflict with people's right to privacy. We can deal with this potential conflict by considering:

1. the sensitivity of the information
2. the place where the research is conducted
3. how public we are going to make our research findings

QUESTION 25

The following factors should be taken into account to ensure that the research design is coherent:

- a) the meaning of social phenomena
 - b) the purpose and use of the research
 - c) the data-collection and data-analysis techniques
- 1) (a) (b)
 - 2) (a) (b) (c)
 - 3) (b) (c)
 - 4) (a) (c)

The correct answer is (3)

SG p127

The factors that should be taken into account to ensure that the research design is coherent:

1. The purpose and the proposed use of the study influence the type of study that will be done.
2. In a coherent research design data-collection techniques will match data-analysis techniques.

QUESTION 26

Suppose a researcher has an expectation about how a study will turn out, and the study does in fact turn out that way because of his beliefs. This is called:

- 1) the Hawthorne effect
- 2) the regression effect
- 3) selection bias
- 4) none of the above

The correct answer is (4)
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SG p114,

Hawthorne effect: the effect on participants of knowing that they are being “researched”. Therefore 1) is incorrect.

Regression effect refers to a tendency of extreme scores to move towards the average upon retesting. Suppose a researcher finds that violent criminals, tested before and after watching a violent film, are slightly less violent after the film. Because the criminals began at an extreme in terms of the measure on violence, it is unlikely that the film could make them more violent and due to the regression effect, they appear less extreme when measured again. Therefore 2) is incorrect.

Selection of subjects to be assigned to a specific group could **bias** the study if there are important, unsuspected differences between the subjects in each group. An example is an experiment on physical aggression in which the one group unintentionally contains soccer and rugby players, whereas the other group is made up of musicians and painters! Therefore 3) is incorrect.

QUESTION 27

What research design is described in this scenario?

*A researcher working for an advertising company wants to investigate whether people are more inclined to buy a new product when they have been informed of the advantages of the product, than before being informed. She selects a sample and measures their willingness to buy the product by means of a questionnaire. She then **randomly** assigns each person to an experimental group (who receives more information on the product) and a control group (who receives no additional information on the product). After the information session, she again measures the willingness of the two groups to buy the product.*

This is an example of a ____ design

- 1) pre-experimental
- 2) post-test only control group
- 3) quasi-experimental
- 4) pre-test post-test control group

The correct answer is (4)

SG p131

The group that receives the treatment (counselling) is called the experimental group, while the group that receives no treatment is called the control group. These groups are compared in terms of the outcome or response to the treatment (or “no treatment”).

This outcome is the dependent variable and the comparison between groups enables the researcher to determine the impact of the treatment. In an experiment, the dependent variable can be measured more than once. If the dependent variable is measured before the introduction of the treatment, this is called a pretest. The posttest is the measurement of the

dependent variable after the treatment has been introduced.

Although quasi-experimental designs also consist of a pre-test and post-test group, and also involve manipulating conditions and assignment of subjects to the treatment conditions, therefore identify causal relationships, quasi-experimental designs do not involve randomisation. Therefore 3) is incorrect.

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QUESTION 28

Which of the following is a defining characteristic that must be present in a true experimental design?

- 1) using a random sample of subjects
- 2) including a pretest and a posttest in the study
- 3) random assignment of subjects to groups
- 4) subjecting each subject to two treatment conditions

The correct answer is (3)

SG p133

In a true experiment, random assignment of subjects to the groups ensures that the groups are similar except for the fact that the experimental group receives the treatment.

QUESTION 29

Read the following study and identify what the researcher wanted to achieve in designing this study.

A researcher wants to find out how teachers experience cases of child abuse. He decides to conduct open-ended, in-depth interviews with teachers (either individually or in groups) in which he will ask them to tell him about their thoughts on and experiences with child abuse.

The researcher wanted to:

- 1) ensure reliability by maintaining a proper scientific distance from the research participants
- 2) encourage research participants to talk openly by listening to them empathically
- 3) participate in teachers' experiences so that he can understand them empathically
- 4) use objective data-gathering techniques to determine own experiences empathically

The correct answer is (1)

SG p179

In-depth interviews have also been called "intensive interviews", "unstructured, conversational interviews", "ethnographic interviews" and "focused interviews" (Pitout 1995:112). In-depth interviews differ from face-to-face interviews conducted in a survey, of a large population, because the main aim of in-depth interviews is to obtain detailed information. Therefore, whereas a survey in which face-to-face interviews are used to collect answers, opinions, motivations or emotions, as data, in-depth interviews delve into the reasons behind the answers, opinions, or emotions given in a survey. This is why in-depth interviews are particularly useful in field research.

QUESTION 30

Which characteristic of qualitative designs is reflected in the following?

A researcher is investigating the experiences of victims of a natural disaster. She conducts in-depth, open interviews with a limited number of the victims, trying to understand the experiences of the particular individuals interviewed. These interviews are then analysed in detail.

- 1) scope
- 2) flexibility
- 3) accuracy
- 4) outcome

The correct answer is (2)

SG p142

Flexibility: The general area of concern is determined in advance, but further specific research questions may arise later. The interview format is naturalistic and open. The analytic technique used (phenomenological analysis that focuses on private experiences and subjective perceptions) is specified in advance.

QUESTION 31

Random selection is used in ____ sampling

- 1) quota
- 2) judgemental
- 3) cluster
- 4) accidental

The correct answer is (3)

Convenience (also called accidental sampling), quota sampling, snowball sampling and purposive (also called judgemental sampling) are types of nonprobability sampling techniques, and does not involve random selection.

QUESTION 32

A sample of 250 members is randomly selected from the data records of a professional body.

This is an example of ____ sampling

- 1) simple random
- 2) stratified random
- 3) systematic
- 4) cluster

The correct answer is (1)

SG p156

Simple random sampling is the most basic of the probability sampling techniques. Once the population has been defined, the sampling frame is drawn up. Each element of the sampling frame then has an equal chance of being included in the sample (Brink, Van der Walt & Van Rensburg 2006:127; De Vos et al 2005:200).

QUESTION 33

A researcher is studying the various domains of life and the importance of those domains to people. He fails to take into account the age of the respondents when determining the sample.

This is an example of:

- 1) chance factor error
- 2) bias in selection
- 3) non-response error
- 4) response error

The correct answer is (2)

SG p153

Bias in selection arises primarily from faulty technique and may or may not be deliberate. A researcher may, for instance, fail to take into account a specific criterion such as educational level or the respondent may give incorrect information about her or his educational level.

QUESTION 34

A representative sample:

- 1) consists of at least 500 elements
- 2) must be a random sample
- 3) is defined as the inverse of the square root of the sample size
- 4) reflects the crucial characteristics of a population

The correct answer is (4)

SG p164

A sample is representative when it resembles the population and enables the researcher to accurately generalise results.

QUESTION 35

A researcher studying leadership selects 30 business practitioners to investigate management practices.

Which of the following sampling techniques is applicable?

- 1) quota
- 2) systematic
- 3) convenience
- 4) purposive

The correct answer is (4)

SG p162

Purposive or judgmental sampling (also referred to as theoretical sampling) is when the researcher selects a sample that can be judged to be representative of the total population. This judgment is made on the basis of available information or the researcher's knowledge about the population. This knowledge is used to hand-pick the elements for the sample. Choosing the first three days of the month for auditing client's files is an example of purposive sampling. This type of sampling relies heavily on the subjective considerations of the researcher rather than scientific criteria. But when used by an expert who knows the population being studied, it has some value. It could, however lead to misleading results (Polit & Beck 2008:343).

QUESTION 36

A researcher selects all the clients that enter a health clinic between 08h00 and 09h00.

What sampling technique did the researcher use?

- 1) purposive
- 2) simple random
- 3) quota
- 4) convenience

The correct answer is (1)

SG p161

Convenience sampling (or accidental sampling) is when the researcher selects those elements that he or she can access easily until the sample reaches the desired size. Convenience sampling is also referred to as accidental or availability sampling. The researcher may choose, for instance, the first twenty people turning up for an interview, or the people available in the library at a specific time, or a lecturer may use the students in his or her class.

QUESTION 37

The item below is to be used in a self-administered questionnaire. However, it contains problems which should be avoided.

We should not criticise the minister for the anti-smoke legislation

The above item is problematic because it:

- a) is double-barrelled
 - b) contains loaded language
 - c) is a negative statement
 - d) contains a vague agent of action
- 1) (a) (b)
 - 2) (b) (c)
 - 3) (c) (d)
 - 4) (a) (d)

The correct answer is (3)

SG p187

Negative items should be avoided, because respondents can easily “misread” and therefore misinterpret the item. For example: “Should police officers in the charge office not fulfill a public relations function for the South African Police Service?” A respondent can easily miss the “not” in this sort of question and answer “yes” (thinking that she supports the suggestion that police officers should fulfill a public relations function). A negative can in fact be interpreted positively — therefore giving us responses that contain error.

QUESTION 38

Which level of measurement is being used in the following scenario?

A survey is done to determine which websites men visit (such as news), compared to women (such as health issues). In an electronic questionnaire, internet users are asked to identify their gender (male versus female).

The level of measurement being used, is:

- 1) nominal
- 2) ordinal
- 3) interval
- 4) ratio

The correct answer is (1) *SG p170, 171, 172*
 Ordinal level of measurement refers to ordinal scales, allowing data to be ranked. Therefore 2) is incorrect.
 Unlike the nominal or ordinal scales, the interval scale (as the name indicates) *can* measure the interval or distance between two points on a quantitative instrument (eg a thermometer). Therefore 3) is incorrect.
 The ratio scale is normally used when variables such as weight, length and time are measured (quantified); the ratio scale is not normally used to measure people's attitudes or perceptions. Therefore 4) is incorrect.

QUESTION 39

These type of questions are included in a questionnaire so that some respondents are required to answer them whereas others are required to ignore them.

- 1) ranking questions
- 2) contingency questions
- 3) filter questions
- 4) inventory questions

The correct answer is (2) *SG p190*
 Contingency questions are questions that only apply to some respondents and must therefore include clear instructions.
 For example:
 Have you nursed a cancer patient before?
 Yes
 No
 If yes, please answer the remaining questions (question 14 onwards).
 If no, please skip questions 14–18. Go to question 19 on the next page.

QUESTION 40

You have compiled a questionnaire to test how employees in one organisation feel about new job evaluation and performance appraisal procedures.

Which method would you use to evaluate the reliability of the measuring scales?

- 1) intercoder method
- 2) equivalent-forms method
- 3) test-retest method
- 4) split-half method

The correct answer is (2) *SG p195*
 The equivalent-forms method (also called alternate-forms method) involves compiling two forms (or measures) that contain items which measure the same phenomenon. These two separate forms are administered to the same group and the two sets of scores are

correlated to estimate the level of reliability. The advantage of this method is that the possible effects of a time interval are minimised. The disadvantage is that the degree of reliability depends on the degree of equivalence between the two forms.

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QUESTION 41

Unobtrusive observations (in field research) occur when:

- 1) a researcher makes tape recordings of conversations, but does not get involved in the social interaction
- 2) the Hawthorn effect takes place
- 3) a researcher becomes involved with the activities of the group of participants being observed
- 4) the reason for a researcher's presence is not known to the group being observed

The correct answer is (4)

SG p202

Situations where the purpose of the researcher's presence is unknown to the group being observed is 'unobtrusive observation'. The group knows that the researcher is present, but not why. Because the researcher remains unresponsive (distant) from the group's interactions, nonreactive observations shows a more objective approach to data collection.

QUESTION 42

This statement is to be used in a self-administered questionnaire. It is problematic because it is a/an ____ statement.

Some groups accept that all television news items are literally true while others believe that news should be interpreted contextually.

- 1) double-barrelled
- 2) complex
- 3) lengthy
- 4) unwarranted

The correct answer is (3)

SG p187

Lengthy questions and statements must always be avoided, because they tend to be complex and obscure what is being asked or stated. For example: "Should the state raise funds to counteract poverty and also introduce a national development agency?"

QUESTION 43

You are creating a frequency distribution of the gender of students in your study group. In what chronological order would you do the following?

- a) Make a tally mark for every student in a particular category (male or female)
 - b) List the relevant categories (male and female)
 - c) Add the tally marks to get the total frequency for each category
- 1) (a) (b) (c)
 - 2) (b) (a) (c)
 - 3) (a) (c) (b)
 - 4) (b) (c) (a)

The correct answer is (2)

QUESTION 44

The maximum possible score for an examination question paper in a specific second-year module at Unisa is 75.

Which statistic would be useful if a lecturer wants to know how many students scored below 40 on this paper?

- 1) percentage
- 2) cumulative frequency
- 3) class interval
- 4) tally

The correct answer is (2)

SG p220

Cumulative frequency: number of scores below (or above) a certain value

QUESTION 45

A researcher is conducting a study on serious crimes. The relevant variable is 'type of crime' and the researcher obtains data on the number of crimes in a specific area for a specified time period. She distinguishes between murder, armed robbery and assault.

What type of graph would best display the frequency distribution of the crimes?

- 1) bar chart
- 2) histogram
- 3) X-Y plot
- 4) Polygon

The correct answer is (2)

SG p222

Histograms are used to illustrate the frequency distribution of numerical data (data measured on an interval or ratio level of measurement).

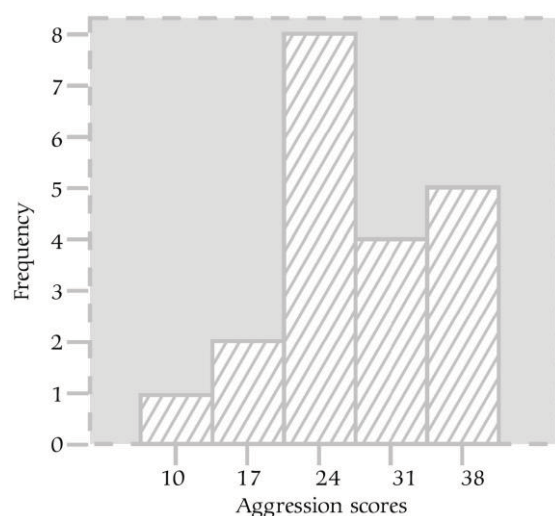


FIGURE 8.3

Histogram for aggression scores (n = 20 students)

QUESTION 46

Which measure(s) of central tendency is/are the largest for the following set of data?

4 6 8 8 14

- 1) mode
- 2) median
- 3) mean
- 4) all three measures are equal

The correct answer is (4)

SG p224, 225, 226

- mode: score in a sample of scores that occurs with the greatest frequency – therefore 8
- median: value or score such that half the observations fall above it and half below it. If the number of scores is an odd number, the median is simply the score in the middle of the list. When the number of scores is an even number, the middle of the list falls between two values and the median is the average of these two scores. – therefore 8
- mean: sum of a sample of scores divided by the number of scores in the sample – therefore $40/5=8$

QUESTION 47

Standard deviation is sometimes preferred to variance because it is:

- 1) a measure of variability
- 2) in original units of measurement
- 3) easier to calculate
- 4) an indication of the spread of scores

The correct answer is (2)

SG p228

Because the standard deviation is expressed in the same units as the original measure, researchers prefer to use this statistic.

QUESTION 48

A researcher finds the following correlation coefficients between income, family size and education. Which correlation coefficient indicates the strongest linear relation among the variables?

income and family size +0,23
income and education +0,45
family size and education -0,49

- 1) (1) +0,23
- 2) (2) +0,45
- 3) (3) - 0,49
- 4) not enough information is provided

The correct answer is (3)

SG p229

We refer to the statistical relationship between two variables as a correlation and the statistic used to describe this is called a correlation coefficient. It can range in value from $-1,00$ to $+1,00$. These values represent a perfect negative (-1) or a perfect positive correlation ($+1$).

A value close to 0 indicates a weak relationship, while 0 means there is no relationship. **We can see that the numerical size of a correlation coefficient indicates the strength of the relationship**, while the sign (positive/negative) indicates the direction of the relationship. A positive correlation means that an increase in one variable is associated with an increase in the other. A negative correlation between two variables means that as the value of one variable increases, the value of the other one decreases. Please note that the correlation between two variables does not necessarily mean that one variable causes the other.

QUESTION 49

Qualitative data analysis refers to:

- 1) numerical processes of examining and interpreting of data in order to elicit meaning, gain understanding, and develop empirical knowledge
- 2) nonnumerical processes of examining and interpreting of data in order to elicit meaning, gain understanding, and develop empirical knowledge
- 3) the coding or assigning of certain numbers to the categories of a variable
- 4) process of transforming raw data into a format that can be used in a computer analysis

The correct answer is (2)

SG p239

Bogdan and Bilken (1982:145) define qualitative data analysis as "... working with data [which are textual, non-numerical and unstructured], organising it, breaking it into meaningful units, synthesising it, searching for patterns, discovering what is important and what is to be learned, and deciding what to tell others". Leedy (1997:165) refers to McMillan and Schumacher who are of the view that qualitative data analysis is mainly an inductive process¹ of organising data into categories/themes and identifying patterns among the categories/themes. Babbie (2007:378) and Corbin and Strauss (2008:1) concur with the aforementioned definitions and refer to qualitative analysis as a non-numerical process of examining and interpreting of data in order to elicit meaning, gain understanding, and develop empirical knowledge.

QUESTION 50

Qualitative data analysis is about organising or ____ the masses of information acquired during the process of data collection in such a way that the themes/categories and interpretations that emerge from this process address the research problem(s) and the ensuing question(s) posed at the outset of the research.

- 1) de-contextualising
- 2) re-contextualising

The correct answer is (1)

SG p239

Tutty, Rothery and Grinnell (1996:90) and Tesch (in Creswell 1994:154) state that qualitative data analysis is all about the "taking apart" or **de-contextualising**, sifting, and sorting the masses of information acquired during the process of data collection, and organising or re-contextualising it in such a way that the themes/categories and interpretations that emerge from this process address the research problem(s) and the ensuing question(s) posed at the outset of the research.

QUESTION 51

In literature, the process of qualitative data analysis is described as:

- a) eclectic
- b) nonlinear
- c) a lengthy process
- d) a messy process

- 1) (a)(b)
- 2) (b) (c)
- 3) (c) (d)
- 4) (a) (b) (c)
- 5) (a) (b) (c) (d)

The correct answer is (2)

SG p242

Tesch (in Creswell 1994:153) states that the process of data analysis is eclectic, and there is no “right way”. Leedy (1997:165) concurs and comments that there is no standard procedure for qualitative analysis, but add on that this does not mean it is not systematic and rigorous.

He further points qualitative researchers to the fact that in qualitative data analysis, a linear procedure is not followed. Instead, qualitative data analysis tends to occur in several cyclical, overlapping phases in which the researcher moves back and forth between different levels (Leedy 1997:165). Although Creswell (2009:185) portrays qualitative data analysis as a step-wise linear, hierarchal approach building from the bottom to the top, he concurs with Leedy’s viewpoint that (in practice) qualitative data analysis is rather an interactive process where steps are interrelated and is not an orderly linear hierarchal step-wise process.

According to Leedy (1997:165), this cyclical process or the moving back and forth during the process of qualitative data analysis can make this not only a “lengthy process”, but also a “messy” one. Patton (in Creswell 1994:153) agrees and further elaborates: “The data generated by qualitative methods are voluminous ... Sitting down to make sense out of pages of interviews and whole files of field notes can be overwhelming”.

QUESTION 52

A/an ____ process entails moving from observations or data towards generalisations, hypotheses and theory

- 1) inductive
- 2) deductive
- 3) critical
- 4) judgemental

The correct answer is (1)

SG p239

An inductive process entails moving from observations or data towards generalisations, hypotheses or theory (Whittaker 2002:259).

QUESTION 53

Which statement below does not fit the task description of qualitative researchers?

Qualitative researchers

- 1) aim to understand and interpret how the various participants in a social setting construct the world around them
- 2) aim to give privilege to the perspectives of the research participants
- 3) label the perspectives of participants, count the number of perspectives and express them as frequencies and percentages
- 4) concern themselves with whether participants' perspectives have been authentically represented in the research process and the interpretations made from the information gathered
- 5) concern themselves with whether the findings are consistent in the sense that they "fit" the data and the social context from which they were derived

The correct answer is (3) *SG p239*
 Bogdan and Bilken (1982:145) define qualitative data analysis as "... working with data [which are textual, **non-numerical** and unstructured], organising it, breaking it into meaningful units, synthesising it, searching for patterns, discovering what is important and what is to be learned, and deciding what to tell others".

QUESTION 54

In practice, when does the process of qualitative data analysis tends to commence?

- 1) Data analysis routinely starts prior to the first interview
- 2) The process of data analysis commences when the process of data collection begins
- 3) Data analysis will be conducted as an activity concurrently with data collection, data interpretation, and narrative report writing
- 4) The process of data analysis commences once data saturation becomes noticeable

The correct answer is (4) *SG p241*
 While the aforementioned discussion clearly indicates: When data collection begins, so too, does data analysis. In practice, we find that data analysis only occurs when data saturation becomes noticeable. In other words, when multiple interviews have been conducted and/or observations have been made and patterns and themes start recurring, or no new information emerges, the data are then said to have achieved "saturation" (Fossey et al 2002:726 and Donalek & Soldwisch 2004:356).

QUESTION 55

Which type of reasoning is a researcher using in a report in which he first gives an overview of the mass media as a source of information and then deals with an analysis of specific media preferences by respondents?

- 1) inductive
- 2) deductive
- 3) critical
- 4) judgmental

The correct answer is (2) *SG p57*
 Wright et al (1999) follow a deductive approach. They indicate the relationships that theories

encourage us to examine. Propositions are stated and these are then examined empirically within a specific context.

QUESTION 56

Identify the three primary functions of a research report.

The functions of a research report are to:

- a) expand scientific understanding
 - b) point to areas needing further research
 - c) discover new scientific concepts
 - d) transfer scientific knowledge
- 1) (a) (b) (c)
 - 2) (a) (b) (d)
 - 3) (a) (c) (d)
 - 4) (b) (c) (d)

The correct answer is (2)

SG p259

Babbie (1992:A8) identifies three primary functions of the research report.

The research report

- communicates scientific data and ideas to an audience
- contributes to the general body of scientific knowledge
- stimulates and directs further inquiry

QUESTION 57

The introduction to a research report should:

- 1) be written comprehensively, so that it is equal in length to other sections
- 2) comprise the problem, the method used and research findings
- 3) be written after the body of the report has been completed
- 4) contain a brief summary of the essential findings of the research

The correct answer is (3)

SG p272

It may seem odd to you that we are talking about the introduction to your report at the end. But the introduction, in fact, forms part of the fourth and final stage of the research process.

QUESTION 58

Which of the following should be presented in the appendices to a research report?

- 1) relevant quotations
- 2) addresses of participants
- 3) references
- 4) calculations

The correct answer is (4)

SG p273

Although we have not discussed appendices, these would be placed after your conclusion and list of sources (bibliography). Appendices are the place for complex tables, statistical tests, copies of questionnaires and any other evidence related to your study (Cooper & Schindler 1998:603). In the case of dissertations and theses, some raw data can also be

placed in the appendix. Appendices are usually attached to more complex forms of research, such as dissertations and theses.

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QUESTION 59

When writing a journal article, theoretical background to the research should be located in the:

- 1) abstract
- 2) methodology
- 3) literature review
- 4) interpretation

The correct answer is (4)

QUESTION 60

Which ethical requirement is met by the following?

A researcher shows sensitivity by not revealing the names of tuberculosis patients in a published report.

- 1) generalizability
- 2) utility
- 3) feasibility
- 4) anonymity

The correct answer is (4)

SG p115

If there is a risk of invading someone's privacy, we must first ensure that we obtain participants' consent. Secondly, we must take precautions to protect their anonymity (especially if our findings are to be published).

October/November 2011

QUESTION 1

Personal values and beliefs as a possible barrier to further inquiry is guarded against by scientists:

- a) doing a thorough literature review
 - b) involving a sufficiently large sample of observations
 - c) rigorously testing hypotheses
 - d) sharing research results with fellow scientists
- 1) (a)
 - 2) (a) (b)
 - 3) (a) (b) (c)
 - 4) (c) (d)

The correct answer is (4)

SG p22

Positivists claim it is crucial that researchers approach social reality in a neutral, **value-free**, detached and systematic way. Therefore the question refers to the tasks of positivists.

QUESTION 2

Identify the potential error in human inquiry illustrated by the following example.

It is concluded that if HIV incidence amongst students at this university is low it should also be the case at other universities.

- 1) inaccurate observation
- 2) the "halo" effect
- 3) overgeneralisation
- 4) ego involvement in understanding

The correct answer is (3)

SG p9

Overgeneralisation means that we arrive at a general conclusion about a particular thing when we have only observed a few cases of that thing. Using a few, similar events to arrive at a conclusion, is unwarranted because it means we ignore the possibility that observing additional cases may disprove our earlier observations.

QUESTION 3

A boy convinces his family members that a strange cat visiting their home daily is a sign of a tragedy that is about to happen. This is an example of:

- 1) authority
- 2) mysticism
- 3) common sense
- 4) overgeneralisation

The correct answer is (2)

SG p6

Mysticism and religion

Religion often offers a type of knowledge based upon the authority of sacred texts (such as the Bible or the Qur'an), or some other supernatural source. While religion can be useful in providing our lives with meaning and in understanding our place in the cosmos, it is not a reliable guide to knowledge about the actual state of the world.

QUESTION 4

Research on Juvenile delinquency would be regarded as interpretive if it:

- 1) establishes a causal relationship between juvenile delinquency and poverty
- 2) treats juvenile delinquency as a fact
- 3) provides reasons for juvenile delinquency
- 4) focuses on causation rather than description
- 5) treats juvenile delinquency as a construction of meaning

The correct answer is (5)

SG p25

"Interpretivists argue that social reality is inherently meaningful. People have the ability to interpret a situation and decide how to act in response to this situation. By consciously participating in a situation, they attribute meaning to that situation. Meaning is constructed through human beings interacting with each other and playing a central role in defining a situation to make sense of it"

QUESTION 5

To which of the following approaches to research does the description below refer?

"It is essential to consider shared meanings in order to understand social reality"

- 1) positivism
- 2) interpretivism
- 3) critical approach
- 4) feminist approach
- 5) postmodernism

The correct answer is (5)

SG p25

"Interpretivists argue that social reality is inherently meaningful. People have the ability to interpret a situation and decide how to act in response to this situation. By consciously participating in a situation, they attribute meaning to that situation. Meaning is constructed through human beings interacting with each other and playing a central role in defining a situation to make sense of it"

QUESTION 6

Which of the following statements are true?

Critical social scientists and feminist researchers

- a) may sometimes use the same data-collection method
 - b) pursue value freedom in research
 - c) both depart from a male-centric view of the world
 - d) are both opposed to what they believe to be oppressive social structures
- 1) (a) (b)
 - 2) (b) (c)
 - 3) (c) (d)
 - 4) (a) (d)
 - 5) (b) (d)

The correct answer is (4)

SG p34

One of the key aims of feminist researchers has been to demonstrate just how male-oriented conventional academic research in the social sciences is. They have dubbed this "malestream" (a play on the word "mainstream") research because social reality is presented from the viewpoint of men only. Women are usually invisible and marginalised, except where they are related to men. A key issue here is power. Feminists claim that much research in the social sciences is done by the powerful for their own benefit. Male perspectives not only influence the way social reality is defined, but also how it is known. The one-sided emphasis on rationality is associated with patriarchal values. Data generated by rational scientific methods supports an expert-based hierarchical form of knowledge (May 1993:10, 12; McNeill 1990:7).

From this characterisation of conventional "malestream" research, it should be apparent that feminist researchers are particularly critical of the positivist approach.

QUESTION 7

Which of the following statements are true with regard to theories in the social sciences?

- a) Theories can describe or explain a phenomenon
 - b) Theories are broader in scope than approaches
 - c) The level of abstraction of theories can differ
 - d) Theories guide research
 - e) Theories are speculations
- 1) (a) (b) (c)
 - 2) (a) (b) (d)
 - 3) (a) (c) (d)
 - 4) (a) (c) (e)
 - 5) (b) (c) (d)

The correct answer is (3)

SG p50, 55, 56, 58

Here, theory is equated to speculation.

To recap: concepts identify and describe phenomena.

The scope of a theory is linked to the level of abstraction achieved by the concepts in the theory (the building blocks of the theory). The higher the level of abstraction, the more the theory can Theory deductively guides research, while the information obtained through research inductively builds theory. Theory and research are therefore inseparable (Cohen 1989:22).e generalised and the wider its applicability.

QUESTION 8

Which of the following statements are true?

In social science research deduction is the process of reasoning whereby:

- a) general statements are made from specific evidence
 - b) one moves from the abstract to the concrete
 - c) general principles are linked to specific contexts
 - d) abstract statements are derived from concrete evidence
- 1) (a) (b)
 - 2) (b) (c)
 - 3) (c) (d)
 - 4) (a) (d)

The correct answer is (2)

SG p57

Chafetz (1978:7) identifies deduction and induction as the two processes of reasoning which we use to develop theories. Deduction involves the process of testing general ideas (theory). This is done by finding out whether abstract, logical relationships apply to specific, concrete contexts. During the process of deduction, general ideas are linked to empirical evidence. In contrast, induction involves using specific and concrete observations to develop abstract, logical relationships between phenomena. Induction implies the process of building theory. In the case of induction, the researcher develops new concepts and specifies the relationships between them on the basis of the evidence collected. The evidence is generalised during this process (Dooley 1990:70–71, 73; Ragin 1994:3–4, 46).

Deduction: going from the general to the specific; using general principles to suggest specific outcomes

Induction: using a number of specific observations to formulate general principles

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QUESTION 9

Read the following hypothesis and identify the independent variable.

Women are more in favour of birth control than men.

- 1) women
- 2) men
- 3) gender
- 4) birth control
- 5) attitude towards birth control

The correct answer is (3)

SG p66

Dependent variable: the variable that is influenced or changed; the effect

Independent variable: the variable that influences or changes the dependent variable; the cause

QUESTION 10

The words in **bold** are an example of an independent variable in which of the following statements?

- 1) One's **state of health** depends on one's income
- 2) Severe stress leads to **personality disintegration**
- 3) Revolutions are caused by **relative deprivation**
- 4) **Neurotic behaviour** is caused by early childhood experiences
- 5) Malnutrition is a cause of **a depressed immune system**.

The correct answer is (5)

SG p66

Dependent variable: the variable that is influenced or changed; the effect

Independent variable: the variable that influences or changes the dependent variable; the cause

QUESTION 11

Which of the following statement(s) is/are correct?

The formulation of a research problem:

- a) often draws on theoretical insights
- b) narrows the focus of the research topic
- c) identifies an empirical and/or a conceptual issue to be researched

- 1) (a)
- 2) (b) (c)
- 3) (c) (d)
- 4) (a) (b)
- 5) (a) (b) (c)

The correct answer is (5)

QUESTION 12

In social science research, concepts:

- a) never change their meaning
 - b) are related to theory
 - c) are used to describe a phenomenon
 - d) are used to identify a phenomenon
 - e) are concrete
-
- 1) (a) (b) (c)
 - 2) (b) (c) (d)
 - 3) (c) (d) (e)
 - 4) (a) (b) (c) (d)
 - 5) (a) (b) (d) (e)

The correct answer is (2)

SG p54, 55

Terminology that is developed in social sciences is often also used in everyday conversation. As an example, Potter (in Wetherell 1996:136) refers to the phenomenon of psychobabble. Here people take a range of concepts from various psychological theories and use these concepts, often incorrectly, in their daily conversations. This can lead to confusion about the meaning of such concepts. However, borrowing terminology is not just one-way. Social scientists deal with phenomena people come across every day. Consequently, social scientists borrow terminology from everyday language (eg “group” or “family”).

To recap: concepts identify and describe phenomena. Concepts are therefore the starting point of theorising.

QUESTION 13

If an investigation is repeated and the results are similar, then the research is:

- 1) valid
- 2) reliable
- 3) flexible
- 4) real

The correct answer is (2)

SG p91

Reliability: when identical investigations are repeated, similar research results will be obtained

QUESTION 14

A true experiment requires the following:

- a) control
 - b) manipulation
 - c) randomisation
 - d) double-blind procedure
-
- 1) (a) (b)
 - 2) (c) (d)
 - 3) (a) (b) (c)

4) (a) (b) (c) (d)

The correct answer is (3)

SG p131, 132

True experimental designs are those research studies in which the researcher manipulates the treatment condition; that is, the researcher decides who receives which treatment. There are therefore two treatment conditions. The group that receives the treatment (counselling) is called the experimental group, while the group that receives no treatment is called the control group.

The second characteristic of the true experimental design is random assignment of the subjects or sampling units to the treatment conditions or groups.

QUESTION 15

To gather details of a situation, a researcher should conduct ____ research:

- 1) descriptive
- 2) evaluation
- 3) explanatory
- 4) longitudinal

The correct answer is (1)

SG p81

Basic research makes use of exploratory, descriptive and explanatory research. Since it is used right at the beginning, with regard to new scientific knowledge and ideas, it is generally applied to explanatory research (Neuman 1997:21).

QUESTION 16

Which of the following data-collection techniques are mostly used in quantitative research?

- a) participant observation
 - b) questionnaires
 - c) structured interviews
 - d) semi-structured Interviews
- 1) (a) (b)
 - 2) (b) (c)
 - 3) (a) (c)
 - 4) (a) (b) (c) (d)

The correct answer is (2)

SG p85

In this type of research, preference is given to the following methods and techniques:

- conceptualisation of concepts that can be operationalised through measuring instruments
- data-collection techniques, such as structured questionnaires and schedules
- data-analysis techniques, varying from simple cross-tabulation of the data to complex analysis techniques (Neser et al 1995:53).

QUESTION 17

The units of analysis in ____ research are characterised by the following statement:

The whole is always more than the sum of the parts.

- 1) quantitative
- 2) qualitative

<i>The correct answer is (2)</i>		<i>SG p88</i>
Characteristics	Quantitative research	Qualitative research
Units of analysis	Variables which are elements that form part of the whole	Holistic, concentrating on the relationships between elements, contexts, words. Whole is always more than the sum.

QUESTION 18

Which of the following types of research is *less* applicable in qualitative research?

Research that:

- 1) makes in-depth inquiries into complexities and processes
- 2) can be done by means of an experiment
- 3) tries to explore why the current policy and practice do not work
- 4) investigates an unknown phenomenon

The correct answer is (2)
Experimental designs are a method more widely used in quantitative research.

QUESTION 19

Which behavioural norm or principle is being described below?

The researcher should not undertake research for financial rewards only.

- 1) voluntary participation
- 2) disinterestedness
- 3) informed consent
- 4) freedom from harm

The correct answer is (2)
Disinterestedness. This norm requires that personal gain should not be a researcher's main (or only) reason for doing research.

QUESTION 20

Which methodological aspect that has ethical implications is ignored in the following scenario?

The local government appoints you on a contract basis to conduct a survey among sex workers (prostitutes) in two sex clubs. You obtain direct consent from the management of the two clubs. Some of the employees fear that they may be dismissed and as a result pretend to be very satisfied with their employment conditions and remuneration.

- 1) Hawthorne effect
- 2) voluntariness
- 3) competency
- 4) universalism

The correct answer is (2)

SG p112

Consent must be voluntary. This means that each individual must have the ability and the right to choose whether or not to participate in research. Nobody must be forced, deceived, threatened or subjected to any form of coercion.

QUESTION 21

Which ethical problem can be created when a researcher decides to use secondary data instead of consulting primary data?

- 1) justice
- 2) bias
- 3) consent
- 4) anonymity

The correct answer is (2)

SG p175

Traditionally, two sources of existing data are distinguished: primary and secondary sources. Because primary data come directly from original sources, social scientists always try to obtain access to such original sources, such as interviews with people living in rural areas, or interviews with crime victims. Secondary data consist of materials that come from someone other than the original source (eg another researcher's report).

QUESTION 22

Which of the following behavioural norms would mainly regulate your response, from an ethical point of view, to the following request?

The Department of Education requests you, as a teacher, to forward a detailed record of your learners' reactions to specific outcomes-based educational tasks, over a period of nine months.

- 1) respect for privacy
- 2) organised scepticism
- 3) disinterestedness
- 4) universalism

The correct answer is (1)

SG p12

Organised scepticism. Scientists should not accept new ideas or evidence in a carefree,

uncritical manner. Instead, all evidence should be challenged and questioned. Each research study is subjected to intense criticism and scrutiny. The purpose of the criticism is not to attack the individual; rather, it is to ensure that the research can stand up to close examination.

Disinterestedness.

Scientists must be neutral, impartial, receptive and open to unexpected observations or new ideas. Scientists should not be rigidly wedded to a particular idea or point of view. They should accept, even look for, evidence that runs against their positions and should honestly accept all findings based on high-quality research.

Universalism.

Irrespective of who conducts the research and regardless of where it was conducted, the research is to be judged only on the basis of scientific merit.

QUESTION 23

Select factors that can impose a risk on subjects' right to privacy, when conducting research.

- a) the researcher's gender
 - b) the sensitivity of the information
 - c) obtaining prior informed consent
 - d) the researcher's language preference
 - e) the setting where the research is conducted
 - f) how widely the findings are published
 - g) conducting a debriefing interview
- 1) (a) (b) (e)
 - 2) (f) (g)
 - 3) (b) (e) (f)
 - 4) (c) (d)

The correct answer is (4)

SG p114

However, unlike obtaining a loan or applying for credit facilities, our goal (collecting and analysing information about people as human beings) may be in conflict with people's right to privacy. We can deal with this potential conflict by considering:

- 1. the sensitivity of the information
- 2. the place where the research is conducted
- 3. how public we are going to make our research findings

QUESTION 24

Ensuring that participants in field research are not harmed, their consent has been obtained and their privacy ensured, are ethical issues that relate to:

- 1) behavioural norms of disinterestedness
- 2) the accurate reporting of findings
- 3) the personal motives of the researcher
- 4) basic human rights

The correct answer is (4)

SG 111

Ethical issues in research relating to human rights

One of the primary responsibilities that we have towards the people whom we research is that we must not harm them in any way. This is why — in certain instances — we may need to obtain their permission to involve them in our research; this is also why we need to take

measures to ensure their privacy. These three ethical issues (do no harm; obtaining consent; and ensuring privacy) are the focus

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QUESTION 25

The aim of the research design is to:

- 1) provide fixed guidelines
- 2) select the subjects for the study
- 3) ensure valid conclusions
- 4) explain why something is happening

The correct answer is (3)

QUESTION 26

If the steps in the research process are executed in a sequential manner with little change to the original research design, the main aim of the study would probably be to:

- 1) determine the relationship between variables
- 2) interpret the meaning of social phenomena
- 3) measure different dependent and independent variables
- 4) provide a rich description of subjective experiences

The correct answer is (1)

SG p64

"In quantitative research we intend to establish causal connections between things. Our hypotheses are therefore constructed so as to be able to reflect such connections. Causal explanations identify a cause and effect relationship between phenomena."
Options 2) and 4) refer to qualitative research, which is nonsequential and flexible, therefore are incorrect.

QUESTION 27

What research design is described in this scenario?

A researcher working for an advertising company wants to investigate whether people are more inclined to buy a new product when they have been informed of the advantages of the product, than before being informed. She selects a sample and measures their willingness to buy the product by means of a questionnaire. She then randomly assigns each person to an experimental group (who receives more information on the product) and a control group (who receives no additional information on the product). After the information session, she again measures the willingness of the two groups to buy the product.

This is an example of a ____ design.

- 1) pre-experimental
- 2) post-test only control group
- 3) quasi-experimental
- 4) pretest-posttest control group

The correct answer is (4)

SG p131

The group that receives the treatment (counselling) is called the experimental group, while the group that receives no treatment is called the control group. These groups are compared in terms of the outcome or response to the treatment (or “no treatment”). This outcome is the dependent variable and the comparison between groups enables the researcher to determine the impact of the treatment. In an experiment, the dependent variable can be measured more than once. If the dependent variable is measured before the introduction of the treatment, this is called a pretest. The posttest is the measurement of the dependent variable after the treatment has been introduced. Although quasi-experimental designs also consist of a pre-test and post-test group, and also involve manipulating conditions and assignment of subjects to the treatment conditions, therefore identify causal relationships, quasi-experimental designs do not involve randomisation. Therefore 3) is incorrect.

QUESTION 28

A quantitative research design involving treatment of two groups, where the respondents decide to which group they want to belong, is called a/an ____ design.

- 1) post-test only control group
- 2) quasi-experimental
- 3) voluntary
- 4) experimental

The correct answer is (2)

SG p146

With a comparison group used in a quasi-experimental design, there is no randomization. Since they decided which group they want to belong to, this is a quasi-experimental design.

QUESTION 29

Read the following study and identify what the researcher wanted to achieve in designing this study.

A researcher wants to find out how teachers experience cases of child abuse. He decides to conduct open-ended, in-depth interviews with teachers (either individually or in groups) in which he will ask them to tell him about their thoughts on and experiences with child abuse.

The researcher wanted to:

- 1) ensure reliability by maintaining a proper scientific distance from the research participants
- 2) encourage research participants to talk openly by listening to them empathically
- 3) participate in teachers' experiences so that he can understand them empathically
- 4) use objective data-gathering techniques to determine own experiences empathically

The correct answer is (1)

SG p179

In-depth interviews are also called “intensive interviews”, “unstructured, conversational interviews”, “ethnographic interviews” and “focused interviews” (Pitout 1995:112). In-depth interviews differ from face-to-face interviews conducted in a survey, of a large population, because the main aim of in-depth interviews is to obtain detailed information. Whereas a survey in which face-to-face interviews are used to collect answers, opinions, motivations or emotions, as data, in-depth interviews delve into the reasons behind the answers, opinions, or emotions given in a survey. This is why in-depth interviews are particularly useful in field research.

QUESTION 30

How are the research question and the method addressed in the following scenario?

A researcher asks a group of outpatients suffering from depression to keep a diary in which they write once a week. After three months, the researcher analyses the content of the diaries to try and identify common themes. The findings are presented in a report to the staff at the hospital who are involved with these patients.

- 1) The research question is specified, but the method is adaptable.
- 2) The method is described, but the research question is fairly open
- 3) Both the research question and the method are clearly specified
- 4) Neither the research question, nor the method is specified

The correct answer is (2)

The method is clearly specified, the outpatients are asked to keep a diary – in which they write once a week.

QUESTION 31

Selecting the first 100 people crossing a street, is an example of:

- 1) convenience
- 2) purposive
- 3) theoretical
- 4) snowball

The correct answer is (1)

SG p161

Convenience sampling (or accidental sampling) is when the researcher selects those elements that he or she can access easily until the sample reaches the desired size. Convenience sampling is also referred to as accidental or availability sampling. The researcher may choose, for instance, the first twenty people turning up for an interview, or the people available in the library at a specific time, or a lecturer may use the students in his or her class.

QUESTION 32

The first 20 male and the first 20 female smokers entering a hall, are selected to participate in a research study. This is an example of ____ sampling.

- 1) snowball
- 2) quota
- 3) purposive
- 4) theoretical

The correct answer is (2)

SG p161

Quota sampling is a nonprobability sampling technique similar to stratified sampling, except that the final selection of elements is not random. Quota sampling generally requires that each stratum be represented in the sample in the same proportion as in the total population. However, the sampling procedure in quota sampling relies on convenience or accidental choice instead of random choice from a sample frame.

QUESTION 33

Which of the following statements with regard to sampling is true?

- 1) A random sample is one in which 50% of the elements of a population have an equal chance of being sampled
- 2) When hourly observations are made, you are in fact using a random sampling method
- 3) Random sampling in social sciences is the least expensive and most time-consuming strategy for selecting a sample
- 4) If a sample is representative, it yields valid data for making generalisations about the population from which it was drawn

The correct answer is (4)

SG p164

A sample is representative when it resembles the population and enables the researcher to accurately generalise results.

QUESTION 34

Of which method of sampling is the following an example?

If a researcher wishes to study all cancer patients in the country, she may identify groups of hospitals that have cancer wards in the different provinces of the country. A sample of these hospitals could then be drawn, from which a sample of patients could ultimately be selected.

- 1) snowball sampling
- 2) cluster sampling
- 3) simple random sampling
- 4) convenience sampling

The correct answer is (2)

SG p159

Cluster sampling requires that the population be divided into groups or clusters. Unlike stratified sampling, the elements of the population are grouped in heterogeneous clusters instead of homogeneous strata. Cluster sampling is used when a complete list of elements (sampling frame) is not available. Using the same example of factory workers, we could choose a sample that includes all workers (regardless of rank) in several divisions of the factory. Rather than selecting individuals, we randomly select divisions. This method can be used when the researcher does not have the time or money to get all the individuals' names, but does have a list of all the divisions in the factory. The sample is therefore randomly selected from the list of clusters (divisions of the factory). The researcher can sample all the workers in the chosen clusters or randomly select the same number of workers from each chosen cluster. Cluster sampling is less costly if the clusters are geographically defined. It requires listing only the elements in the selected clusters.

QUESTION 35

A non-random sample that is proportionately selected according to pre-specified characteristics, such as gender or ethnicity, is called a ____ sample.

- 1) cluster
- 2) stratified random
- 3) quota
- 4) purposive

The correct answer is (2)

SG p161

Quota sampling is a nonprobability sampling technique similar to stratified sampling, except that the final selection of elements is not random. Quota sampling generally requires that each stratum be represented in the sample in the same proportion as in the total population. However, the sampling procedure in quota sampling relies on convenience or accidental choice instead of random choice from a sample frame.

QUESTION 36

A unit from a specific population about which information is obtained is a/an:

- 1) sample
- 2) element
- 3) parameter
- 4) subset

The correct answer is (2)

SG p85

In qualitative research, the point of departure is to study the element, namely man, within unique and meaningful human situations or interactions.

QUESTION 37

The item below is to be used in a self-administered questionnaire. However, it contains a problem which should be avoided.

What do you think about your local community newspaper?

The above item is problematic because of the following reason:

- 1) an open question is not appropriate
- 2) options, such as a scale must be used
- 3) only one logical answer can be given
- 4) the question is vague

The correct answer is (4)

SG p187

References to vague agents of action must also be avoided, because they result in vague responses. In the last example above, it is not clear who or which institution is represented by “we”. Vague and imprecise responses also occur if the questions or statements are incomplete or ambiguous. For example, “What do you think about the day care facilities?” This question does not specify “what” aspect of the day care facilities we are being asked about or whether we are being asked about day care facilities on a national, provincial or local level. The question does not even tell us what type of day care facilities it means — for babies and children? Street children? People who are mentally retarded? People who are physically disabled?

QUESTION 38

When using a Likert scale to evaluate respondents' opinions about a health issue, which level of measurement are you applying?

- 1) nominal
- 2) ordinal
- 3) interval
- 4) ratio

The correct answer is (2)

SG p194

Both the Likert scales and semantic differential scales rely on an ordinal level of measurement.

QUESTION 39

Which type of question is illustrated in the following scenario?

You are the corporate communication manager of a large company and you want to establish how management can improve its communication with employees about the affirmative action policy. You ask one of the respondents the following question, "Pretend that you stand in the shoes of a member of management of this company. What changes would you make to improve communication between management and employees regarding the affirmative action policy?"

The above scenario contains a/an ____ question

- 1) filter
- 2) open
- 3) contingency
- 4) follow-up

The correct answer is (2)

SG p181

The purpose of open questions (in interviews and in questionnaires) is to encourage respondents to express their attitudes, emotions, ideas, sentiments, suggestions or opinions in their own words. This type of question is particularly useful if we are unsure of the type of responses we may obtain.

A role-playing question is another variation of an open question. Here the respondent is invited to play a particular role and respond from the perspective of that role.

For example:

Imagine you are the human resource manager of this company. How would you implement the new affirmative-action programme in this company?

QUESTION 40

Which method would you use to evaluate whether the questionnaire used in the following scenario is reliable?

You have compiled a questionnaire which you want to use to determine the opinions of patients regarding services received at a local hospital. You present the questionnaire to every 10th patient that leaves the hospital.

You would use the ____ method.

- 1) intercoder
- 2) concurrent
- 3) test-retest
- 4) split-half

The correct answer is (2)

SG p196

Concurrent validity is very similar to predictive validity, except for one important difference in the procedure followed. Unlike predictive validity, concurrent validity is estimated by administering the attitude scale and criterion measure at approximately the same time.

QUESTION 41

An advantage of using telephonic interviews is that:

- 1) diverse opinions can be obtained whilst pretesting a measuring instrument
- 2) a sensitive topic can be researched
- 3) the time it takes to collect data is short
- 4) an interpersonal rapport can be established between interviewer and respondents

The correct answer is (3)

SG p184

Telephone interviews also have definite advantages, such as:

- No expensive traveling, accommodation, duplication or postage costs are involved.
- Data can be collected quickly.
- Responses may actually be more accurate, because respondents do not have time to re-think their answers.
- Also, interviewers can be monitored (and this easier than in the case of face-to-face interviewing).

QUESTION 42

The item below is to be used in a self-administered questionnaire. However, it contains a problem which should be avoided.

*Four basic types of religious groups are recognised in society.
Do you also agree with this statement?*

The above item is problematic because it:

- 1) is a double-barrelled statement
- 2) contains loaded language
- 3) is a negative statement

- 4) contains an incomplete question

The correct answer is (2)

SG p187

Avoid using a question or statement which conveys a position for or against the topic being investigated (called loaded language). For example: "Do you also prefer working flexi-hours because you can plan your workday according to your personal needs?" The use of "also" and reference to an advantage, loads a "yes" justification onto this question.

QUESTION 43

You are creating a frequency distribution of the gender of students in your study group. In what chronological order would you do the following?

- a) Make a tally mark for every student in a particular category (male or female)
 - b) List the relevant categories (male and female)
 - c) Add the tally marks to get the total frequency for each category
- 1) (a) (b) (c)
 - 2) (b) (a) (c)
 - 3) (a) (c) (b)
 - 4) (b) (c) (a)

The correct answer is (2)

QUESTION 44

The procedures used to make generalisations about the population, based on the results of a sample, are referred to as:

- 1) generalisations
- 2) descriptive statistics
- 3) inferential statistics
- 4) coding

The correct answer is (3)

SG p235

We use the results based on a sample to make inferences about the attributes of the population and the methods used to do this are called inferential statistics (3). We have seen that descriptive statistics (2) are used to organise the data based on a sample

QUESTION 45

Which best describes the cumulative frequency distribution of the age of readers of a magazine?

- 1) a table of the number of readers 18 and younger, 19 to 22, etcetera
- 2) a graph of the ages of readers arranged from young to old
- 3) the total of all ages divided by the number of readers
- 4) the standard deviation indicating the spread of the age distribution

The correct answer is (1)

SG p220

The cumulative frequency (*cf*) of a class interval is the number of cases in the specified interval plus all the cases in the previous intervals. In other words, the cumulative frequency (*cf*) of a class interval is the number of cases that fall below the lower limit of the next interval.

QUESTION 46

The following set of data represents the ages of a group in a research project. Which measure of central tendency would be the most appropriate for this set of data where some of the scores differ a great deal from the other scores?

12 13 13 15 16 16 16 18 28 32

- 1) mean
- 2) median
- 3) mode
- 4) typical value

The correct answer is (3)

SG p224, 225, 226

- mode: score in a sample of scores that occurs with the greatest frequency
 - median: value or score such that half the observations fall above it and half below it. If the number of scores is an odd number, the median is simply the score in the middle of the list. When the number of scores is an even number, the middle of the list falls between two values and the median is the average of these two scores.
 - mean: sum of a sample of scores divided by the number of scores in the sample
- However, if there are one or two scores that differ a great deal from the rest of the scores, this will influence the mean and the median is then preferred.

QUESTION 47

Which measure(s) of central tendency is/are the smallest for the following set of data?

4 6 8 16 16

- 1) mode
- 2) median
- 3) mean
- 4) all three measures are equal

The correct answer is (2)

SG p224, 225, 226

- mode: score in a sample of scores that occurs with the greatest frequency – therefore 16
- median: value or score such that half the observations fall above it and half below it. If the number of scores is an odd number, the median is simply the score in the middle of the list. When the number of scores is an even number, the middle of the list falls between two values and the median is the average of these two scores.- therefore 8
- mean: sum of a sample of scores divided by the number of scores in the sample - therefore $50/5=10$

QUESTION 48

A researcher finds the following correlation coefficients between income, family size and education. Which correlation coefficient indicates the strongest linear relation among the variables?

Income and family size: +0,23
 Income and education +0,45
 Family size and education: -0,49

- 1) +0,23
- 2) +0,45
- 3) - 0.49
- 4) not enough information is provided

The correct answer is (3)

SG p229

We refer to the statistical relationship between two variables as a correlation and the statistic used to describe this is called a correlation coefficient. It can range in value from $-1,00$ to $+1,00$. These values represent a perfect negative (-1) or a perfect positive correlation ($+1$). A value close to 0 indicates a weak relationship, while 0 means there is no relationship. We can see that the numerical size of a correlation coefficient indicates the strength of the relationship, while the sign (positive/negative) indicates the direction of the relationship. A positive correlation means that an increase in one variable is associated with an increase in the other. A negative correlation between two variables means that as the value of one variable increases, the value of the other one decreases. Please note that the correlation between two variables does not necessarily mean that one variable causes the other.

QUESTION 49

You are one of the lecturers for a research methodology course. A student asks you for tips that will assist reading through all the transcribed interviews successfully. Which of the following tips would you share with the student?

- a) "the transcripts are too extensive, do not attempt to read them all at once
- b) When your mind starts to wander, or you become impatient, or start feeling uninterested, ~ it's time to pause.
- c) Refrain from reading the transcripts from the beginning of the document. If you always confine your energy to the first section of your data, you are more likely to exclude or overlook valuable information from later sections

- 1) (a) (b)
- 2) (c)
- 3) (b) (c)
- 4) (a) (b) (c)

The correct answer is (4)

SG p244

Pointers to keep in mind when reading through all the transcriptions

- If the transcripts are too extensive, do not attempt to read them all at once.
- When your mind starts to wander or you become impatient or start feeling uninterested, it is time to pause.
- Refrain from reading the transcripts from the beginning of the document. When you start out you are in peak form. If you always confine this energy to the first section of your data, you are more likely to exclude or overlook valuable information from

later sections. Reading the last third of the interview before the first portion is one technique that may help you to shed new light on each interview (Tutty et al 1996:98).

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QUESTION 50

In practice, when does the actual process of qualitative data analysis tend to commence?

- 1) Data analysis routinely starts prior to the first interview
- 2) The process of data analysis commences when the process of data collection begins
- 3) Data analysis will be conducted as an activity concurrently with data collection, data interpretation, and narrative report writing.
- 4) The process of data analysis commences once data saturation becomes noticeable

The correct answer is (2)

SG p240

On the issue of when to start with the activity of data analysis in the qualitative research process, Creswell, (2009:184) states that data analysis is *always an ongoing* process that routinely starts prior to the first interview. For example: Interest in a specific topic and thinking and reading about it might give one clues about the interviewees, the interviewing questions, the mode of data analysis and some tentative analytical themes. Streubert Speziale and Carpenter (2007:46–47, 96) note that in qualitative research, the process of data analysis commences when the process of data collection begins. (Compare Corbin & Strauss 2008:57–58.)

QUESTION 51

Which statement below best defines the concept "data saturation"?

Data saturation means:

- 1) the researcher is tired
- 2) the participants are tired
- 3) that there are no participants left to interview and/or to observe
- 4) that patterns and themes start recurring and no new information emerges

The correct answer is (4)

SG p241

When multiple interviews have been conducted and/or observations have been made and patterns and themes start recurring, or no new information emerges, the data are then said to have achieved "saturation" (Fossey et al 2002:726 and Donalek & Soldwisch 2004:356).

QUESTION 52

You are invited to deliver a paper at an International Conference on Qualitative research. The topic of your paper is "Guidelines to keep in mind when including storylines/direct quotations from the transcribed interviews in the research report."

Which of the following guidelines would you include in your paper?

- a) Quotations should be linked to the related text (e.g. theme, category and/or literature)
- b) The context surrounding the quotations should be clarified
- c) The quotations should be interpreted so that the readers can understand why the quotations are used
- d) The quotations should usually be relatively short in length, as long quotations are often vague in meaning

- 1) (b) (c)
- 2) (a) (d)
- 3) (a) (b) (c)
- 4) (b) (c) (d)
- 5) (a) (b) (c) (d)

The correct answer is (5)

SG p250

Kvale (in Oka and Shaw 2000) proposes the following guidelines when including quotations from the transcripts in the research report:

- Quotations should be linked to the related text (i.e. theme/category and/or literature.)
- The context of the quotations should be clarified.
- The quotations should be given interpretation; otherwise the readers cannot understand why they are quoted.
- A proper balance between quotations and text should be kept.
- The quotations should usually be relatively short in length, as long quotations are often vague in meaning.

QUESTION 53

Choose the correct word to complete the sentence:

Qualitative data analysis is about organising or ____ the masses of information acquired during the process of data collection in such a way that the themes/categories and interpretations that emerge from this process address the research problem(s) and the ensuing question(s) posed at the outset of the research.

- 1) de-contextualising
- 2) re-contextualising

The correct answer is (2)

SG p252

Qualitative data analysis is all about the “taking apart” or de-contextualising, sifting, and sorting the masses of information acquired during the process of data collection, and organising or re-contextualising it.

QUESTION 54

Which option(s) describe(s) the eventual outcome of qualitative data analysis. Implying that the body of data did not merely become smaller and more manageable in the analysis process because there was less to deal with, but this becoming *smaller and manageable* was the result of interpretation and organisation.

- a) data condensation
- b) data distillation

- 1) (a)
- 2) (b)

3) (a) (b)

The correct answer is (3)

SG p240

Basit (2003:144) refers to Tesch who uses the term “data condensation” or “data distillation” as a way of describing the eventual outcome of a qualitative analysis, implying that the body of data did not merely become smaller and manageable in the analysis process because there was less to deal with, but this becoming “smaller and manageable” was the result of interpretation and organisation.

QUESTION 55

You are busy writing a research report for an academic journal. Given below is a list of aspects which you have included in your report. What is the best sequence for presenting these aspects of your report?

- a) method
 - b) interpretation
 - c) results
 - d) abstract
 - e) literature review
- 1) (d) ~ (a) ~ (e) ~ (b) ~ (c)
 - 2) (e) ~ (a) ~ (b) ~ (c) ~ (d)
 - 3) (d) ~ (e) ~ (a) ~ (c) ~ (b)
 - 4) (e) ~ (a) ~ (c) ~ (b) ~ (d)

The correct answer is (3)

SG p273

1. Abstract
2. Introduction
3. Literature review
4. Method
5. Sampling procedure
6. Data collection
7. Results (or findings)
8. Discussion
9. Interpretation
10. Conclusion

QUESTION 56

The introduction to a research report is usually written last because you need to:

- 1) allow for accurate reporting on the main points of your report
- 2) provide a deeper understanding of the analytical process
- 3) reflect on the body and contents of your report
- 4) ensure you have said something important

The correct answer is (3)

SG p272

It may seem odd to you that we are talking about the introduction to your report at the end. But the introduction, in fact, forms part of the fourth and final stage of the research process.

QUESTION 57

Reports on research in the mass media are usually limited to findings and sampling because:

- a) newspapers need to make the research sensational
 - b) journalists have different perspectives on what is important
 - c) the general public does not understand academic jargon
 - d) the general public is not always interested in the details of research
- 1) (a) (b) (c)
 - 2) (a) (b) (d)
 - 3) (a) (c) (d)
 - 4) (b) (c) (d)

The correct answer is (4)

SG p264

Media reports tend to be very short compared with the other types of report we have discussed. In a research report for the media, you cannot go into detail about your research method. Instead, you need to provide the most basic facts such as the size and nature of your sample and any possible margins of error (if the report is based on a survey or opinion poll [Baker 1988:422]). Data collection techniques, measurement techniques and the literature review are usually omitted altogether from a report intended for the mass media. The emphasis is on your research findings, what they mean and how they can be applied. As the intended audience will not be familiar with technical terms, avoid using jargon. For example, the concept of a random sample means nothing to the general public, so rephrase this in a non-technical way.

QUESTION 58

In terms of length and complexity, which type of research report would be the most extensive?

- 1) journal article
- 2) in-house publication
- 3) dissertation and thesis
- 4) mass-media report

The correct answer is (3)

SG p262

As a result, there is a strong emphasis on providing as much detail as possible in the report. A report for a thesis needs to give details of the following: the precise nature of the research process (eg literature survey), the research design (eg sampling, methods used for data collection), the method of interpretation used and the format of the report itself. A thesis is written at a higher level of complexity than a dissertation. Compared with the other types of research reports discussed here, the dissertation and thesis are often the longest type of report because of the detail required.

QUESTION 59

In a research report the researcher fails to indicate how a sample was drawn from a population of respondents living in an informal settlement. You would criticise the above because the following scientific criterion of the study cannot be confirmed.

- 1) external validity
- 2) time-dimension
- 3) objectives
- 4) problem statement

The correct answer is (1)

SG p130

External validity refers to the extent to which the results can be generalised to other populations or circumstances. Selection poses a threat to external validity and the subjects chosen for a study should therefore be representative of a larger population.

QUESTION 60

In which part of a research report are the descriptive statistics and findings normally reported?

- 1) abstract
- 2) discussion
- 3) results
- 4) appendices

The correct answer is (3)

SG p270, 271

Results

This section of your report relates to your research findings. There are three elements we need to consider here (Wimmer & Dominick 1994:397).

- Illustrating your findings. Your use of charts, tables, figures and other ways of graphically representing your data should be used sparingly, particularly if you intend submitting your report to a journal for publication. However, if you are preparing a report for commissioned research or a presentation, then a visual display of data can predominate. Refer back to study unit 8 for a discussion of the description and interpretation of data, particularly section 8.3 for a discussion on the use of tables and graphs.
- Description of your analysis. In the case of quantitative research, the statistical method you used should be mentioned. If you have used a common statistical method to analyse your data, such as Chi-square, you can mention it in a single sentence.
- Description of findings. Your findings need to relate directly to your initial problem and also to your research questions and/or hypothesis. You need to ask yourself if your findings confirm your hypothesis and answer your research questions.

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QUESTION 1

Personal values and beliefs as a possible barrier to further inquiry, is guarded against by scientists:

- a) doing a thorough literature review
 - b) involving a sufficiently large sample of observations
 - c) rigorously testing hypotheses
 - d) sharing research results with fellow scientists
- 1) (a)
 - 2) (a) (b)
 - 3) (a) (b) (c)
 - 4) (c) (d)

The correct answer is (4) *SG p22, 26*
 Value-freedom, neutrality or detachment is of little use to the **interpretive** researcher since there is no external reality independent of the particular context in which meaning is attributed. Interpretivists see values as an integral part of social reality and emphasise that they should be acknowledged as such (Bailey 1996:28; Mason 1996:4, 6; Ragin 1994:43–44; Sarantakos 1998:38).
 On the other hand, for **positivists**, all knowledge is based on facts. Facts are empirically established by the senses. Positivists claim it is crucial that researchers approach social reality in a neutral, value-free, detached and systematic way.
 Therefore the question relates to functions of **positivist** researchers.

QUESTION 2

Which of the following statements are true?

Establishing norms for professional researchers:

- a) is valid because it can increase the researchers' chances to discover truth
 - b) is a way whereby the government or other authoritative bodies can control and restrict research on sensitive issues
 - c) is necessary to ensure that the scientific community does not harm the rights of others
 - d) forms guidelines for proper conduct
- 1) (a)(d)
 - 2) (a) (b) (d)
 - 3) (b) (c)
 - 4) (a) (c) (d)

The correct answer is (4) *SG p44*
 These norms are: universalism, organised scepticism, disinterestedness, communication, honesty.

QUESTION 3

What research norm is reflected in the following scenario?

A report on the results and recommendations of an investigation into examination preparation problems experienced by a sample of Unisa students, is circulated amongst knowledgeable researchers and academics in South Africa and overseas for comment:

- 1) honesty
- 2) transparency
- 3) communalism
- 4) organised scepticism

The correct answer is (3)

SG p12

Communalism. Scientific knowledge must be shared with others; it belongs to everyone. Creating scientific knowledge is a public act and the findings are public property, available for all to use. The way in which the research is conducted must be described in detail. New knowledge is not formally accepted until other researchers have reviewed it and it has been made publicly available in a special form and style.

QUESTION 4

A researcher finds that the anticipated pre-abortion counselling of pregnant women seldom takes place in a particular clinic. Due to outside pressure she decides to adjust the results so as to create a positive picture. This researcher:

- 1) trespasses the norms of science
- 2) considers the feelings of others
- 3) does not want to create problems for herself or others
- 4) uses common sense to promote her status amongst certain political leaders

The correct answer is (1)

SG p13

This researcher trespasses the norm of Honesty; his is a general cultural norm, but it is especially strong in scientific research. Scientists demand honesty in all research; dishonesty or cheating in scientific research is a major taboo.

QUESTION 5

Which two of the following statements best describe methodology?

Methodology:

- a) is what social scientists discover about the nature of reality
 - b) studies the characteristics of knowledge
 - c) is the logic on which research is based
 - d) provides social scientists with the necessary know how for research
- 1) (a) (b)
 - 2) (b) (c)
 - 3) (c) (d)
 - 4) (a) (c)
 - 5) (b) (d)

The correct answer is (3)

QUESTION 6

People's dependence on media presentations for understanding the impact of, for example, sophisticated communication technology on their daily lives, is an example of:

- 1) media myths
- 2) authority
- 3) mythical interpretation of technology
- 4) scepticism towards technology

The correct answer is (1)

SG p8

Media Myths: The mass media, including television, films, newspapers and magazines and, most recently, the Internet, have a powerful influence on knowledge. Most people learn about the world and develop their concept of social reality according to what they see, hear and read in the media. However, as Neuman (1997) points out, the chief purpose of the media is to entertain, not to present reality accurately. Writers who adapt real life for television shows and films scripts distort reality, often relying on tradition, authority or common sense. Writers for newspapers and magazines have deadlines which limit their information and they cannot be specialists in every topic they write about. Mistakes may be made from ignorance. Public thinking can be changed by selective emphasis, and this, in turn, can lead people into error.

QUESTION 7

Which of the following statements are true with regard to theories in the social sciences?

- a) Theories can describe or explain a phenomenon
 - b) Theories are broader in scope than approaches
 - c) The level of abstraction of theories can differ
 - d) Theories guide research
 - e) Theories are speculations
- 1) (a) (b) (c)
 - 2) (a) (b) (d)
 - 3) (a) (c) (d)
 - 4) (a) (c) (e)
 - 5) (b) (c) (d)

The correct answer is (3)

SG p50, 55, 56, 58

Here, theory is equated to speculation.

To recap: concepts identify and describe phenomena.

The scope of a theory is linked to the level of abstraction achieved by the concepts in the theory (the building blocks of the theory). The higher the level of abstraction, the more the theory can Theory deductively guides research, while the information obtained through research inductively builds theory. Theory and research are therefore inseparable (Cohen 1989:22).e generalised and the wider its applicability.

QUESTION 8

In social science research deduction is the process of reasoning whereby:

- a) general statements are made from specific evidence
 - b) one moves from the abstract to the concrete
 - c) general principles are linked to specific contexts
 - d) abstract statements are derived from concrete evidence
-
- 1) (a) (b)
 - 2) (b) (c)
 - 3) (c) (d)
 - 4) (a) (d)

The correct answer is (2)

SG p57

Chafetz (1978:7) identifies deduction and induction as the two processes of reasoning which we use to develop theories. Deduction involves the process of testing general ideas (theory). This is done by finding out whether abstract, logical relationships apply to specific, concrete contexts. During the process of deduction, general ideas are linked to empirical evidence. In contrast, induction involves using specific and concrete observations to develop abstract, logical relationships between phenomena. Induction implies the process of building theory. In the case of induction, the researcher develops new concepts and specifies the relationships between them on the basis of the evidence collected. The evidence is generalised during this process (Dooley 1990:70–71, 73; Ragin 1994:3–4, 46).

Deduction: going from the general to the specific; using general principles to suggest specific outcomes

Induction: using a number of specific observations to formulate general principles

QUESTION 9

Read the following hypothesis and identify the independent variable:

Women are more in favour of birth control than men

- 1) women
- 2) men
- 3) gender
- 4) birth control
- 5) attitude towards birth control

The correct answer is (3)

SG p66

Dependent variable: the variable that is influenced or changed; the effect

Independent variable: the variable that influences or changes the dependent variable; the cause

QUESTION 10

The words in **bold** are an example of an independent variable in which of the following statements?

- 1) One's **state of health** depends on one's income
- 2) Severe stress leads to **personality disintegration**
- 3) Revolutions are caused by **relative deprivation**
- 4) **Neurotic behaviour** is caused by early childhood experiences
- 5) Malnutrition is a cause of a **depressed immune system**

The correct answer is (5)

SG p66

Dependent variable: the variable that is influenced or changed; the effect

Independent variable: the variable that influences or changes the dependent variable; the cause

QUESTION 11

The scope of a theory:

- a) increases as the level of abstraction increases
 - b) refers to the generalisability of the theory
 - c) is associated with a specific domain of analysis
 - d) refers to the social reality which is studied empirically
- 1) (a) (b)
 - 2) (a) (d)
 - 3) (b) (c)
 - 4) (c) (d)

The correct answer is (1)

SG p55, 56

The scope of a theory is linked to the level of abstraction achieved by the concepts in the theory (the building blocks of the theory). The higher the level of abstraction, the more the theory can be generalised and the wider its applicability.

QUESTION 12

Identify the statement(s) that has/have the potential to be a social law:

- a) If we exert less force on an object, it will move slower
 - b) The suicide rate decreases as the level of social integration increases
 - c) Men are sexist
 - d) Intelligence is an inherited attribute
- 1) (a) (b)
 - 2) (c) (d)
 - 3) (a) (b) (d)
 - 4) (c)
 - 5) (b)

The correct answer is (1)

SG p76

Remember we describe social laws as being probabilities rather than certainties.

QUESTION 13

Descriptive research is done to:

- 1) give details of a situation
- 2) explain phenomena
- 3) determine causality
- 4) investigate a new field

The correct answer is (1)

SG p94

Descriptive research is aimed at giving the specific details of a situation (in this case, a social phenomenon), social environment or relationship (Neuman 1997:19–20). It attempts to describe a phenomenon, for example, the demographic characteristics of users of illegal drugs and to which degree the types of drugs vary in terms of the users' income, age, gender etc.

QUESTION 14

When research is conducted to support theories, to explain social relations, to explain changes in communities and to advance new scientific knowledge regarding society, it is known as ____ research.

- 1) basic
- 2) applied
- 3) action
- 4) longitudinal

The correct answer is (1)

SG p81

- **Basic research** — research that tends to expand on fundamental knowledge (sometimes also called “academic research” or “pure research”). The researcher first states what social phenomenon (eg street children) is researched, and then describes and/or explains the phenomenon.
- **Applied research** — research that tends to solve specific problems. Here the researcher aims to address a specific practical social problem. The problem is then investigated and treated in a specific manner by applying acquired researched knowledge.

QUESTION 15

A researcher conducts research to determine the possible effects of integrating the police and prison services into one state department. This type of research is best described as ____ research.

- 1) action
- 2) basic
- 3) fundamental
- 4) social impact evaluation

The correct answer is (1)

QUESTION 16

Which of the following are types of applied research?

- a) social-impact assessment
 - b) action research
 - c) academic research
 - d) evaluation research
- 1) (a) (b) (c)
 - 2) (b) (c) (d)
 - 3) (a) (b) (d)
 - 4) (a) (c) (d)

The correct answer is (3)

Academic research is not aimed at a specific problem, and it will undoubtedly be published, (characteristics that distinguish basic research from applied research) – therefore c) is not applied research.

QUESTION 17

A researcher posed the following open-ended question to a respondent during his research project. "What is your view with regard to the re-instatement of the death penalty in South Africa?"

The researcher is conducting ____ research.

- 1) qualitative
- 2) quantitative
- 3) longitudinal
- 4) feminist

The correct answer is (1)

SG p239

Qualitative researchers concern themselves with the interpretation of subjective meaning, the description of social contexts, and the privileging of lay knowledge (Fossey et al 2002:726).

QUESTION 18

The use of inductive reasoning is a characteristic of the ____ approach.

- 1) quantitative
- 2) qualitative

The correct answer is (2)

SG p239

Leedy (1997:165) refers to McMillan and Schumacher who are of the view that qualitative data analysis is mainly an inductive process¹ of organising data into categories/themes and identifying patterns among the categories/themes.

QUESTION 19

Identify situational factors that apply when we make judgements about ethics in research.

- a) the methods we use to collect data
 - b) the goal of the research study
 - c) our intentions as researchers
 - d) the consequences of the research
 - e) the use of probability sampling
 - f) comparing responses based on gender
- 1) (a) (b) (c) (d)
 - 2) (b) (c) (e) (f)
 - 3) (c) (d) (e) (f)
 - 4) (a) (d) (e) (f)

The correct answer is (1)

SG p110

However, instead of dealing with the different steps, we now consider four situational factors that apply to making judgments about ethics in research:

- 5. the methods that we use to collect, analyse and report research
- 6. the purpose or goal of the research (eg to formulate new theories or to solve a social problem)
- 7. the personal motives or intentions of the individual researcher (eg to advance a career, which may be unrelated to the purpose of the research)
- 8. the consequences or effects of research, including effects on research participants or respondents, on researchers and on the larger social and scholarly communities

QUESTION 20

The professional code of conduct to which social workers, psychologists, police officers, nurses and journalists adhere:

- 1) prevents their work from being biased
- 2) regulates their professional behaviour
- 3) protects their rights as researchers
- 4) guides the meaning of ethics in research

The correct answer is (2)

SG p109

Certain occupations and professions, such as nursing, teaching, social work, psychology, policing or journalism, have a certain professional code of conduct. In other words, each profession recognises a set of principles and attitudes that must guide that professional's behaviour.

QUESTION 21

Ensuring that respondents in a survey are not harmed, obtaining their consent and ensuring their privacy, are ethical issues that relate to:

- 1) behavioural norms of universalism
- 2) solving social problems
- 3) avoiding subjective bias
- 4) basic human rights

The correct answer is (4)

SG p111

Ethical issues in research relating to human rights

One of the primary responsibilities that we have towards the people whom we research is that we must not harm them in any way. This is why — in certain instances — we may need to obtain their permission to involve them in our research; this is also why we need to take measures to ensure their privacy. These three ethical issues (do no harm; obtaining consent; and ensuring privacy) are the focus

QUESTION 22

Which ethical issue is being addressed in the following scenario?

Responses recorded on an audiotape during personal interviews are identified with reference to respondents' first names only.

- 1) legal competency
- 2) organised scepticism
- 3) do no harm
- 4) protection of privacy

The correct answer is (4)

SG p110

Ethical issues relating to human rights are:

- Do no harm. The meaning of “harm” should be treated in the broadest possible way, to include anything from physical discomfort to emotional stress, humiliation or embarrassment. Very young children, the elderly, individuals with disabilities and people who are institutionalised (eg prisoners) are particularly vulnerable, because they may agree to participate in research for the wrong reasons.
- Obtaining consent
- Ensuring privacy. We can deal with this potential conflict by considering:
 1. the sensitivity of the information
 2. the place where the research is conducted
 3. how public we are going to make our research findings

QUESTION 23

Which of the following behavioural norms would mainly regulate your response, from an ethical point of view, to the following request?

The Department of Education requests you, as a teacher, to forward a detailed record of your learners' reactions to specific outcomes-based educational tasks, over a period of nine months.

- 1) respect for privacy
- 2) organised scepticism
- 3) disinterestedness
- 4) universalism

The correct answer is (1)

SG p12

Organised scepticism. Scientists should not accept new ideas or evidence in a carefree, uncritical manner. Instead, all evidence should be challenged and questioned. Each research study is subjected to intense criticism and scrutiny. The purpose of the criticism is

not to attack the individual; rather, it is to ensure that the research can stand up to close examination.

Disinterestedness.

Scientists must be neutral, impartial, receptive and open to unexpected observations or new ideas. Scientists should not be rigidly wedded to a particular idea or point of view. They should accept, even look for, evidence that runs against their positions and should honestly accept all findings based on high-quality research.

Universalism.

Irrespective of who conducts the research and regardless of where it was conducted, the research is to be judged only on the basis of scientific merit.

QUESTION 24

Which ethical requirement is neglected by using the following data-collection technique?

As a human resources manager of a large firm you suspect that one of the main reasons why employees are dissatisfied can be ascribed to barriers in the information flow from supervisors to employees in the lower ranks. You set up a series of interviews over a period of six months. Unobtrusive cameras are installed behind a one-way mirror and unbeknown to the employees, the interviews are recorded.

- 1) time dimension
- 2) universalism
- 3) privacy
- 4) sampling

The correct answer is (3)

SG p115

If there is a risk of invading someone's privacy, we must first ensure that we obtain participants' consent. Secondly, we must take precautions to protect their anonymity (especially if our findings are to be published).

QUESTION 25

If the original research design is changed while doing the research, this research can be regarded as:

- 1) non-sequential
- 2) invalid
- 3) coherent
- 4) quantitative

The correct answer is (1)

SG p125

Not all research proceeds in such an orderly fashion. A design that is open and flexible (changeable) is often more suitable when doing qualitative research and this type of research may well be "less orderly". This type of research is nonsequential (as indicated by the two-way arrows in figure 5.1), which means that if there are good reasons for it, the researcher can change the original design while doing the research.

Research → Research → Data collection → Data analysis → Research
 question ← design ← (Observation) ← (Interpretation) ← report

FIGURE 5.1
The research process
 (Adapted from Durrheim 1999:31)

QUESTION 26

A researcher has an expectation about how a study will turn out, and the study does in fact turn out that way because of his beliefs. This is called:

- 1) the Hawthorne effect
- 2) the regression effect
- 3) selection bias
- 4) none of the above

The correct answer is (4)

SG p114, 129

Hawthorne effect: the effect on participants of knowing that they are being “researched”. Therefore 1) is incorrect.

Regression effect refers to a tendency of extreme scores to move towards the average upon retesting. Suppose a researcher finds that violent criminals, tested before and after watching a violent film, are slightly less violent after the film. Because the criminals began at an extreme in terms of the measure on violence, it is unlikely that the film could make them more violent and due to the regression effect, they appear less extreme when measured again. Therefore 2) is incorrect.

Selection of subjects to be assigned to a specific group could **bias** the study if there are important, unsuspected differences between the subjects in each group. An example is an experiment on physical aggression in which the one group unintentionally contains soccer and rugby players, whereas the other group is made up of musicians and painters! Therefore 3) is incorrect.

QUESTION 27

Which of the following is a defining characteristic that must be present in a true experimental design?

- 1) using a random sample of subjects
- 2) including a pretest and a posttest in the study
- 3) random assignment of subjects to groups
- 4) subjecting each subject to two treatment conditions

The correct answer is (3)

SG p132

The second characteristic of the true experimental design is random assignment of the subjects or sampling units to the treatment conditions or groups. (Remember the first characteristic is that the researcher manipulates the treatment conditions.)

QUESTION 28

Select the research design described in the following scenario:

A psychologist evaluates the success of a newly developed treatment for depression using behaviour therapy as a control condition. He randomly assigns clients to the new treatment and the behaviour therapy. After three months of treatment clients are evaluated in terms of the degree of depression.

- 1) pre-experimental
- 2) posttest only control group
- 3) quasi-experimental
- 4) pretest-posttest control group

The correct answer is (4)

SG p131

The group that receives the treatment (counselling) is called the experimental group, while the group that receives no treatment is called the control group. These groups are compared in terms of the outcome or response to the treatment (or “no treatment”).

This outcome is the dependent variable and the comparison between groups enables the researcher to determine the impact of the treatment. In an experiment, the dependent variable can be measured more than once. If the dependent variable is measured before the introduction of the treatment, this is called a pretest. The posttest is the measurement of the dependent variable after the treatment has been introduced.

Although quasi-experimental designs also consist of a pre-test and post-test group, and also involve manipulating conditions and assignment of subjects to the treatment conditions, therefore identify causal relationships, quasi-experimental designs do not involve randomisation. Therefore 3) is incorrect.

QUESTION 29

Read the following scenario and select the most appropriate option:

A researcher is conducting a study on people's attitudes towards a government project before and after they have attended an information session on the project. He uses raters to assess their attitudes. Which threat to the internal validity of the study arises if the raters become more competent in their ratings after the information session?

- 1) instrumentation
- 2) maturation
- 3) history
- 4) regression effect

The correct answer is (2)

SG p128, 129

- There may be changes within the subjects themselves over time. The subjects being studied may undergo physical or psychological changes (this is known as **maturation**) that are not part of the independent variable, but which nevertheless confuse the results. Suppose a researcher does an experiment on the styles of children's play between grades 1 and 6. In this case, play styles will be influenced by physical and emotional changes that occur as the children grow older, in addition to any effects due to the independent variable.
- The instrument (eg questionnaire) used to measure the dependent variable may change during the study. **Instrumentation** is a threat to the validity of the study if the measuring instrument deteriorates or improves over time. To take a very simple

example: if the springs on the scale weaken during a weight-loss experiment, this will influence the readings on the scale.

- **Regression effect** refers to a tendency of extreme scores to move towards the average upon retesting. Suppose a researcher finds that violent criminals, tested before and after watching a violent film, are slightly less violent after the film. Because the criminals began at an extreme in terms of the measure on violence, it is unlikely that the film could make them more violent and due to the regression effect, they appear less extreme when measured again.
- **History** refers to uncontrolled events that influence the outcome of the research. If an event that is not related to the study occurs during the study and influences the dependent variable, this event will confuse the causal relationship that the researcher assumes exists. An example is a two-week study to evaluate people's attitudes toward space travel; halfway through the study a space craft explodes on the launch pad, killing the astronauts.

QUESTION 30

Read the following study and indicate how clear and specific the research design is.

A researcher wants to find out what misconceptions primary school teachers in the Gauteng Province in South Africa have about child abuse. She decides to ask four groups of about seven primary school teachers from different schools to discuss a number of fictional case studies involving child abuse. She plans to identify instances of common misconceptions using a coding scheme developed by a previous researcher.

- 1) The research question is clearly specified, but the method is not clearly specified
- 2) The method is clearly specified, but the research question is not clearly specified
- 3) Both the research question and the method are clearly specified
- 4) Neither the research question nor the method is clearly specified

The correct answer is (3)

QUESTION 31

Probability sampling:

- a) gives each member of the population an equal chance to be selected
 - b) is convenient and economical
 - c) prevents investigator's bias from entering the selection of the sample
 - d) usually allows generalisation
- 1) (a) (b)
 - 2) (b) (c) (d)
 - 3) (a) (c) (d)
 - 4) (a) (b) (c) (d)

The correct answer is (3)

SG p155

Probability sampling: sometimes called random sampling. A sampling approach which ensures that every element in the population has an equal chance of being selected for the sample.

QUESTION 32

Bias in sampling refers to:

- 1) systematic overrepresentation or underrepresentation of one or other segment of the population on the attribute of interest
- 2) lack of heterogeneity in the population with regard to the attribute of interest
- 3) sample selection In nonprobability sampling
- 4) the margin of error in the data obtained from samples

The correct answer is (1)

SG p161

Convenience sampling (or accidental sampling) is when the researcher selects those elements that he or she can access easily until the sample reaches the desired size. Convenience sampling is also referred to as accidental or availability sampling. The researcher may choose, for instance, the first twenty people turning up for an interview, or the people available in the library at a specific time, or a lecturer may use the students in his or her class. Obviously, this can introduce **serious bias, because certain elements in the population may be overrepresented or underrepresented.**

QUESTION 33

A specified characteristic such as the mean age of all psychology students at Unisa is called a/an:

- 1) sampling frame
- 2) element
- 3) parameter
- 4) mean

The correct answer is (3)

SG p151

A **parameter** is a specified characteristic obtained by studying all the elements of a population. For example, the mean ages of all geography students at South African universities. To determine this parameter, the researcher has to record the age of each student. A parameter is thus a measure or value collected from a population; a parameter describes a particular characteristic of the whole population.

QUESTION 34

A researcher investigating the career progress of female managers selects 25 women who are managers in large companies.

Which of the following sampling techniques did the researcher use?

- 1) quota
- 2) systematic
- 3) purposive
- 4) convenience

The correct answer is (4)

SG p162

Purposive or judgmental sampling (also referred to as theoretical sampling) is when the researcher selects a sample that can be judged to be representative of the total population. This judgment is made on the basis of available information or the researcher's knowledge about the population. This knowledge is used to hand-pick the elements for the sample.

Choosing the first three days of the month for auditing client's files is an example of purposive sampling. This type of sampling relies heavily on the subjective considerations of the researcher rather than scientific criteria. But when used by an expert who knows the population being studied, it has some value. It could, however lead to misleading results (Polit & Beck 2008:343).

QUESTION 35

A sample where the first house in a street is randomly selected, whereafter every tenth house in that street is sampled, is called a ____ sample.

- 1) simple random
- 2) systematic
- 3) convenience
- 4) snowball

The correct answer is (2) *SG p157*
 Systematic sampling (or interval sampling) involves drawing every *f*th element from a population. Elements are selected at equal intervals (eg every sixth, tenth or nineteenth element).

QUESTION 36

Read the following scenario and select the most appropriate option:

A researcher wishes to study individuals suffering from agoraphobia (fear of open spaces). The researcher places an advertisement in the newspaper asking for participants. A total of 50 people respond, of which the researcher randomly selects 30. However, only 15 participants actually turn up for their appointment.

The basic problem confronted by the researcher is that:

- 1) the accessible population may differ from the target population
- 2) the sample has been drawn by using an unethical method
- 3) the sample size is too small
- 4) it is impossible to study agoraphobia in a scientific way

The correct answer is (3) *SG p164*
 There are no hard and fast rules for determining sample size. Instead, the researcher must consider the research purpose, the design, the size of the population and the type of sample used. Generally, with the exception of case studies, the larger the sample the more valid and accurate the study. This is because the larger sample is more likely to be representative of the population.

QUESTION 37

Nonparticipant observation in field research occurs when:

- 1) a researcher makes audio recordings of conversations, but does not get involved in the social interaction
- 2) the Hawthorne effect takes place
- 3) a researcher becomes involved with the activities of the group of participants being observed
- 4) the reason for a researcher's presence is not known to the group being observed

The correct answer is (1)

SG p201

“Participant observation” has also been called “fieldwork” and “field observation” (Rosnow & Rosenthal 1999:83). As the word “participant” suggests, the researcher (as observer) joins and becomes involved with the group being observed. For example, a researcher watches and records what people do and say during weekly dancing sessions attended by single adults. If the researcher participates in the social activities (eg dancing, eating and drinking), this is “participant” observation. However, if the researcher merely makes a tape recording of conversations or makes field notes from memory this is “nonparticipant” observation. In nonparticipant observation, the researcher fulfils the role as an observer and is entirely removed from the social interaction he or she is observing. In either case the group being observed may or may not be aware that they are being observed for research purposes.

QUESTION 38

You want to undertake exploratory research to determine if twenty newly appointed employees with disabilities are experiencing work-related problems in an organisation, and if they are, to determine what the nature of these problems are.

Which of the following options would be the most appropriate?

- 1) using a self-administered questionnaire
- 2) conducting interviews, using open questions
- 3) using ranking and inventory questions
- 4) using semantic differential scales

The correct answer is (2)

SG p184, 86

Advantages of interviews

- Because interviews are flexible (especially semi-structured and unstructured interviews) they can provide a researcher with detailed and fresh information the researcher may not have predicted or anticipated.
- Because an interview involves dialogue between interviewer and respondent, unclear questions can be clarified.
- Additional information can be obtained by asking follow-up questions, especially where responses are ambiguous or unclear.
- An interview allows the researcher to establish rapport, or even a personal relationship, with respondents. This, in turn, enables the researcher to contact respondents at a later stage if further questions arise during the interpretations and analysis of the data.
- Respondents do not have to be literate.
- Nonverbal communication (eg facial expressions) can be observed and noted.
- Random samples can be drawn.
- The way in which questions are asked can be standardised.

This is an example of qualitative research.

In this type of research, preference is given to the following methods and techniques:

- concepts that capture the meaning of the experience (situation), action or interaction of the element (man)
- unstructured (open) questionnaires and interviews
- participant observation, ethnographic studies and case studies
- recording of life histories, use of autobiographies and diaries
- analysis of collected data by means of nonquantitative frameworks and category systems (Neser et al 1995:53–54).

QUESTION 39

Which method would you use to evaluate whether the questionnaire used in the following scenario is reliable?

You have compiled a questionnaire which you want to use to determine the opinions of patients regarding services received at a local hospital. You present the questionnaire to every 10th patient that leaves the hospital.

You would use the ____ method.

- 1) intercoder
- 2) concurrent
- 3) test-retest
- 4) split-half

The correct answer is (2)

SG p196

Concurrent validity is very similar to predictive validity, except for one important difference in the procedure followed. Unlike predictive validity, concurrent validity is estimated by administering the attitude scale and criterion measure at approximately the same time (when they leave the hospital).

QUESTION 40

Which of the following questions would be an appropriate open-ended question?

- 1) What kind of opportunities do you have in your present job to use the knowledge gained from higher education?
- 2) Are there plenty of opportunities in your present job to use the knowledge gained from higher education?
- 3) Can you apply the knowledge gained from higher education in your present job?
- 4) Is the knowledge gained from higher education of any value for you in your present job?

The correct answer is (1)

An open-ended question cannot be answered by a simple "yes" or "no".

QUESTION 41

The item below is to be used in a self-administered questionnaire. However, it contains a problem which should be avoided.

Our service to the elderly people in the community should be extended to include dally group discussions.

Select one of the following options that corresponds with your opinion on the above statement:

- | | |
|-------------------|--------------------------|
| Strongly agree | <input type="checkbox"/> |
| Agree | <input type="checkbox"/> |
| Neutral | <input type="checkbox"/> |
| Disagree | <input type="checkbox"/> |
| Strongly disagree | <input type="checkbox"/> |

The above item is problematic because of the following reason:

- 1) The scale used in the item is not appropriate
- 2) The item contains a negative statement
- 3) Reference is made to a vague agent of action
- 4) The item contains a double-barrelled statement

The correct answer is (3)

SG p187

References to vague agents of action must also be avoided, because they result in vague responses. In the last example above, it is not clear who or which institution is represented by “our”. Vague and imprecise responses also occur if the questions or statements are incomplete or ambiguous. For example, “What do you think about the day care facilities?” This question does not specify “what” aspect of the day care facilities we are being asked about or whether we are being asked about day care facilities on a national, provincial or local level. The question does not even tell us what type of day care facilities it means — for babies and children? Street children? People who are mentally retarded? People who are physically disabled?

QUESTION 42

By asking respondents whether they would vote for candidate A or B, you are applying the following level of measurement:

- 1) ratio
- 2) interval
- 3) nominal
- 4) ordinal

The correct answer is (3)

SG p170, 171, 172

Ordinal level of measurement refers to ordinal scales, allowing data to be ranked. Therefore 4) is incorrect.

Unlike the nominal or ordinal scales, the interval scale (as the name indicates) *can* measure the interval or distance between two points on a quantitative instrument (eg a thermometer). Therefore 2) is incorrect.

The ratio scale is normally used when variables such as weight, length and time are measured (quantified); the ratio scale is not normally used to measure people’s attitudes or perceptions. Therefore 1) is incorrect.

QUESTION 43

The purpose of descriptive statistics is to:

- 1) organise and summarise quantitative data
- 2) prove the researcher's claims
- 3) make generalisations about the population
- 4) summarise and report trends in qualitative data

The correct answer is (1)

SG p215

The procedures used to organise, summarise and visualise quantitative data are referred to as descriptive statistics.

QUESTION 44

Thirty participants take part in a study on the effectiveness of a speed-reading course. Before starting the course, each subject is presented with the same document. The time in minutes that it takes to read this document is noted for each subject.

What type of graph would best display the frequency distribution of the reading times?

- 1) histogram
- 2) polygon
- 3) bar chart
- 4) scatterplot

The correct answer is (3)

SG p221, 222

Bar charts are used to visualise the frequency distribution of the data.

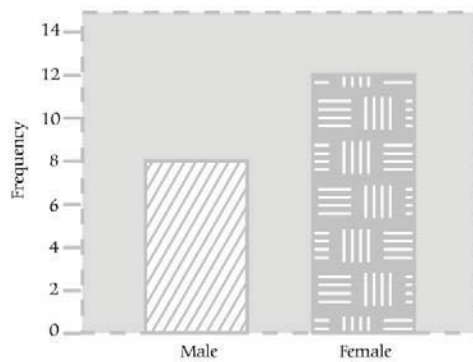


FIGURE 8.2

Bar chart for gender ($n = 20$ students)

QUESTION 45

Which best describes the cumulative frequency distribution of the age of readers of a magazine?

- 1) a table of the number of readers 18 and younger, 19 to 22, etcetera
- 2) a graph of the ages of readers arranged from young to old
- 3) the total of all ages divided by the number of readers
- 4) the standard deviation indicating the spread of the age distribution

The correct answer is (1)

SG p220

The cumulative frequency (*cf*) of a class interval is the number of cases in the specified interval plus all the cases in the previous intervals. In other words, the cumulative frequency (*cf*) of a class interval is the number of cases that fall below the lower limit of the next interval.

QUESTION 46

Which measure(s) of central tendency is/are the largest for the following set of data?

4 6 8 8 14

- 1) mode
- 2) median
- 3) mean
- 4) all three measures are equal

The correct answer is (4)

SG p224, 225, 226

- mode: score in a sample of scores that occurs with the greatest frequency – therefore 8
- median: value or score such that half the observations fall above it and half below it. If the number of scores is an odd number, the median is simply the score in the middle of the list. When the number of scores is an even number, the middle of the list falls between two values and the median is the average of these two scores. – therefore 8
- mean: sum of a sample of scores divided by the number of scores in the sample – therefore $40/5=8$

QUESTION 47

Standard deviation is to variability as the ____ is to central tendency.

- 1) mean
- 2) typical value
- 3) variance
- 4) spread

The correct answer is (1)

SG p224, 227, 228

The measures of variability most often used, are:

- variance
- standard deviation

The measures of central tendency consists of:

- mode
- median
- mean

QUESTION 48

A researcher finds the following correlation coefficients between income, family size and education. Which correlation coefficient indicates the strongest linear relation among the variables?

Income and family size +0,23
Income and education +0,45
Family size and education -0,49

- 1) +0,23

- 2) +0,45
- 3) - 0,49
- 4) not enough information is provided

The correct answer is (3)

SG p229

We refer to the statistical relationship between two variables as a correlation and the statistic used to describe this is called a correlation coefficient. It can range in value from $-1,00$ to $+1,00$. These values represent a perfect negative (-1) or a perfect positive correlation ($+1$). A value close to 0 indicates a weak relationship, while 0 means there is no relationship. **We can see that the numerical size of a correlation coefficient indicates the strength of the relationship**, while the sign (positive/negative) indicates the direction of the relationship. A positive correlation means that an increase in one variable is associated with an increase in the other. A negative correlation between two variables means that as the value of one variable increases, the value of the other one decreases. Please note that the correlation between two variables does not necessarily mean that one variable causes the other.

QUESTION 49

Data saturation means:

- 1) the researcher is tired
- 2) the participants are tired
- 3) that there are no participants left to interview and/or to observe
- 4) that patterns and themes start recurring and no new information emerges

The correct answer is (4)

SG p241

When multiple interviews have been conducted and/or observations have been made and patterns and themes start recurring, or no new information emerges, the data are then said to have achieved "saturation" (Fossey et al 2002:726 and Donalek & Soldwisch 2004:356).

QUESTION 50

In an e-mail addressed to you as lecturer for a module on qualitative research a student wants to know when according to the qualitative research literature does the process of qualitative data analysis commence.

Which of the following options will you include in your response to the student?

- a) Data analysis routinely starts prior to the first interview
 - b) The process of data analysis commences when the process of data collection begins
 - c) Data analysis will be conducted as an activity concurrently with data collection, data interpretation, and narrative report writing
- 1) (a) (b)
 - 2) (c)
 - 3) (b) (c)
 - 4) (a) (b) (c)

The correct answer is (4)

SG p240, 241

On the issue of when to start with the activity of data analysis in the qualitative research process, Creswell, (2009:184) states that data analysis is *always an ongoing* process that

routinely starts prior to the first interview. For example: Interest in a specific topic and thinking and reading about it might give one clues about the interviewees, the interviewing questions, the mode of data analysis and some tentative analytical themes. Streubert Speziale and Carpenter (2007:46–47, 96) note that in qualitative research, the process of data analysis commences when the process of data collection begins. (Compare Corbin & Strauss 2008:57–58.)

Creswell (1994:153, 2009:184) is in support of the idea that data analysis will be conducted as an activity concurrently with data collection, data interpretation, and narrative report writing.

QUESTION 51

Qualitative research:

- a) refers to any type of research that produces findings not arrived at by statistical procedures or other means of quantification
- b) refers to research about persons' lives, lived experiences, emotions and feelings as well as about organisational functioning, social movements, cultural phenomena and interactions between nations
- c) aims to listen to the voices of others
- d) refers to any type of research that produces findings arrived at by statistical procedures or other means of quantification

- 1) (a) (b)
- 2) (a) (c)
- 3) (b) (c) (d)
- 4) (a) (b) (c)

The correct answer is (4)

SG p85, 86

Qualitative research has its roots in symbolic interactionism and concentrates on qualitative aspects such as meaning, experience and understanding. Streubert Speziale and Carpenter (2003:15–17) identify six principles of qualitative research:

- believing in multiple realities
- a commitment to identifying an approach to understanding that supports the phenomenon under study
- being committed to the participants' viewpoints structured: a prescribed way of approachmeasuring instrument: observers, questionnaires, interviews, the analysis of existing documentation, or any standard method of data collectionanalysis technique: analysis is the process in which certain procedures, including techniques, eg, descriptive statistic techniques are used to work through the data that have been collected
- conducting the research in a way that limits disruption of the natural context of the phenomenon of interest
- acknowledgement of participants in the research process
- reporting data in a literary style rich with participants' commentaries

QUESTION 52

Qualitative data analysis is about the 'taking apart' or ____ sifting, and sorting the masses of information acquired during the process of data collection.

- 1) de-contextualising
- 2) re-contextualising

The correct answer is (1) *SG p252*
 Qualitative data analysis is all about the “taking apart” or de-contextualising, sifting, and sorting the masses of information acquired during the process of data collection, and organising or re-contextualising it.

QUESTION 53

Qualitative data analysis is about organising or ____ the masses of information acquired during the process of data collection.

- 1) de-contextualising
- 2) re-contextualising

The correct answer is (1) *SG p252*
 Qualitative data analysis is all about the “taking apart” or de-contextualising, sifting, and sorting the masses of information acquired during the process of data collection, and organising or re-contextualising it.

QUESTION 54

Which option(s) describe(s) the eventual outcome of qualitative data analysis as a result of interpretation and organisation?

- a) data condensation
 - b) data distillation
- 1) (a)
 - 2) (b)
 - 3) (a) (b)

The correct answer is (3) *SG p240*
 Basit (2003:144) refers to Tesch who uses the term “data condensation” or “data distillation” as a way of describing the eventual outcome of a qualitative analysis, implying that the body of data did not merely become smaller and manageable in the analysis process because there was less to deal with, but this becoming “smaller and manageable” was the result of interpretation and organisation.

QUESTION 55

Which of the following statements is the most correct?

- 1) A primary function of research is to establish the current boundaries of knowledge
- 2) The usefulness of research is determined by the type of research report in which it is made known
- 3) Research only becomes useful if the findings of that research are shared with others

- 4) The way in which a research report is used, determines the success of that research

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The correct answer is (3)

SG p258

Research is only really useful once we tell others about what we found and the meaning of those findings.

QUESTION 56

Which of the following ways of presenting a research report would best make research findings the most readily available to the general public?

- 1) in-house publication
- 2) academic journal article
- 3) newspaper article
- 4) presentation at a seminar

The correct answer is (3)

SG p264

Research projects are made known to the general public through newspaper reports. Reports are usually given out through the mass media after more specialised reports have been written and published. Media reports tend to be very short compared with the other types of report we have discussed.

QUESTION 57

In the literature review, a number of studies are referred to in order to establish the importance and viability of the research question.

This statement is:

- 1) true, because the researcher must ensure that previous research is not repeated
- 2) true, because the literature review helps narrowing a topic into a researchable question
- 3) false, because the research question needs to be established before writing the literature review
- 4) false, because the purpose of research is to explore new boundaries within a given field

The correct answer is (4)

QUESTION 58

When preparing an oral presentation for a seminar you can safely exclude the research problem from your presentation.

This statement is:

- 1) true, because there is a limited amount of time available to present the findings
- 2) true, because, as the presenter, you need to be highly focussed in your presentation
- 3) false, because the presentation should begin with the problem under investigation
- 4) false, because the findings are the most important aspects of your presentation

The correct answer is (3)

SG p261

A presentation is usually an oral presentation before an audience at a seminar or

conference. At a conference you could be limited to as little as ten or fifteen minutes to present your work. Given this time limit, such reports have to be highly focused and you need to prioritise what you are going to include in your presentation. Use the purpose of the presentation as your guide. In most cases your findings will be the most important aspect of your presentation, since this is usually what interests the audience most. Your conclusions therefore need to be sharply focused (Baker 1988:422). To achieve this, presenters often make extensive use of audio-visual aids (eg flip charts, overhead transparencies and computer-generated visuals) and present their findings in graphics formats (eg graphs or bulleted points which are projected onto a screen). In a presentation, it is not so important to discuss the methods you used in your research. The presentation is usually followed by a question-and-answer session. You need to note that, although your presentation is oral, you are often expected to make hard copies of your presentation available to your audience.

QUESTION 59

Which of the following should be presented in the appendices to a research report?

- 1) relevant quotations
- 2) addresses of participants
- 3) references
- 4) calculations

The correct answer is (4)

SG p273

Although we have not discussed appendices, these would be placed after your conclusion and list of sources (bibliography). Appendices are the place for complex tables, statistical tests, copies of questionnaires and any other evidence related to your study (Cooper & Schindler 1998:603). In the case of dissertations and theses, some raw data can also be placed in the appendix. Appendices are usually attached to more complex forms of research, such as dissertations and theses.

QUESTION 60

The functions of a research report are to:

- a) expand scientific understanding
 - b) point to areas needing further research
 - c) discover new scientific concepts
 - d) transfer scientific knowledge
- 1) (a) (b) (c)
 - 2) (a) (b) (d)
 - 3) (a) (c) (d)
 - 4) (b) (c) (d)

The correct answer is (2)

SG p259

Babbie (1992:A8) identifies three primary functions of the research report.

The research report

- communicates scientific data and ideas to an audience
- contributes to the general body of scientific knowledge
- stimulates and directs further inquiry

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QUESTION 1

A person of high academic standing is given the task by the local government to investigate the best ways of ensuring participation of people living in a small town in an agricultural development project. Because of her high status, she speaks with authority.

The research results obtained by this person must be:

- 1) accepted unquestioningly because of the high academic standing of the researcher
- 2) rejected because authority is not a valid way to gain knowledge
- 3) rejected because participation is a form of common sense knowledge
- 4) accepted if it withstands critical scrutiny

The correct answer is (4)

SG p5

But the problem with relying on authority is that we can overestimate the expertise of persons in authority: in other words, experts can be wrong. When we do not know how the experts arrived at their knowledge, we should be careful in accepting their conclusions. Therefore 1) is incorrect.

A person in a position of authority is likely to have earned that authority by his or her experience and may therefore be able to offer us reliable knowledge. In other words, that person has spent time and effort learning something and others can benefit from this. Therefore 2) and 3) is incorrect.

QUESTION 2

The different accounts of people having witnessed a car accident can be ascribed to:

- 1) overgeneralisation
- 2) selective observation
- 3) ego involvement
- 4) stress

The correct answer is (2)

SG p9

Overgeneralisation may lead to selective observation. Once the decision is made that events are following a particular pattern, and you think you know why, you will tend to pay attention mainly to future situations that correspond with that pattern. You will also tend to overlook the situations that conflict with the pattern.

QUESTION 3

A researcher finds that the anticipated pre-abortion counselling with pregnant women seldom takes place in a particular clinic. Due to outside pressure she decides to adjust the results so as to create a positive picture. This researcher:

- 1) trespasses the norms of science
- 2) considers the neutrality of the results
- 3) stresses the principle of universalism
- 4) uses common sense to promote her status amongst certain political leaders

The correct answer is (1)

SG p12

Neuman (1997) writes of the norms of the scientific community. Norms are rules of conduct in particular situations that are enforced by positive and negative sanctions. People are

rewarded if they act according to the norm (positive sanctions) and punished if they violate the norm (negative sanctions). Just as behaviour in any human community is regulated by social norms, so the scientific community is governed by those norms that researchers learn and internalise as an essential part of their training. These norms differ from those in other social institutions, and it is these norms that contribute to the unique role of the scientist. The settings of research and the ways in which science is applied reinforces these norms. Neuman (1997:8) presents these norms as follows:

Universalism. Irrespective of who conducts the research and regardless of where it was conducted, the research is to be judged only on the basis of scientific merit.

Organised scepticism. Scientists should not accept new ideas or evidence in a carefree, uncritical manner. Instead, all evidence should be challenged and questioned. Each research study is subjected to intense criticism and scrutiny. The purpose of the criticism is not to attack the individual; rather, it is to ensure that the research can stand up to close examination.

Disinterestedness. Scientists must be neutral, impartial, receptive and open to unexpected observations or new ideas. Scientists should not be rigidly wedded to a particular idea or point of view. They should accept, even look for, evidence that runs against their positions and should honestly accept all findings based on high-quality research.

Communalism. Scientific knowledge must be shared with others; it belongs to everyone. Creating scientific knowledge is a public act and the findings are public property, available for all to use. The way in which the research is conducted must be described in detail. New knowledge is not formally accepted until other researchers have reviewed it and it has been made publicly available in a special form and style. norms: rules of conduct (the “done thing”)

Honesty. This is a general cultural norm, but it is especially strong in scientific research. Scientists demand honesty in all research; dishonesty or cheating in scientific research is a major taboo.

QUESTION 4

A boy convinces his family members that a strange cat visiting their home daily is a sign of a tragedy that is about to happen. This is an example of:

- 1) authority
- 2) mysticism
- 3) common sense
- 4) Overgeneralisation

The correct answer is (2)

SG p6

Mysticism and religion

Religion often offers a type of knowledge based upon the authority of sacred texts (such as the Bible or the Qur'an), or some other supernatural source. While religion can be useful in providing our lives with meaning and in understanding our place in the cosmos, it is not a reliable guide to knowledge about the actual state of the world.

QUESTION 5

Which two of the following statements best describe methodology?

Methodology:

- a) is what social scientists discover about the nature of reality
- b) studies the characteristics of knowledge
- c) is the logic on which research is based
- d) provides social scientists with the necessary know-how for research

- 1) (a) (b)
- 2) (b) (c)
- 3) (c) (d)
- 4) (a) (c)
- 5) (b) (d)

The correct answer is (3)

QUESTION 6

Identify the potential error in human inquiry illustrated by the following example:

It is concluded that if HIV incidence amongst students at this university is low, it should also be the case at other Universities.

- 1) Inaccurate observation
- 2) the "halo" effect
- 3) overgeneralisation
- 4) ego involvement in understanding

The correct answer is (3)

SG p9

Overgeneralisation means that we arrive at a general conclusion about a particular thing when we have only observed a few cases of that thing. Using a few, similar events to arrive at a conclusion is unwarranted because it means we ignore the possibility that observing additional cases may disprove our earlier observations.

QUESTION 7

Which of the following concepts reflects the highest level of abstraction?

- 1) age
- 2) gender
- 3) alienation
- 4) educational level
- 5) income

The correct answer is (3)

SG p55, 56

The scope of a theory is linked to the level of abstraction achieved by the concepts in the theory (the building blocks of the theory). The higher the level of abstraction, the more the theory can be generalised and the wider its applicability. The opposite of abstract is concrete. The difference between abstract and concrete concepts can be compared to a view of a town from 10 kilometres in the sky and one that is seen up close. Abstract

concepts allows us to get the big picture, but does not show much detail, whereas concrete concepts presents the close-up view and allows us to focus on specific cases.

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QUESTION 5

Which of the following statements are true?

- a) Theory inductively guides research
 - b) Research deductively builds theory
 - c) Theory deductively guides research
 - d) Research inductively builds theory
- 1) (a) (b)
 - 2) (b) (c)
 - 3) (c) (d)
 - 4) (a) (c)
 - 5) (b) (d)

The correct answer is (3)

SG p58

Theory deductively guides research, while the information obtained through research inductively builds theory. Therefore a) is incorrect and c) correct. Also, b) is incorrect, and d) correct.

QUESTION 9

If a negative relationship exists between variables in a hypothesis, it implies that:

- 1) the two variables are not related
- 2) as the value of one variable decreases, the other variable also decreases in value
- 3) there is only a weak relationship between the two variables
- 4) as the value of one variable decreases, the other variable increases in value

The correct answer is (4)

SG p78

See 2.3.4. The first three statements are all incorrect. In causal relationships “negative” and “positive” imply the direction of the relationship between two variables. If a relationship is “positive”, both variables change in the same direction. An example is: the higher the population density, the higher the crime rate. A negative relationship implies changes in different directions. An example here is: the higher the rate of immunisation, the lower the infant mortality rate.

QUESTION 10

The words in **bold** are an example of an independent variable in which of the following statements?

- 1) One's **state of health** depends on one's income
- 2) Severe stress leads to **personality disintegration**
- 3) Revolutions are caused by **relative deprivation**
- 4) **Neurotic behaviour** is caused by early childhood experiences
- 5) Malnutrition is a cause of a **depressed immune system**

The correct answer is (5)

SG p66

Dependent variable: the variable that is influenced or changed; the effect

Independent variable: the variable that influences or changes the dependent variable; the cause

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QUESTION 11

Which statement(s) is/are correct?

The formulation of a research problem:

- a) often draws on theoretical insights
 - b) narrows the focus of the research topic
 - c) identifies an empirical and/or a conceptual issue to be researched
- 1) (a)
 - 2) (b) (c)
 - 3) (c) (d)
 - 4) (a) (b)
 - 5) (a) (b) (c)

The correct answer is (5)

QUESTION 12

In social science research, concepts:

- a) never change their meaning
 - b) are related to theory
 - c) are used to describe a phenomenon
 - d) are used to identify a phenomenon
 - e) are concrete
- 1) (a) (b) (c)
 - 2) (b) (c) (d)
 - 3) (c) (d) (e)
 - 4) (a) (b) (c) (d)
 - 5) (a) (b) (d) (e)

The correct answer is (2)

SG p54, 55

Terminology that is developed in social sciences is often also used in everyday conversation. As an example, Potter (in Wetherell 1996:136) refers to the phenomenon of psychobabble. Here people take a range of concepts from various psychological theories and use these concepts, often incorrectly, in their daily conversations. This can lead to confusion about the meaning of such concepts. However, borrowing terminology is not just one-way. Social scientists deal with phenomena people come across every day. Consequently, social scientists borrow terminology from everyday language (eg “group” or “family”).

To recap: concepts identify and describe phenomena. Concepts are therefore the starting point of theorising.

QUESTION 13

Descriptive research is done to:

- a) give details of a situation
 - b) provide basic context
 - c) explain specific sequences
 - d) describe a process
-
- 1) (a) (b) (c) (d)
 - 2) (b) (c) (d)
 - 3) (a) (c)
 - 4) (b) (d)

The correct answer is (1)

SG p94, 95

Descriptive research is aimed at giving the specific details of a situation (in this case, a social phenomenon), social environment or relationship (Neuman 1997:19–20). It attempts to describe a phenomenon, for example, the demographic characteristics of users of illegal drugs and to which degree the types of drugs vary in terms of the users' income, age, gender etc. Descriptive research attempts to provide a complete and accurate description of a situation or phenomenon.

Aims of descriptive research:

- to give an accurate profile of the research group
- to describe a process, mechanism or relationship
- to give a verbal or numeric picture (eg, percentages)
- to generate information that will stimulate new possible explanations
- to provide basic background information or context
- to compile a series of categories or to classify types
- to explain specific sequences, phases or steps
- to document information disproving previous findings about a particular topic

QUESTION 14

The theoretical focus of the ____ approach is the development of theories in an attempt to understand phenomena.

- 1) quantitative
- 2) qualitative

The correct answer is (2)

SG p88

Characteristics	Quantitative research	Qualitative research
Philosophical origin	Logical positivism	Naturalism, interpretivism and humanism
Focus	Concise, objective, reductionistic	Broad, subjective, holistic
Reasoning	Logistic, deductive	Dialectic, inductive
Basis of knowledge	Cause-effect relationship, prediction about social reality	Meaning, discovery and understanding, constructing detailed descriptions of social reality
Theoretical focus	Tests theory, seeks to control phenomena	Develops theory, seeks to understand phenomena

QUESTION 15

The main purpose of using multiple methods is to investigate:

- 1) the same variables in a specific phenomenon
- 2) different variables in a specific phenomenon
- 3) the same variables in various phenomena
- 4) different variables in various phenomena

The correct answer is (1)

SG p91

If various methods and techniques are used for measuring the same variables and these measuring instruments yield identical results, it will lead to a greater and deeper measure of belief in these methods and techniques. The main advantage of this type of research is that if there were to be only one measuring instrument for measuring the same phenomenon the investigation would be even more reliable and valid (Neuman 1997:151).

This type of investigation actually involves repetition in investigating the same phenomenon.

QUESTION 16

The goal of basic research is to advance fundamental knowledge.

Which one of the following is not related to this goal?

- 1) research which aims to interpret changes in communities
- 2) research aimed at explaining social relationships
- 3) research aimed at solving specific practical problems
- 4) research which aims to support or reject theories

The correct answer is (3)

SG p81

Basic research is undertaken to enhance or extend fundamental knowledge about social

reality or within a discipline. This type of research is used to support or reject theories by explaining social relationships. It is also used to interpret changes in communities, in order to enhance new scientific ideas/knowledge about our social world (Neuman 1997:22–23; Polit & Beck 2008:19).

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QUESTION 17

When a researcher is conducting research to support or reject a theory, he is conducting ____ research.

- 1) phenomenological
- 2) basic
- 3) Marxist
- 4) Explanatory

The correct answer is (1)

SG p81

- **Basic research** — research that tends to expand on fundamental knowledge (sometimes also called “academic research” or “pure research”). The researcher first states what social phenomenon (eg street children) is researched, and then describes and/or explains the phenomenon.
- **Applied research** — research that tends to solve specific problems. Here the researcher aims to address a specific practical social problem. The problem is then investigated and treated in a specific manner by applying acquired researched knowledge.

QUESTION 18

The SABC's research department draws a representative sample of television licence holders. They send a questionnaire to the people in this group to find out which television programmes they prefer to watch, and also why.

The above is an example of ____ research.

- 1) explanatory
- 2) longitudinal
- 3) basic
- 4) applied

The correct answer is (4)

SG p127, 95, 98

- **Basic research** is done to add to our general knowledge about the social world.
- **Applied research** is done to solve a specific problem.
- **Explanatory research** is aimed at gaining *insight* into a situation, phenomenon, community or person. Usually this type of research becomes necessary because of a shortage of research for basic information about a new field of interest (Bless & Higson-Smith 2000:42). It clarifies the relationships amongst phenomena and identifies why certain events occur. Explanatory research is aimed at explaining “why” a topic or phenomenon took a specific course. Explanatory research is usually based on exploratory and/or descriptive research. By using explanatory research, the researcher tries to identify the reason(s) why the event took place. In other words, this type of research looks for causes and reasons why “something” happened or did not happen.

- A **longitudinal** study is done over a longer period of time.

QUESTION 19

Which one of the following factors will not influence your decision as a researcher to obtain substitute consent to conduct a survey, instead of direct consent?

- 1) respondents' age
- 2) drawing a nonprobability sample
- 3) respondents' cognitive capacity
- 4) respondents' emotional capacity

The correct answer is (2)

SG p112

Substitute consent (or third-party consent) is obtained from someone who is not personally involved. Substitute consent is usually required when the actual persons concerned do not have the cognitive or emotional capacity to give consent, such as young children or people who are mentally retarded.

QUESTION 20

In addition to ethical requirements, every research report also has to meet legal requirements.

To which of the following issues does the statement refer?

- 1) Hawthorne effect
- 2) absolutism
- 3) plagiarism
- 4) reliability

The correct answer is (3)

QUESTION 21

Which right is assured when we assign a code to participants which carries no self-identifying data?

- 1) voluntary participation
- 2) informed consent
- 3) freedom from harm
- 4) anonymity

The correct answer is (4)

SG p115

If there is a risk of invading someone's privacy, we must first ensure that we obtain participants' consent. Secondly, we must take precautions to protect their anonymity (especially if our findings are to be published).

QUESTION 22

Which ethical issue is being addressed in the following scenario?

The moderator in a focus-group interview that deals with AIDS invites participants to discuss the experiences or views of their acquaintances, friends or neighbours.

- 1) Hawthorne effect
- 2) possible universalism
- 3) potential embarrassment
- 4) expected communality

The correct answer is (3)

SG p110

Ethical issues relating to human rights are:

- Do no harm. The meaning of “harm” should be treated in the broadest possible way, to include anything from physical discomfort to emotional stress, humiliation or embarrassment. Very young children, the elderly, individuals with disabilities and people who are institutionalised (eg prisoners) are particularly vulnerable, because they may agree to participate in research for the wrong reasons.
- Obtaining consent
- Ensuring privacy

QUESTION 23

Which behavioural norm or principle is being described in this quotation?

"The norm of has been honoured for a given project when all research, including its means, ends, motives and consequences can be evaluated according to predetermined standards set by a scholarly community" (Smith 1 988 284)

- 1) respect
- 2) disinterestedness
- 3) universalism
- 4) communality

The correct answer is (3)

SG p111

Communality — This norm requires researchers to accurately report the methods, purpose, motives and consequences. “The principle of communality compels all researchers to share their research findings, including means, ends, motives, and consequences, freely and honestly with all other members of the research community” (Smith 1988:284).

QUESTION 24

Which ethical issue is being addressed in the following scenario?

Responses recorded on an audiotape during personal interviews, are identified with reference to participants' first names only.

- 1) legal competency
- 2) organised scepticism
- 3) do no harm
- 4) protection of privacy

The correct answer is (4)

SG p110

Ethical issues relating to human rights are:

- Do no harm. The meaning of “harm” should be treated in the broadest possible way, to include anything from physical discomfort to emotional stress, humiliation or embarrassment. Very young children, the elderly, individuals with disabilities and people who are institutionalised (eg prisoners) are particularly vulnerable, because they may agree to participate in research for the wrong reasons.
- Obtaining consent
- Ensuring privacy. We can deal with this potential conflict by considering:
 1. the sensitivity of the information
 2. the place where the research is conducted
 3. how public we are going to make our research findings

QUESTION 25

To what does history as a threat to the internal validity of a study refer?

The effect of ____ on the dependent variable.

- 1) an event that occurred before the study started
- 2) an uncontrolled event that occurred during the study
- 3) the treatment administered during the study
- 4) the independent variable In the study

The correct answer is (2)

SG p128

History refers to uncontrolled events that influence the outcome of the research. If an event that is not related to the study occurs during the study and influences the dependent variable, this event will confuse the causal relationship that the researcher assumes exists. An example is a two-week study to evaluate people’s attitudes toward space travel; halfway through the study a space craft explodes on the launch pad, killing the astronauts.

QUESTION 26

Selection as a threat to the internal validity of a research project refers to:

- 1) Important differences between respondents in the experimental and control groups
- 2) a research project that includes only one group
- 3) a research project where not all respondents receive the same treatment
- 4) important differences between the respondents in the study and the general population

The correct answer is (1)

SG p129

Research often involves the comparison of two or more groups in terms of the dependent variable. Selection of subjects to be assigned to a specific group could bias the study if there are important, unsuspected differences between the subjects in each group. An example is an experiment on physical aggression in which the one group unintentionally contains soccer and rugby players, whereas the other group is made up of musicians and painters!

QUESTION 27

Which of the following is a defining characteristic that must be present in a true experimental design?

- 1) using a random sample of respondents
- 2) including a pretest and a posttest In the study
- 3) random assignment of respondents to groups
- 4) subjecting each respondent to two treatment conditions

The correct answer is (3)

SG p132

The second characteristic of the true experimental design is random assignment of the subjects or sampling units to the treatment conditions or groups. (Remember the first characteristic is that the researcher manipulates the treatment conditions.)

QUESTION 28

A quantitative research design involving treatment of two groups, where the respondents decide to which group they want to belong, is called a/an ____ design.

- 1) posttest only control group
- 2) quasi-experimental
- 3) voluntary
- 4) experimental

The correct answer is (2)

SG p146

With a comparison group used in a quasi-experimental design, there is no randomization. Since they decided which group they want to belong to, this is a quasi-experimental design.

QUESTION 29

Which characteristic of qualitative designs is reflected in the following?

A researcher is investigating the experiences of victims of a natural disaster. She conducts in-depth open interviews with a limited number of the victims trying to understand the experiences of the particular individuals interviewed. These interviews are then analysed In detail.

- 1) scope
- 2) flexibility
- 3) accuracy
- 4) outcome

The correct answer is (2)

SG p142

Flexibility: The general area of concern is determined in advance, but further specific research questions may arise later. The interview format is naturalistic and open. The analytic technique used (phenomenological analysis that focuses on private experiences and subjective perceptions) is specified in advance.

QUESTION 30

Read the following and indicate how clear and specific the research design is.

A researcher wants to find out what misconceptions primary school teachers in the Gauteng Province in South Africa have about child abuse. She decides to ask four groups of about seven primary school teachers from different schools to discuss a number of fictional case studies involving child abuse. She plans to identify instances of common misconceptions using a coding scheme developed by a previous researcher.

- 1) The research question is clearly specified, but the method is not clearly specified
- 2) The method is clearly specified, but the research question is not clearly specified
- 3) Both the research question and the method are clearly specified
- 4) Neither the research question nor the method is clearly specified

The correct answer is (3)

QUESTION 31

Random selection is used in ____ sampling.

- 1) quota
- 2) judgemental
- 3) cluster
- 4) accidental

The correct answer is (3)

Convenience (also called accidental sampling), quota sampling, snowball sampling and purposive (also called judgemental sampling) are types of nonprobability sampling techniques, and does not involve random selection.

QUESTION 32

A representative sample:

- 1) consists of at least 500 cases of the population
- 2) is the inverse of the square root of the sample size
- 3) must always be chosen strictly on a random basis
- 4) reflects crucial dimensions of a population

The correct answer is (4)

SG p164

A sample is representative when it resembles the population and enables the researcher to accurately generalise results.

QUESTION 33

Differences between population parameters and sampling statistics are called:

- 1) sampling error
- 2) sampling bias
- 3) population error
- 4) population bias

The correct answer is (1)

SG p153

Sampling error refers to the differences between population parameters (eg the average age of the population) and sample statistics (eg the average age of the sample) (Gilbert 1993:69; Joubert & Ehrlich 2007:142).

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QUESTION 34

A sample that is selected through a multistage approach in which larger groups are first randomly selected (e g hospitals) and then smaller elements are randomly selected (e g patients), is called a ____ sample.

- 1) cluster
- 2) stratified
- 3) quota
- 4) systematic

The correct answer is (1)

SG p159

Cluster sampling requires that the population be divided into groups or clusters. Unlike stratified sampling, the elements of the population are grouped in heterogeneous clusters instead of homogeneous strata. Cluster sampling is used when a complete list of elements (sampling frame) is not available. Using the same example of factory workers as above, we could choose a sample that includes all workers (regardless of rank) in several divisions of the factory. Rather than selecting individuals, we randomly select divisions. This method can be used when the researcher does not have the time or money to get all the individuals' names, but does have a list of all the divisions in the factory. The sample is therefore randomly selected from the list of clusters (divisions of the factory). The researcher can sample all the workers in the chosen clusters or randomly select the same number of workers from each chosen cluster. Cluster sampling is less costly if the clusters are geographically defined. It requires listing only the elements in the selected clusters. Large-scale surveys often use cluster sampling because simple or stratified random sampling involves too many subjects from too many places, which is expensive and time-consuming.

QUESTION 35

A researcher is studying the various domains of life and the importance of those domains to people. He fails to take into account the age of the respondents when determining the sample.

This is an example of:

- 1) chance factor error
- 2) bias in selection
- 3) non-response error
- 4) response error

The correct answer is (2)

SG p153

Bias in selection arises primarily from faulty technique and may or may not be deliberate. A researcher may, for instance, fail to take into account a specific criterion such as educational level or the respondent may give incorrect information about her or his educational level.

QUESTION 36

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Which of the following statements regarding sampling is true?

- 1) In quota sampling the researcher hand-picks persons to be included in a study
- 2) Random selection is used in all types of probability sampling designs
- 3) Stratified random sampling involves the selection of the most accessible elements of the population
- 4) A random sample is one in which 50% of the elements of a population have an equal chance of being selected

The correct answer is (2)

SG p155, 156

Probability sampling or random sampling refers to an approach whereby each person (element) has an equal chance of being chosen in the sample.

Gilbert (1993:71) refers to an *equal* chance as a *known, non-zero* chance of selection. In other words, random selection takes place when each element in the population has an equal, independent chance of being selected for the sample (De Vos et al 2005:196). The selection of elements from the population is based on some form of random procedure. The most commonly used probability sampling techniques are: simple random sampling, systematic sampling, stratified random sampling and cluster sampling.

QUESTION 37

Reactive observations (in field research) occur when:

- 1) a researcher makes tape recordings of conversations, but does not get involved in the social interaction
- 2) the Hawthorne effect takes place
- 3) a researcher becomes involved with the activities of the group of participants being observed
- 4) the reason for a researcher's presence is not known to the group being observed

The correct answer is (2)

SG p202

We also need to make a distinction between observations that influence the behaviour being observed (reactive observations) versus observations that do not influence the behaviour being observed (nonreactive). Participants who know they are being observed may alter their behaviour. But this change in behaviour obviously threatens both the reliability and ultimately the validity of the research findings. For example, in audience ethnography, if viewers know that their television viewing habits are being monitored they may stop watching their favourite soap operas and watch documentaries instead. This is because the presence, status and purpose of the researcher is known to the group being observed. However, this also means that the researcher can counter these reactive effects by building rapport with those he or she is observing and by gaining their trust.

The research will have less internal validity if participants respond in an atypical manner because they know they are part of the study. This has been called the "Hawthorne effect" (Stacks & Hocking 1992:142–143).

QUESTION 38

You want to determine the reasons why tuberculosis patients are reluctant to return for follow-up visits to the local health clinic. The most appropriate way in which you would collect this information, is by using:

- 1) semantic differential scales
- 2) Likert scales
- 3) participant observation
- 4) in-depth interviews

The correct answer is (4)

QUESTION 39

You have compiled a questionnaire to test how employees in one organisation feel about new job evaluation and performance appraisal procedures.

Which method would you use to evaluate the reliability of the measuring scales?

- 1) Intercoder method
- 2) equivalent-forms method
- 3) test-retest method
- 4) split-half method

The correct answer is (2)

SG p195

The equivalent-forms method (also called alternate-forms method) involves compiling two forms (or measures) that contain items which measure the same phenomenon. These two separate forms are administered to the same group and the two sets of scores are correlated to estimate the level of reliability. The advantage of this method is that the possible effects of a time interval are minimised. The disadvantage is that the degree of reliability depends on the degree of equivalence between the two forms.

QUESTION 40

Which type of question is illustrated in the following scenario?

You are the corporate communication manager of a large company and you want to establish how management can improve its communication with employees about the affirmative action policy. You ask one of the respondents the following question:

"Pretend that you stand in the shoes of a member of management of this company. What changes would you make to improve communication between management and employees regarding the affirmative action policy?"

The above scenario contains a/an question:

- 1) filter
- 2) open
- 3) contingency
- 4) follow-up

The correct answer is (2)

SG p181

The purpose of open questions (in interviews and in questionnaires) is to encourage respondents to express their attitudes, emotions, ideas, sentiments, suggestions or opinions in their own words. This type of question is particularly useful if we are unsure of the type of responses we may obtain.

A **role-playing question** is another variation of an open question. Here the respondent is invited to play a particular role and respond from the perspective of that role.

For example:

Imagine you are the human resource manager of this company. How would you implement the new affirmative-action programme in this company?

QUESTION 41

The item below is to be used in a self-administered questionnaire. However, it contains a problem which should be avoided.

Outcomes-based educational strategies have resulted in learners becoming confused.

Select one of the following options that corresponds with your opinion of the above statement.

- | | |
|----------------|--------------------------|
| Strongly agree | <input type="checkbox"/> |
| Neutral | <input type="checkbox"/> |
| Agree | <input type="checkbox"/> |
| Disagree | <input type="checkbox"/> |

The above item is problematic because:

- 1) the scale used in the item is incorrect
- 2) the item contains a negative statement
- 3) reference is made to a vague agent or action
- 4) the item contains a double-barrelled statement

The correct answer is (1)

SG p192

The Likert Scale

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral (neither agree nor disagree)
- ☐ Disagree
- ☐ Strongly disagree

QUESTION 42

Which level of measurement is being used in the following scenario?

You conduct a survey for a financial institution and ask customers whether they would in future invest their money in bank A or bank B.

- 1) nominal
- 2) ordinal
- 3) interval
- 4) ratio

The correct answer is (1) *SG p170, 171, 172*
Ordinal level of measurement refers to ordinal scales, allowing data to be ranked. Therefore 2) is incorrect.
Unlike the nominal or ordinal scales, the interval scale (as the name indicates) *can* measure the interval or distance between two points on a quantitative instrument (eg a thermometer). Therefore 3) is incorrect.
The ratio scale is normally used when variables such as weight, length and time are measured (quantified); the ratio scale is not normally used to measure people's attitudes or perceptions. Therefore 4) is incorrect.

QUESTION 43

The procedures used to make generalisations about the population, based on the results of a sample, are referred to as:

- 1) generalisations
- 2) descriptive statistics
- 3) inferential statistics
- 4) coding

The correct answer is (3) *SG p235*
We use the results based on a sample to make inferences about the attributes of the population and the methods used to do this are called inferential statistics (3). We have seen that descriptive statistics (2) are used to organise the data based on a sample

QUESTION 44

A researcher is conducting a study on serious crimes. The relevant variable is 'type of crime' and the researcher obtains data on the number of crimes in a specific area for a specified time period. She distinguishes between murder, armed robbery and assault.

What type of graph would best display the frequency distribution of the crimes?

- 1) bar chart
- 2) histogram
- 3) X-Y plot
- 4) polygon

The correct answer is (2) *SG p222*

Histograms are used to illustrate the frequency distribution of numerical data (data measured on an interval or ratio level of measurement).

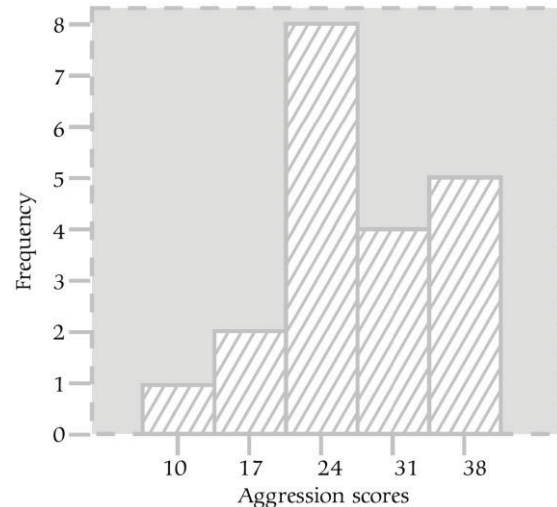


FIGURE 8.3

Histogram for aggression scores (n = 20 students)

QUESTION 45

The maximum possible score for an examination question paper in a specific second-year module at Unisa is 75.

Which statistic would be useful if a lecturer wants to know how many students scored below 40 on this paper?

- 1) percentage
- 2) cumulative frequency
- 3) class Interval
- 4) tally

The correct answer is (2)

SG p220

Cumulative frequency: number of scores below (or above) a certain value

QUESTION 46

Which measure(s) of central tendency is/are the largest for the following set of data?

4 6 8 8 14

- 1) mode
- 2) median
- 3) mean
- 4) all three measures are equal

The correct answer is (4)

SG p224, 225, 226

- mode: score in a sample of scores that occurs with the greatest frequency – therefore 8
- median: value or score such that half the observations fall above it and half below it. If the number of scores is an odd number, the median is simply the score in the middle of the list. When the number of scores is an even number, the middle of the

list falls between two values and the median is the average of these two scores. – therefore 8

- mean: sum of a sample of scores divided by the number of scores in the sample – therefore $40/5=8$

QUESTION 47

Standard deviation is to variability as the ____ is to central tendency.

- 1) mean
- 2) typical value
- 3) variance
- 4) spread

The correct answer is (1)

SG p224, 227, 228

The measures of variability most often used, are:

- variance
- standard deviation

The measures of central tendency consists of:

- mode
- median
- mean

QUESTION 48

A market researcher is studying the relation between income and expenditure. Which of the following statement(s) best describe(s) a positive correlation between these two variables?

- a) High income corresponds with high expenditure
- b) High income corresponds with low expenditure
- c) Low income corresponds with low expenditure
- d) Low income corresponds with high expenditure

- 1) (a)
- 2) (a) (c)
- 3) (b)
- 4) (b) (d)

The correct answer is (2)

SG p229

A positive correlation means that an increase in one variable is associated with an increase in the other. A negative correlation between two variables means that as the value of one variable increases, the value of the other one decreases. Please note that the correlation between two variables does not necessarily mean that one variable causes the other.

QUESTION 49

Which of the following statements best describe the nature of qualitative research?

Qualitative research:

- a) refers to any type of research that produces findings not arrived at by statistical procedures or other means of quantification
 - b) refers to research about persons' lives, lived experiences and their emotions
 - c) aims to listen to the voices of others and study their experiences
 - d) refers to any type of research that produces findings arrived at by statistical procedures or other means of quantification
- 1) (a) (b)
 - 2) (a) (c)
 - 3) (b) (c) (d)
 - 4) (a) (b) (c)

The correct answer is (4)

SG p85, 86

Qualitative research has its roots in symbolic interactionism and concentrates on qualitative aspects such as meaning, experience and understanding. Streubert Speziale and Carpenter (2003:15–17) identify six principles of qualitative research:

- believing in multiple realities
- a commitment to identifying an approach to understanding that supports the phenomenon under study
- being committed to the participants' viewpoints structured: a prescribed way of approach measuring instrument: observers, questionnaires, interviews, the analysis of existing documentation, or any standard method of data collection analysis technique: analysis is the process in which certain procedures, including techniques, eg, descriptive statistic techniques are used to work through the data that have been collected
- conducting the research in a way that limits disruption of the natural context of the phenomenon of interest
- acknowledgement of participants in the research process
- reporting data in a literary style rich with participants' commentaries

QUESTION 50

Which statement below does not fit the task description of qualitative researchers?

Qualitative researchers:

- 1) aim to understand and interpret how the various participants in a social setting construct the world around them
- 2) aim to give privilege to the perspectives of the research participants
- 3) label the perspectives of participants, count the number of perspectives and express them as frequencies and percentages
- 4) concern themselves with whether participants' perspectives have been authentically represented in the research process and the interpretations made from the information gathered
- 5) concern themselves with whether the findings are consistent In the sense that they fit the data and the social context from which they were derived

The correct answer is (3)

SG p239

Bogdan and Bilken (1982:145) define qualitative data analysis as "... working with data [which are textual, **non-numerical** and unstructured], organising it, breaking it into meaningful units, synthesising it, searching for patterns, discovering what is important and what is to be learned, and deciding what to tell others".

QUESTION 51

Qualitative data analysis is about the 'taking apart' or ____, sifting, and sorting the masses of information acquired during the process of data collection.

- 1) de-contextualising
- 2) re-contextualising

The correct answer is (1)

SG p252

Qualitative data analysis is all about the "taking apart" or de-contextualising, sifting, and sorting the masses of information acquired during the process of data collection, and organising or re-contextualising it.

QUESTION 52

Which of the following descriptions can pass as a definition or definitions for the concept 'code'?

- a) A code is a tag or a label assigned to meaning units
 - b) A code is attached to words, phrases, sentences or paragraphs
 - c) A code is a short-hand way of identifying the theme/category in a transcription
- 1) (a)
 - 2) (b)
 - 3) (c)
 - 4) (a) (b) (c)

The correct answer is (4)

QUESTION 53

In literature, the process of qualitative data analysis is described as:

- a) eclectic
 - b) nonlinear
 - c) a lengthy process
- 1) (a) (b)
 - 2) (b) (c)
 - 3) (a) (c)
 - 4) (a) (b) (c)

The correct answer is (4)

SG p242

Tesch (in Creswell 1994:153) states that the process of data analysis is eclectic, and there is no "right way". Leedy (1997:165) concurs and comments that there is no standard procedure

for qualitative analysis, but add on that this does not mean it is not systematic and rigorous.

He further points qualitative researchers to the fact that in qualitative data analysis, a linear procedure is not followed. Instead, qualitative data analysis tends to occur in several cyclical, overlapping phases in which the researcher moves back and forth between different levels (Leedy 1997:165). Although Creswell (2009:185) portrays qualitative data analysis as a step-wise linear, hierarchical approach building from the bottom to the top, he concurs with Leedy's viewpoint that (in practice) qualitative data analysis is rather an interactive process where steps are interrelated and is not an orderly linear hierarchical step-wise process.

According to Leedy (1997:165), this cyclical process or the moving back and forth during the process of qualitative data analysis can make this not only a "lengthy process", but also a "messy" one. Patton (in Creswell 1994:153) agrees and further elaborates: "The data generated by qualitative methods are voluminous ... Sitting down to make sense out of pages of interviews and whole files of field notes can be overwhelming".

QUESTION 54

A/an ____ process entails moving from observations or data towards generalisations, hypotheses and theory.

- 1) inductive
- 2) deductive
- 3) critical
- 4) evaluative

The correct answer is (1)

SG p239

An inductive process entails moving from observations or data towards generalisations, hypotheses or theory (Whittaker 2002:259).

QUESTION 55

The preparation and writing of a research report is determined by the purpose of the report.

This statement is:

- 1) true, since the intended audience largely influences the way a report is constructed
- 2) true, because writing the report only occurs at the end of your research
- 3) false, since writing the report requires selectivity based on your findings
- 4) false, because the format of a report is limited by the type of method used

The correct answer is (1)

QUESTION 56

The introduction to a research report should:

- 1) be written comprehensively, so that it is equal in length to other sections
- 2) comprise the problem, the method used and research findings
- 3) be written after the body of the report has been completed
- 4) contain an extensive review of the supporting theory

The correct answer is (3)

SG p272

It may seem odd to you that we are talking about the introduction to your report at the end. But the introduction, in fact, forms part of the fourth and final stage of the research process.

QUESTION 57

Having presented the raw data (findings) in a report on your research, you can proceed directly to writing the conclusion.

This statement is:

- 1) true, because the use of statistics adequately summarises the data being studied
- 2) true, because you need to report your methodology as accurately as possible
- 3) false, because you need to generalise your findings from the sample to the population
- 4) false, because you need to extract meaningful information from the data in a discussion

The correct answer is (4)

QUESTION 58

The first step in writing any research report is to identify the intended reader.

This statement is:

- 1) true, because the organisation and style of the report depend on the target audience
- 2) true, because writing the report is not part of the research process, but is still vital to a research project
- 3) false, because no matter who the audience, the primary goal in reporting research is accuracy
- 4) false, because in the research report, specific attention should be paid to the methodology used

The correct answer is (1)

QUESTION 59

The introduction to a research report is usually written last because you need to:

- 1) allow for accurate reporting on the main points of your report
- 2) provide a deeper understanding of the analytical process
- 3) reflect on the body and contents of your report
- 4) ensure you have said something important

The correct answer is (1)

SG p272

It may seem odd to you that we are talking about the introduction to your report at the end. But the introduction, in fact, forms part of the fourth and final stage of the research process.

QUESTION 60

Reports on research in the mass media are usually limited to findings and sampling because:

- a) newspapers must make the research sensational
- b) journalists have different perspectives on what is important

- c) the general public does not understand academic jargon
- d) the general public is not always interested in the details of research

- 1) (a) (b) (c)
- 2) (a) (b) (d)
- 3) (a) (c) (d)
- 4) (b) (c) (d)

The correct answer is (4)

SG p264

Media reports tend to be very short compared with the other types of report we have discussed. In a research report for the media, you cannot go into detail about your research method. Instead, you need to provide the most basic facts such as the size and nature of your sample and any possible margins of error (if the report is based on a survey or opinion poll [Baker 1988:422]). Data collection techniques, measurement techniques and the literature review are usually omitted altogether from a report intended for the mass media. The emphasis is on your research findings, what they mean and how they can be applied. As the intended audience will not be familiar with technical terms, avoid using jargon. For example, the concept of a random sample means nothing to the general public, so rephrase this in a non-technical way.

May/June 2013

QUESTION 1

Scientific inquiry can be defined as:

- a) a conscious, deliberate inquiry into events and topics
 - b) taking another look at events by doing a careful and planned study
 - c) the systematic examination of a research question
 - d) a way of increasing human knowledge which is grounded on experience
- 1. (a) (b)
 - 2. (b) (c) (d)
 - 3. (c) (d)
 - 4. (d)
 - 5. (a) (b) (c) (d)

The correct answer is (5)

SG p12

Science differs from ordinary, day-to-day inquiry in two important respects. Firstly, scientific inquiry is a conscious, deliberate inquiry into special events, whereas we rarely bring any attention or focus to our daily observations. Secondly, scientific inquiry is more careful than our normal, casual efforts; we are aware that we may well make mistakes and we therefore take special precautions to avoid them. The need for conscious and careful observation and disciplined thinking is emphasised by the following norms characteristic of the scientific approach.

QUESTION 2

A person of high academic standing is given the task by the local government to investigate the best ways of ensuring participation of people living in a small town in an agricultural development project. Because of her high status, she speaks with authority.

The research results obtained by this person must be:

- 1) accepted unquestioningly because of the high academic standing of the researcher
- 2) rejected because authority is not a valid way to gain knowledge
- 3) rejected because participation is a form of common sense knowledge
- 4) accepted if it withstands critical scrutiny

The correct answer is (4)

SG p5

But the problem with relying on authority is that we can overestimate the expertise of persons in authority: in other words, experts can be wrong. When we do not know how the experts arrived at their knowledge, we should be careful in accepting their conclusions. Therefore 1) is incorrect.

A person in a position of authority is likely to have earned that authority by his or her experience and may therefore be able to offer us reliable knowledge. In other words, that person has spent time and effort learning something and others can benefit from this. Therefore 2) and 3) is incorrect.

QUESTION 3

Science guards against overgeneralisation by:

- a) involving a sufficiently large sample of observations
 - b) repeating the study in another context to see if observations still hold
 - c) focusing only on a few similar events
- 1) (a)
 - 2) (a) (b)
 - 3) (a) (b) (c)
 - 4) (b) (c)

The correct answer is (2)

SG p9

Scientists guard against overgeneralisation by involving a sufficiently large sample of observations (explained in study unit 6). The replication of inquiry provides another safeguard. Replication means repeating a study, checking to see if the same results are obtained. If the same results are obtained, you can feel more confident about generalising your findings. If, however, replication gives different results, it has helped prevent you from overgeneralising and coming to incorrect conclusions.

QUESTION 4

Ego involvement as a possible error in scientific inquiry is guarded against by researchers:

- a) doing a thorough literature review
 - b) involving a sufficiently large sample of observations
 - c) rigorously testing hypotheses
 - d) sharing research results with fellow scientists
- 1) (a)
 - 2) (a) (b)
 - 3) (a) (b) (c)
 - 4) (c) (d)

The correct answer is (4)

SG p10

Science guards against ego involvement by testing hypotheses in a systematic manner

(explained in study unit 2). This enables us to collect information rigorously, information which we can then consider objectively. Making the research public in the form of a report (explained in study unit 10) also allows other scientists to evaluate our research, thereby exposing any personal bias or ego involvement we may have brought to our work.

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QUESTION 5

Which of the following statements are true?

Establishing professional norms for researchers:

- a) is necessary to discourage researchers from gearng their research to satisfy those who have a financial interest in the results
- b) is a way whereby the government or other authontative bodies can control and restrict research on sensitive issues
- c) is necessary to ensure that the scientific community does not harm the rights of others
- d) forms guidelines for proper conduct

- 1) (a) (d)
- 2) (a) (b) (d)
- 3) (b) (c)
- 4) (a) (c) (d)

The correct answer is (4)

SG p12

Neuman (1997) writes of the norms of the scientific community. Norms are rules of conduct in particular situations that are enforced by positive and negative sanctions. People are rewarded if they act according to the norm (positive sanctions) and punished if they violate the norm (negative sanctions). Just as behaviour in any human community is regulated by social norms, so the scientific community is governed by those norms that researchers learn and internalise as an essential part of their training. These norms differ from those in other social institutions, and it is these norms that contribute to the unique role of the scientist. The settings of research and the ways in which science is applied reinforces these norms. Neuman (1997:8) presents these norms as follows:

Universalism. Irrespective of who conducts the research and regardless of where it was conducted, the research is to be judged only on the basis of scientific merit.

Organised scepticism. Scientists should not accept new ideas or evidence in a carefree, uncritical manner. Instead, all evidence should be challenged and questioned. Each research study is subjected to intense criticism and scrutiny. The purpose of the criticism is not to attack the individual; rather, it is to ensure that the research can stand up to close examination.

Disinterestedness. Scientists must be neutral, impartial, receptive and open to unexpected observations or new ideas. Scientists should not be rigidly wedded to a particular idea or point of view. They should accept, even look for, evidence that runs against their positions and should honestly accept all findings based on high-quality research.

Communalism. Scientific knowledge must be shared with others; it belongs to everyone. Creating scientific knowledge is a public act and the findings are public property, available for all to use. The way in which the research is conducted must be described in detail. New knowledge is not formally accepted until other researchers have reviewed it and it has been made publicly available in a special form and style. norms: rules of conduct (the “done thing”)

Honesty. This is a general cultural norm, but it is especially strong in scientific research. Scientists demand honesty in all research; dishonesty or cheating in scientific research is a major taboo.

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QUESTION 6

Identify the potential error in human inquiry illustrated by the following example:

It is concluded that if HIV Incidence amongst students at this university is low it should also be the case at other universities.

- 1) inaccurate observation
- 2) the "halo" effect
- 3) overgeneralisation
- 4) ego involvement in understanding

The correct answer is (3)

SG p9

Overgeneralisation means that we arrive at a general conclusion about a particular thing when we have only observed a few cases of that thing. Using a few, similar events to arrive at a conclusion is unwarranted because it means we ignore the possibility that observing additional cases may disprove our earlier observations.

QUESTION 7

Which of the following statements help(s) us to understand the relationship between theory and practice?

- a) Theory offers a conceptual framework that can guide research
 - b) It is naive to imagine that research is possible without some theoretical framework
 - c) Empirical studies are based on theory and theories in turn are grounded in empirical studies
 - d) Theory has no relation to empirical research
 - e) New evidence developed through research does not affect theory
- 1) (a) (b) (d)
 - 2) (a) (b) (e)
 - 3) (d)
 - 4) (e)
 - 5) (a) (b) (c)

The correct answer is (5)

SG p56

When we discussed theory as a conceptual framework, we referred to the fact that theory provides researchers with scaffolding, by specifying key concepts that enable them to reflect on the essential characteristics of the phenomena they study (see 2.2.2). In fact, it is naive to imagine research without some theoretical orientation. However, the relationship between the two is reciprocal: empirical studies are based on theory, and theories, in turn, are based on empirical studies (Sayer 1992:144). Let us consider this relationship.

QUESTION 8

Which of the following concepts reflects the highest level of abstraction?

- 1) age
- 2) gender
- 3) alienation
- 4) educational level
- 5) income

The correct answer is (3)

SG p55, 56

The scope of a theory is linked to the level of abstraction achieved by the concepts in the theory (the building blocks of the theory). The higher the level of abstraction, the more the theory can be generalised and the wider its applicability. The opposite of abstract is concrete. The difference between abstract and concrete concepts can be compared to a view of a town from 10 kilometres in the sky and one that is seen up close. Abstract concepts allows us to get the big picture, but does not show much detail, whereas concrete concepts presents the close-up view and allows us to focus on specific cases.

QUESTION 9

Read the following hypothesis and identify the independent variable.

Women are more in favour of birth control than men.

- 1) women
- 2) men
- 3) gender
- 4) birth control
- 5) attitude towards birth control

The correct answer is (3)

SG p66

Dependent variable: the variable that is influenced or changed; the effect

Independent variable: the variable that influences or changes the dependent variable; the cause

QUESTION 10

If a negative relationship exists between variables in a hypothesis, it implies that:

- 1) the two variables are not related
- 2) as the value of one variable decreases, the other variable also decreases in value
- 3) there is only a weak relationship between the two variables
- 4) as the value of one variable decreases, the other variable increases in value

The correct answer is (4)

SG p78

See 2.3.4. The first three statements are all incorrect. In causal relationships “negative” and “positive” imply the direction of the relationship between two variables. If a relationship is “positive”, both variables change in the same direction. An example is: the higher the population density, the higher the crime rate. A negative relationship implies changes in different directions. An example here is: the higher the rate of immunisation, the lower the infant mortality rate.

QUESTION 11

Which statement(s) is/are correct?

The formulation of a research problem:

- a) often draws on theoretical insights
 - b) narrows the focus of the research topic
 - c) identifies an empirical and/or a conceptual issue to be researched
-
- 1) (a)
 - 2) (b) (c)
 - 3) (c) (d)
 - 4) (a) (b)
 - 5) (a) (b) (c)

The correct answer is (5)

QUESTION 12

In social science research, concepts:

- a) never change their meaning
 - b) are related to theory
 - c) are used to describe a phenomenon
 - d) are used to identify a phenomenon
 - e) are concrete
-
- 1) (a) (b) (c)
 - 2) (b) (c) (d)
 - 3) (c) (d) (e)
 - 4) (a) (b) (c) (d)
 - 5) (a) (b) (d) (e)

The correct answer is (2)

SG p54, 55

Terminology that is developed in social sciences is often also used in everyday conversation. As an example, Potter (in Wetherell 1996:136) refers to the phenomenon of psychobabble. Here people take a range of concepts from various psychological theories and use these concepts, often incorrectly, in their daily conversations. This can lead to confusion about the meaning of such concepts. However, borrowing terminology is not just one-way. Social scientists deal with phenomena people come across every day. Consequently, social scientists borrow terminology from everyday language (eg “group” or “family”).

To recap: concepts identify and describe phenomena. Concepts are therefore the starting point of theorising.

QUESTION 13

In which research approach are concepts converted into operational definitions involving measurements?

- 1) quantitative
- 2) qualitative

The correct answer is (1)

SG p88

Characteristics	Qualitative Research	Quantitative Research
Concepts	Concepts are converted into operational definitions. Focus is on a relatively small number of concepts (concise and narrow)	Participants' natural language is used to come to an understanding of their world (complex and broad)

QUESTION 14

To gather details of a situation, a researcher should conduct ____ research.

- 1) descriptive
- 2) evaluation
- 3) explanatory
- 4) longitudinal

The correct answer is (1)

SG p81

Basic research makes use of exploratory, descriptive and explanatory research. Since it is used right at the beginning, with regard to new scientific knowledge and ideas, it is generally applied to explanatory research (Neuman 1997:21).

QUESTION 15

In social science basic research tries to:

- 1) support or reject theories
- 2) explain social relationships
- 3) interpret changes in communities
- 4) enhance new scientific knowledge
- 5) accommodate all of the above

The correct answer is (5)

SG p81

Basic research is undertaken to enhance or extend fundamental knowledge about social reality or within a discipline. This type of research is used to support or reject theories by explaining social relationships. It is also used to interpret changes in communities, in order to enhance new scientific ideas/knowledge about our social world (Neuman 1997:22–23; Polit & Beck 2008:19).

QUESTION 16

If an investigation is repeated and the results are similar, then the research is:

- 1) valid
- 2) reliable
- 3) flexible
- 4) real

The correct answer is (2)

SG p91

Reliability: when identical investigations are repeated, similar research results will be obtained

QUESTION 17

A true experiment requires the following

- a) control
 - b) manipulation
 - c) randomisation
 - d) double-blind procedure
- 1) (a) (b)
 - 2) (c) (d)
 - 3) (a) (b) (c)
 - 4) (a) (b) (c) (d)

The correct answer is (3)

SG p131, 132

True experimental designs are those research studies in which the researcher manipulates the treatment condition; that is, the researcher decides who receives which treatment. There are therefore two treatment conditions. The group that receives the treatment (counselling) is called the experimental group, while the group that receives no treatment is called the control group.

The second characteristic of the true experimental design is random assignment of the subjects or sampling units to the treatment conditions or groups.

QUESTION 18

When researchers concentrate on adapting to complex situations as they unfold, attempting to understand a phenomenon in its social, cultural and historical context, apply inductive data analyses techniques and focus on grounded theory, then they are busy with:

- 1) triangulation
- 2) quantitative research
- 3) experimental research
- 4) qualitative research

The correct answer is (4)

SG p86, 87

Qualitative research has the following general characteristics:

- This type of research involves a holistic investigation executed in a natural set-up. The researcher tries to study all the elements that are present within that particular set-up/situation. The set-up is studied as a whole in order to understand the realities involved — one of the most distinctive characteristics of qualitative research. For this

reason, the researcher tries to understand a phenomenon within its social, cultural and historical context.

- Man is the primary data-collection instrument in this type of research. The researcher relies on man as observer, rather than relying on measuring instruments. The qualitative researcher can adapt to a complex situation as it develops. Differences in values and prejudices can be taken into account. Additional data are obtained by means of other more objective instruments, such as documents or questionnaires.
- The emphasis is on the use of qualitative methods.
- Subjects are selected in a purposeful, rather than a random manner. There is a purposeful selection of a wide variety of subjects, which can then be observed by the researcher.
- The researcher makes use of inductive data analysis, so that unexpected results will also come to the fore. First, the researcher collects the data, and then he or she tries to understand the situation and make deductions.
- A grounded theory can be developed — that is, a theory that was actually developed from the data and that is thought to be better than pre-developed theory (as is the case in quantitative research). Such a grounded theory reflects the data in a more accurate manner. There are also many quantitative researchers who acknowledge the value of a grounded theory and who then do pilot studies in order to develop theoretical constructs that they eventually test by means of quantitative methods.
- The design of the research develops as the research develops. In qualitative studies, the researcher begins with a tentative design (sometimes even without a design), and develops the design as the research develops. In this way, the design can be adapted and variables can be included that had not been considered before that particular phenomenon was observed.
- The subject plays a role in the interpretation of the results. Qualitative researchers try to reconstruct reality from the subject's frame of reference. In quantitative research, the element or person is called the respondent, and in qualitative research he or she is called the subject or participant.
- Intuitive insights are used. In qualitative research, the emphasis is more on intuition-based knowledge (ie, on the subject's experience of a situation).
- The emphasis is on social processes. Qualitative studies focus on the social processes and the meanings attached to such social situations by the participants (Borg & Gall 1989:385–387; De Vos, Strydom, Fouche & Delport 2005:268; Polit & Beck 2008:15–17).

QUESTION 19

What is ethics in research?

- 1) Ethics is conducting research that has been conducted before
- 2) Research ethics is staying within the law of the country in which you are working
- 3) Research ethics is that which is morally justifiable
- 4) Research ethics refers to adhering to your religious beliefs

The correct answer is (2)

SG p109

Ethics, in research, have been developed against the background of professional codes of conduct and the laws governing a particular country.

QUESTION 20

The use of a hidden camera when conducting a face-to-face interview usually amounts to:

- 1) an unethical practice
- 2) the protection of privacy
- 3) voluntary participation
- 4) avoiding personal constraints

The correct answer is (1)

It is not protecting privacy, but rather invading it, therefore 2) is incorrect.

It is not voluntary if the recipient does not know about it, therefore 3) is incorrect.

QUESTION 21

Which behavioural norm or principle is being described in this quotation?

The principle of ____ compels all researchers to share their research findings, including means, ends, motives and consequences, freely and honestly with all other members of the research community (Smith 1988 284)

- 1) respect
- 2) disinterestedness
- 3) universalism
- 4) communality

The correct answer is (3)

SG p111

Communality — This norm requires researchers to accurately report the methods, purpose, motives and consequences. “The principle of communality compels all researchers to share their research findings, including means, ends, motives, and consequences, freely and honestly with all other members of the research community” (Smith 1988:284).

QUESTION 22

Which right is assured when we assign a code to participants which carries no self-identifying data?

- 1) voluntary participation
- 2) informed consent
- 3) respect
- 4) anonymity

The correct answer is (4)

SG p115

If there is a risk of invading someone’s privacy, we must first ensure that we obtain participants’ consent. Secondly, we must take precautions to protect their anonymity (especially if our findings are to be published).

QUESTION 23

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Select factors that can impose a risk on subjects' right to privacy, when conducting research.

- a) the researcher's gender
 - b) the sensitivity of the information
 - c) obtaining prior informed consent
 - d) the researcher's language preference
 - e) the setting where the research is conducted
 - f) how widely the findings are published
 - g) conducting a debriefing interview
- 1) (a) (b) (e)
 - 2) (f) (g)
 - 3) (b) (e) (f)
 - 4) (c) (d)

The correct answer is (4)

SG p114

However, unlike obtaining a loan or applying for credit facilities, our goal (collecting and analysing information about people as human beings) may be in conflict with people's right to privacy. We can deal with this potential conflict by considering:

- 1. the sensitivity of the information
- 2. the place where the research is conducted
- 3. how public we are going to make our research findings

QUESTION 24

Ensuring that participants in field research are not harmed, their consent has been obtained and their privacy ensured, are ethical issues that relate to:

- 1) behavioural norms of disinterestedness
- 2) the accurate reporting of findings
- 3) the personal motives of the researcher
- 4) basic human rights

The correct answer is (4)

SG p111

Ethical issues in research relating to human rights

One of the primary responsibilities that we have towards the people whom we research is that we must not harm them in any way. This is why — in certain instances — we may need to obtain their permission to involve them in our research; this is also why we need to take measures to ensure their privacy. These three ethical issues (do no harm; obtaining consent; and ensuring privacy) are the focus

QUESTION 25

When doing quantitative research in social science, the expression 'true experimental design' refers to research where:

- 1) experiments are performed on humans
- 2) dependent variables are measured to determine their effect on certain independent variables
- 3) design coherence is maintained by carefully controlling for internal validity

- 4) a researcher deliberately manipulates independent variables to determine their effect on dependent variables

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The correct answer is (4)

SG p131

True experimental design

As you know, the aim of experimental research is to show a cause-effect relationship between variables. We can best answer questions about whether one variable causes another by manipulating the conditions that we believe to be responsible for the effect. In an experiment the researcher creates a condition or situation or changes an existing situation. The effect of these changes on the subject's responses helps the researcher to identify possible causes.

QUESTION 26

Respondents may become wiser and more experienced between the two administrations of a test. This is called the threat of ____.

- 1) maturation
- 2) history
- 3) instrumentation
- 4) regression effect

The correct answer is (2)

SG p128, 129

- There may be changes within the subjects themselves over time. The subjects being studied may undergo physical or psychological changes (this is known as **maturation**) that are not part of the independent variable, but which nevertheless confuse the results. Suppose a researcher does an experiment on the styles of children's play between grades 1 and 6. In this case, play styles will be influenced by physical and emotional changes that occur as the children grow older, in addition to any effects due to the independent variable.
- The instrument (eg questionnaire) used to measure the dependent variable may change during the study. **Instrumentation** is a threat to the validity of the study if the measuring instrument deteriorates or improves over time. To take a very simple example: if the springs on the scale weaken during a weight-loss experiment, this will influence the readings on the scale.
- **Regression effect** refers to a tendency of extreme scores to move towards the average upon retesting. Suppose a researcher finds that violent criminals, tested before and after watching a violent film, are slightly less violent after the film. Because the criminals began at an extreme in terms of the measure on violence, it is unlikely that the film could make them more violent and due to the regression effect, they appear less extreme when measured again.
- **History** refers to uncontrolled events that influence the outcome of the research. If an event that is not related to the study occurs during the study and influences the dependent variable, this event will confuse the causal relationship that the researcher assumes exists. An example is a two-week study to evaluate people's attitudes toward space travel; halfway through the study a space craft explodes on the launch pad, killing the astronauts.

QUESTION 27

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What research design is described in this scenario?

A researcher working for an advertising company wants to investigate whether people are more inclined to buy a new product when they have been informed of the advantages of the product, than before being informed. She selects a sample and measures their willingness to buy the product by means of a questionnaire. She then randomly assigns each person to an experimental group (who receives more information on the product) and a control group (who receives no additional information on the product). After the information session, she again measures the willingness of the two groups to buy the product.

This is an example of a ____ design.

- 1) pre-experimental
- 2) posttest only control group
- 3) quasi-experimental
- 4) pretest-posttest control group

The correct answer is (4)

SG p131

The group that receives the treatment (counselling) is called the experimental group, while the group that receives no treatment is called the control group. These groups are compared in terms of the outcome or response to the treatment (or “no treatment”).

This outcome is the dependent variable and the comparison between groups enables the researcher to determine the impact of the treatment. In an experiment, the dependent variable can be measured more than once. If the dependent variable is measured before the introduction of the treatment, this is called a pretest. The posttest is the measurement of the dependent variable after the treatment has been introduced.

Although quasi-experimental designs also consist of a pre-test and post-test group, and also involve manipulating conditions and assignment of subjects to the treatment conditions, therefore identify causal relationships, quasi-experimental designs do not involve randomisation. Therefore 3) is incorrect.

QUESTION 28

Read the following scenario and identify what the researcher wanted to achieve in designing this study.

A researcher wants to find out how teachers experience cases of child abuse. He decides to conduct in-depth interviews with teachers (either individually or in groups) in which he will ask them to tell him about their thoughts on and experiences with child abuse.

The researcher wanted to:

- 1) ensure reliability by maintaining a proper scientific distance from the research participants
- 2) encourage research participants to talk openly by listening to them empathically
- 3) participate in teachers' experiences so that he can understand them empathically
- 4) use objective data-gathering techniques to determine own experiences empathically

The correct answer is (1)

SG p179

In-depth interviews have also been called “intensive interviews”, “unstructured”,

conversational interviews”, “ethnographic interviews” and “focused interviews” (Pitout 1995:112). In-depth interviews differ from face-to-face interviews conducted in a survey, of a large population, because the main aim of in-depth interviews is to obtain detailed information. Therefore, whereas a survey in which face-to-face interviews are used to collect answers, opinions, motivations or emotions, as data, in-depth interviews delve into the reasons behind the answers, opinions, or emotions given in a survey. This is why in-depth interviews are particularly useful in field research.

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QUESTION 29

If the steps in the research process are executed in a sequential manner with little change to the original research design, the main aim of the study would probably be to:

- 1) determine the relationship between variables
- 2) interpret the meaning of social phenomena
- 3) measure different dependent and independent variables
- 4) provide a rich description of subjective experiences

The correct answer is (1)

SG p64

“In quantitative research we intend to establish causal connections between things. Our hypotheses are therefore constructed so as to be able to reflect such connections. Causal explanations identify a cause and effect relationship between phenomena.”

Options 2) and 4) refer to qualitative research, which is nonsequential and flexible, therefore are incorrect.

QUESTION 30

What is the following threat to external validity called?

The researcher communicates clues to the respondents which determine how they behave

- 1) selection bias
- 2) laboratory effect
- 3) reactive effect
- 4) realism

The correct answer is (3)

QUESTION 31

Random selection is used in ____ sampling:

- 1) convenience
- 2) stratified
- 3) purposive
- 4) accidental

The correct answer is (2)

Convenience (also called accidental sampling), quota sampling, snowball sampling and purposive (also called judgemental sampling) are types of nonprobability sampling techniques, and does not involve random selection.

QUESTION 32

A researcher selects all the clients that enter a health clinic between 08h00 and 09h00.

What sampling technique did the researcher use?

- 1) purposive
- 2) simple random
- 3) quota
- 4) convenience

The correct answer is (1)

SG p161

Convenience sampling (or accidental sampling) is when the researcher selects those elements that he or she can access easily until the sample reaches the desired size. Convenience sampling is also referred to as accidental or availability sampling. The researcher may choose, for instance, the first twenty people turning up for an interview, or the people available in the library at a specific time, or a lecturer may use the students in his or her class.

QUESTION 33

A unit from a specific population about which information is obtained is a/an:

- 1) sample
- 2) element
- 3) parameter
- 4) subset

The correct answer is (2)

SG p85, 151

In qualitative research, the point of departure is to study the element, namely man, within unique and meaningful human situations or interactions.

An **element** is the unit or case about which information is obtained. The elements may be people who share certain characteristics (eg the same profession). Elements may also be objects, events, social groups, organisations, documents or provinces. All elements together constitute the population. An element is sometimes referred to as a unit of analysis.

QUESTION 34

When you take a person's blood pressure daily, you are in fact sampling from a "population" of the patient's blood pressure readings.

This statement is:

- 1) true, because the person's blood pressure cannot be taken constantly through the day
- 2) true, because the person is only available certain times of the day
- 3) false, because the person's blood pressure cannot be taken constantly through the day
- 4) false, because the person is only available certain times of the day

The correct answer is (1)

QUESTION 35

Which of the following statements with regard to sampling is true?

- 1) A random sample is one in which 50% of the elements of a population have an equal chance of being sampled
- 2) When hourly observations are made, you are in fact using a random sampling method
- 3) Random sampling in social sciences is the least expensive and most time-consuming strategy for selecting a sample
- 4) If a sample is representative, it yields valid data for making generalisations about the population from which it was drawn

The correct answer is (4)

SG p164

A sample is representative when it resembles the population and enables the researcher to accurately generalise results.

QUESTION 36

Of which method of sampling is the following an example?

If a researcher wishes to study all cancer patients in the country, she may identify groups of hospitals that have cancer wards in the different provinces of the country. A sample of these hospitals could then be drawn, from which a sample of patients could ultimately be selected.

- 1) snowball sampling
- 2) cluster sampling
- 3) simple random sampling
- 4) convenience sampling

The correct answer is (2)

SG p159

Cluster sampling requires that the population be divided into groups or clusters. Unlike stratified sampling, the elements of the population are grouped in heterogeneous clusters instead of homogeneous strata. Cluster sampling is used when a complete list of elements (sampling frame) is not available. Using the same example of factory workers, we could choose a sample that includes all workers (regardless of rank) in several divisions of the factory. Rather than selecting individuals, we randomly select divisions. This method can be used when the researcher does not have the time or money to get all the individuals' names, but does have a list of all the divisions in the factory. The sample is therefore randomly selected from the list of clusters (divisions of the factory). The researcher can sample all the workers in the chosen clusters or randomly select the same number of workers from each chosen cluster. Cluster sampling is less costly if the clusters are geographically defined. It requires listing only the elements in the selected clusters.

QUESTION 37

When a researcher plans to collect data, it is important to ensure that the data-collection method is suitable for the kind of research. Which of the following statements regarding interviews is false?

- 1) An unstructured interview would be best suited when the research is conducted in a busy shopping centre where the respondents have only a short time to respond

- 2) Collecting data via telephone interviews could be hampered by respondents being suspicious of a telephone call from an unknown person
- 3) Face-to-face interviews could be costly and a high level of interviewer skills is required
- 4) Telephone interviews are best suited when there is a need to monitor interviewers and collect data quickly

The correct answer is (1)

QUESTION 38

This statement is to be used in a self-administered questionnaire. It is problematic because it is a/an ____ statement.

Some groups accept that all television news items are literally true while others believe that news should be interpreted contextually.

- 1) double-barrelled
- 2) complex
- 3) lengthy
- 4) unwarranted

The correct answer is (3)

SG p187

Lengthy questions and statements must always be avoided, because they tend to be complex and obscure what is being asked or stated. For example: "Should the state raise funds to counteract poverty and also introduce a national development agency?"

QUESTION 39

A ____ is an example of primary data for social researchers.

- 1) report which is based on press cuttings
- 2) summary of patients' complaints
- 3) directly televised speech by the president
- 4) press report about local health facilities

The correct answer is (3)

Primary data refers to information that comes directly from the original source.

QUESTION 40

Unobtrusive observations (in field research) occur when:

- 1) a researcher makes tape recordings of conversations, but does not get involved in the social interaction
- 2) the Hawthorne effect takes place
- 3) a researcher becomes involved with the activities of the group of participants being observed
- 4) the reason for a researcher's presence is not known to the group being observed

The correct answer is (4)

SG p202

In situations where the purpose of the researcher's presence is not known to the group being observed, this is called unobtrusive observation. The group knows that the researcher is

present, but does not know why. Because the researcher remains unresponsive and distant from the group's interactions, nonreactive observations represent a more objective approach to data collection.

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QUESTION 41

A/an ____ measurement level requires respondents to choose between different mutually exclusive categories.

- 1) ratio
- 2) interval
- 3) nominal
- 4) ordinal

The correct answer is (1)

SG p170, 171, 172

Ordinal level of measurement refers to ordinal scales, allowing data to be ranked. Therefore 4) is incorrect.

Unlike the nominal or ordinal scales, the interval scale (as the name indicates) *can* measure the interval or distance between two points on a quantitative instrument (eg a thermometer). Therefore 2) is incorrect.

The ratio scale is normally used when variables such as weight, length and time are measured (quantified); the ratio scale is not normally used to measure people's attitudes or perceptions. Therefore 1) is incorrect.

QUESTION 42

The item below is to be used in a self-administered questionnaire. However, it contains a problem which should be avoided.

Four basic types of religious groups are recognised in society. Do you also agree with this statement?

The above item is problematic because it:

- 1) is a double-barrelled statement
- 2) contains loaded language
- 3) is a leading question
- 4) contains an incomplete question

The correct answer is (3)

SG p

- Avoid using a question or statement which conveys a position for or against the topic being investigated (called loaded language). For example: "Do you also prefer working flexi-hours because you can plan your workday according to your personal needs?" The use of "also" and reference to an advantage, loads a "yes" justification onto this question.
- Loaded language, in which phrases such as "Do you also prefer ..."; "Do you agree with ..."; or "Do you support the view that ..." are used also result in leading questions or statements. This type of question or statement must be avoided, because a respondent may feel pressurised to agree, and this will give the researcher a biased response.

QUESTION 43

A researcher is interested in the relationship between the hours per week that regular users of the internet spend online and the size of the families of these internet users (that is, the number of members in the family of each). Using data which was obtained from a sample of 100 regular users of the internet, she calculates a correlation coefficient between the variables *family size* and *hours per week on the internet*. She finds a value for the correlation coefficient of $r = -0,5$. Which of the following is the most plausible conclusion which she can make, based on this result?

- 1) People who come from smaller families spend less time on the internet
- 2) The relationship between family size and time spend on the internet is very weak
- 3) People who come from larger families spend less time on the internet
- 4) There was an error in the calculation because it is impossible to get a correlation coefficient of less than zero

The correct answer is (2)

SG p229

We refer to the statistical relationship between two variables as a correlation and the statistic used to describe this is called a correlation coefficient. It can range in value from $-1,00$ to $+1,00$. These values represent a perfect negative (-1) or a perfect positive correlation ($+1$). A value close to 0 indicates a weak relationship, while 0 means there is no relationship. We can see that the numerical size of a correlation coefficient indicates the strength of the relationship, while the sign (positive/negative) indicates the direction of the relationship. A positive correlation means that an increase in one variable is associated with an increase in the other. A negative correlation between two variables means that as the value of one variable increases, the value of the other one decreases. Please note that the correlation between two variables does not necessarily mean that one variable causes the other.

QUESTION 44

The value in a sample of scores that occurs with the greatest frequency is called the:

- 1) central tendency
- 2) mode
- 3) median
- 4) mean

The correct answer is (2)

SG p224

The mode is the score value with the highest frequency. For example, in the list 23 26 28 37 37 37 45 48 49, the score that occurs with the highest frequency (three times) is 37 and this is regarded as the mode.

QUESTION 45

Here is a set of data. Identify the mean in this set of data.

2 2 2 6 9 9

- 1) 2
- 2) 6
- 3) 9
- 4) 5

The correct answer is (4)

SG p226

The mean of a sample of scores is the arithmetic midpoint of the scores and represents all the scores in the sample. To calculate the mean, we add up all the scores and divide it by the total number of scores in the sample. Therefore $30/6=5$

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QUESTION 46

Standard deviation is sometimes preferred to variance because it is:

- 1) a measure of variability
- 2) in original units of measurement
- 3) easier to calculate
- 4) an indication of the spread of scores

The correct answer is (2)

SG p228

Because the standard deviation is expressed in the same units as the original measure, researchers prefer to use this statistic.

QUESTION 47

The procedures used to make generalisations about the population, based on the results of a sample, are referred to as:

- 1) generalisations
- 2) descriptive statistics
- 3) inferential statistics
- 4) coding

The correct answer is (3)

SG p235

We use the results based on a sample to make inferences about the attributes of the population and the methods used to do this are called inferential statistics (3). We have seen that descriptive statistics (2) are used to organise the data based on a sample

QUESTION 48

Thirty respondents take part in a study on the effectiveness of a speed-reading course. Before starting the course, each respondent is presented with the same document. The time in minutes that it takes to read this document is noted for each respondent.

What type of graph would best display the frequency distribution of the reading times?

- 1) histogram
- 2) polygon
- 3) bar chart
- 4) scatterplot

The correct answer is (3)

SG p221

Bar chart: graph representing the frequency distribution of categorical data

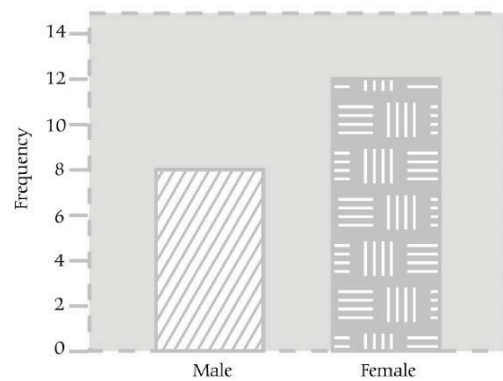


FIGURE 8.2

Bar chart for gender (n = 20 students)

QUESTION 49

Choose the option which best describes the nature of qualitative collected data.

Qualitative collected data are:

- 1) non-textual, numerical and structured
- 2) textual, non-numerical and unstructured

The correct answer is (2)

QUESTION 50

Which statement below does not fit the task description of qualitative researchers?

Qualitative researchers:

- 1) aim to understand and interpret how the various participants in a social setting construct the world around them
- 2) aim to give privilege to the perspectives of the research participants
- 3) label the perspectives of participants, count the number of perspectives and express them as frequencies and percentages
- 4) concern themselves with whether participants' perspectives have been authentically represented in the research process and the interpretations made from the information gathered
- 5) concern themselves with whether the findings are consistent in the sense that they fit the data and the social context from which they were derived

The correct answer is (3)

SG p239

Bogdan and Bilken (1982:145) define qualitative data analysis as "... working with data [which are textual, **non-numerical** and unstructured], organising it, breaking it into meaningful units, synthesising it, searching for patterns, discovering what is important and what is to be learned, and deciding what to tell others".

QUESTION 51

Data saturation means:

- 1) the researcher is tired
- 2) the participants are tired
- 3) that there are no participants left to interview and/or to observe
- 4) that patterns and themes start recurring and no new information emerges

The correct answer is (4) *SG p241*
 When multiple interviews have been conducted and/or observations have been made and patterns and themes start recurring, or no new information emerges, the data are then said to have achieved “saturation” (Fossey et al 2002:726 and Donalek & Soldwisch 2004:356).

QUESTION 52

Qualitative data analysis refers to:

- 1) numerical processes of examining and interpreting of data in order to elicit meaning, gain understanding, and develop empirical knowledge
- 2) non-numerical processes of examining and interpreting of data in order to elicit meaning, gain understanding, and develop empirical knowledge
- 3) the coding or assigning of certain numbers to the categories of a variable
- 4) process of transforming raw data into a format that can be used in a computer analyses

The correct answer is (2) *SG p239*
 Babbie (2007:378) and Corbin and Strauss (2008:1) concur with the aforementioned definitions and refer to qualitative analysis as a non-numerical process of examining and interpreting of data in order to elicit meaning, gain understanding, and develop empirical knowledge.

QUESTION 53

You are one of the lecturers for a research methodology course. A student asks you for tips that will assist reading through all the transcribed interviews successfully.

Which of the following tips would you share with the student?

- a) If the transcripts are too extensive, do not attempt to read them all at once
 - b) When your mind starts to wander, or you become impatient, or start feeling uninterested, it is time to pause
 - c) Refrain from reading the transcripts from the beginning of the document if you always confine your energy to the first section of your data, you are more likely to exclude or overlook valuable information from later sections
- 1) (a) (b)
 - 2) (c)
 - 3) (b) (c)
 - 4) (a) (b) (c)

The correct answer is (4) *SG p244*

Pointers to keep in mind when reading through all the transcriptions

- If the transcripts are too extensive, do not attempt to read them all at once.
- When your mind starts to wander or you become impatient or start feeling uninterested, it is time to pause.
- Refrain from reading the transcripts from the beginning of the document. When you start out you are in peak form. If you always confine this energy to the first section of your data, you are more likely to exclude or overlook valuable information from later sections. Reading the last third of the interview before the first portion is one technique that may help you to shed new light on each interview (Tutty et al 1996:98).

QUESTION 54

Which option(s) describe(s) the eventual outcome of qualitative data analysis as a result of interpretation and organisation?

- a) data condensation
 - b) data distillation
- 1) (a)
 - 2) (b)
 - 3) (a) (b)

The correct answer is (3)

SG p240

Basit (2003:144) refers to Tesch who uses the term “data condensation” or “data distillation” as a way of describing the eventual outcome of a qualitative analysis, implying that the body of data did not merely become smaller and manageable in the analysis process because there was less to deal with, but this becoming “smaller and manageable” was the result of interpretation and organisation.

QUESTION 55

When we talk about the format of a research report we are referring to the:

- 1) assumptions made by the researcher
- 2) section headings that are used
- 3) methods used to gather and interpret data
- 4) purpose and subject of the report

The correct answer is (4)

SG p276

The format of your research report depends on the purpose of your report, while the ultimate length of your research report is determined by many factors, such as line-spacing, referencing style and the type of report you intend presenting (Wimmer & Dominick 1994:36). For example, the format of reports intended for publication in academic journals need to comply with the conventions of the particular journal you intend submitting your manuscript to. Most journals give detailed instructions to authors regarding the format of manuscripts they intend to submit for consideration for publication.

QUESTION 56

Which of the following ways of presenting a research report would best make research findings the most readily available to the general public?

- 1) in-house publication
- 2) academic journal article
- 3) newspaper article
- 4) presentation at a seminar

The correct answer is (3)

SG p264

Research projects are made known to the general public through newspaper reports. Reports are usually given out through the mass media after more specialised reports have been written and published. Media reports tend to be very short compared with the other types of report we have discussed.

QUESTION 57

The first step in writing any research report is to identify the intended reader.

This statement is:

- 1) true, because the organisation and style of the report depend on the target audience
- 2) true, because writing the report is not part of the research process, but it is still vital to a research project
- 3) false, because no matter who the audience, the primary goal in reporting research is accuracy
- 4) false, because in the research report, specific attention should be paid to the methodology used

The correct answer is (1)

SG p260

Wimmer and Dominick (1994:395) suggest that the first step in preparing your report is to clearly identify your intended audience.

QUESTION 58

When preparing an oral presentation for a seminar you can safely exclude the research problem from your presentation.

This statement is:

- 1) true, because there is a limited amount of time available to present the findings
- 2) true, because, as the presenter, you need to be highly focussed in your presentation
- 3) false, because the presentation should begin with the problem under investigation
- 4) false, because the findings are the most important aspects of your presentation

The correct answer is (3)

SG p261

A presentation is usually an oral presentation before an audience at a seminar or conference. At a conference you could be limited to as little as ten or fifteen minutes to present your work. Given this time limit, such reports have to be highly focused and you need to prioritise what you are going to include in your presentation. Use the purpose of the presentation as your guide. In most cases your findings will be the most important aspect of your presentation, since this is usually what interests the audience most. Your conclusions

therefore need to be sharply focused (Baker 1988:422). To achieve this, presenters often make extensive use of audio-visual aids (eg flip charts, overhead transparencies and computer-generated visuals) and present their findings in graphics formats (eg graphs or bulleted points which are projected onto a screen). In a presentation, it is not so important to discuss the methods you used in your research. The presentation is usually followed by a question-and-answer session. You need to note that, although your presentation is oral, you are often expected to make hard copies of your presentation available to your audience.

QUESTION 59

Which of the following statements is the most correct?

- 1) The primary function of research is to establish the current boundaries of knowledge
- 2) The usefulness of research is determined by the type of research report in which it is made known
- 3) Research only becomes useful if the findings of that research are shared with others
- 4) The way on which a research report is used determines the validity of that research

The correct answer is (3) *SG p258*
 Research is only really useful once we tell others about what we found and the meaning of those findings.

QUESTION 60

When writing a journal article, theoretical background to the research should be located in the ____.

- 1) abstract
- 2) methodology
- 3) literature review
- 4) interpretation

The correct answer is (3)

OCT/NOV 2013

QUESTION 1

What research norm is reflected in the following scenario?

A report on the results and recommendations of an investigation into examination preparation problems experienced by a sample of Unisa students is circulated amongst knowledgeable researchers and academics in South Africa and international for comment.

- 1) honesty
- 2) transparency
- 3) communalism
- 4) organised scepticism

The correct answer is (3) *SG p12*
Communalism. Scientific knowledge must be shared with others; it belongs to everyone. Creating scientific knowledge is a public act and the findings are public property, available

for all to use. The way in which the research is conducted must be described in detail. New knowledge is not formally accepted until other researchers have reviewed it and it has been made publicly available in a special form and style.

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QUESTION 2

To which one of the following approaches to research does the description below refer?

There is not one true path to knowledge. It is necessary to accept a variety of ways in which knowledge about the world can be gained.

- 1) Positivistic
- 2) Interpretivism
- 3) Critical theory
- 4) Feminism
- 5) Postmodernism

The correct answer is (5)

SG p37

Postmodern research: an approach to research that claims there is no such thing as absolute “truth” and that no particular theory or method is better than another at determining the truth

QUESTION 3

Scientific inquiry can be defined as:

- a) a conscious, deliberate inquiry into events and topics
- b) taking another look at events by doing a careful and planned study
- c) the systematic examination of a research question
- d) a way of increasing human knowledge which is grounded in experience.

- 1) (a) (b)
- 2) (b) (c) (d)
- 3) (c) (d)
- 4) (d)
- 5) (a) (b) (c) (d)

The correct answer is (5)

SG p12

Science differs from ordinary, day-to-day inquiry in two important respects. Firstly, scientific inquiry is a conscious, deliberate inquiry into special events, whereas we rarely bring any attention or focus to our daily observations. Secondly, scientific inquiry is more careful than our normal, casual efforts; we are aware that we may well make mistakes and we therefore take special precautions to avoid them. The need for conscious and careful observation and disciplined thinking is emphasised by the following norms characteristic of the scientific approach.

QUESTION 4

The different accounts of people who have witnessed a car accident can be ascribed to:

- 1) overgeneralisation
- 2) selective observation
- 3) ego involvement.

4) Stress

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The correct answer is (2)

SG p9

Overgeneralisation may lead to selective observation. Once the decision is made that events are following a particular pattern, and you think you know why, you will tend to pay attention mainly to future situations that correspond with that pattern. You will also tend to overlook the situations that conflict with the pattern.

QUESTION 5

Identify the potential error in human inquiry the following example illustrates.

It is concluded that if HIV Incidence amongst students at this university is low it should also be the case at other universities.

- 1) inaccurate observation
- 2) the 'halo' effect
- 3) overgeneralisation
- 4) selective observation

The correct answer is (3)

SG p9

Overgeneralisation means that we arrive at a general conclusion about a particular thing when we have only observed a few cases of that thing. Using a few, similar events to arrive at a conclusion is unwarranted because it means we ignore the possibility that observing additional cases may disprove our earlier observations.

QUESTION 6

Ms Ndlovu runs a health education programme on prevention of the spread of HIV each first Monday of the month. During February she educated the clients on the importance of condom use. In April she finds that the majority of the clients still do not use condoms. She concludes that the clients show a lack of knowledge as well as a negative attitude towards the prevention of the spread of HIV.

This is an example of:

- 1) ego involvement
- 2) overgeneralisation
- 3) inaccurate observation
- 4) premature closure.

The correct answer is (4)

SG p10

The premature closure of inquiry

The four errors discussed so far may together lead to what is known as a premature closure of inquiry. This means that we ask questions for a short while, obtain some answers and stop our inquiry too soon. As a result, our attempt to understand something stops before our understanding is complete.

QUESTION 7

Which of the following statements help(s) us to understand the relationship between theory and research?

- a) Theory offers a conceptual framework that can guide research
 - b) It is naive to imagine that research is possible without some theoretical framework
 - c) Empirical studies are based on theory and theories in turn are grounded in empirical studies
 - d) Theory has no relation to empirical research.
 - e) New evidence developed through research does not affect theory
- 1) (a) (b) (d)
 - 2) (a) (b) (e)
 - 3) (d)
 - 4) (e)
 - 5) (a) (b) (c)

The correct answer is (5)

SG p56

When we discussed theory as a conceptual framework, we referred to the fact that theory provides researchers with scaffolding, by specifying key concepts that enable them to reflect on the essential characteristics of the phenomena they study (see 2.2.2). In fact, it is naive to imagine research without some theoretical orientation. However, the relationship between the two is reciprocal: empirical studies are based on theory, and theories, in turn, are based on empirical studies (Sayer 1992:144). Let us consider this relationship.

QUESTION 8

In social science research, concepts:

- a) never change their meaning.
 - b) are related to theory.
 - c) are used to describe a phenomenon
 - d) are used to identify a phenomenon.
 - e) are concrete
- 1) (a) (b) (c)
 - 2) (b) (c) (d)
 - 3) (c) (d) (e)
 - 4) (a) (b) (c) (d)
 - 5) (a) (b) (d) (e)

The correct answer is (2)

SG p54, 55

Terminology that is developed in social sciences is often also used in everyday conversation. As an example, Potter (in Wetherell 1996:136) refers to the phenomenon of psychobabble. Here people take a range of concepts from various psychological theories and use these concepts, often incorrectly, in their daily conversations. This can lead to confusion about the meaning of such concepts. However, borrowing terminology is not just one-way. Social scientists deal with phenomena people come across every day. Consequently, social scientists borrow terminology from everyday language (eg “group” or “family”).

To recap: concepts identify and describe phenomena. Concepts are therefore the starting

point of theorising.

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QUESTION 9

The words in **bold** is an example of an independent variable in which of the following statements?

- 1) One's **state of health** depends on one's income.
- 2) Severe stress leads to **personality disintegration**
- 3) Revolutions are caused by **relative deprivation**.
- 4) **Neurotic behaviour is caused** by early childhood experiences
- 5) Malnutrition is a cause of a **depressed immune system**

The correct answer is (5)

SG p66

Dependent variable: the variable that is influenced or changed; the effect

Independent variable: the variable that influences or changes the dependent variable; the cause

QUESTION 10

Which statement(s) is/are correct?

The formulation of a research problem:

- a) often draws on theoretical insights
 - b) narrows the focus of the research topic.
 - c) identifies an empirical and/or a conceptual issue to be researched.
- 1) (a)
 - 2) (b) (c)
 - 3) (c)
 - 4) (a) (b)
 - 5) (a) (b) (c)

The correct answer is (5)

QUESTION 11

Identify the statement(s) that has/have the potential to be a social law.

- a) If we exert less force on an object, it will move slower
 - b) The suicide rate decreases as the level of social integration increases
 - c) Men are sexist
 - d) Intelligence is an inherited attribute.
- 1) (a) (b)
 - 2) (c) (d)
 - 3) (a) (b) (d)
 - 4) (c)
 - 5) (b)

The correct answer is (1)

SG p76

Remember we describe social laws as being probabilities rather than certainties.

QUESTION 12

Which of the following statements are true?

- a) Theory inductively guides research
- b) Research deductively builds theory
- c) Theory deductively guides research
- d) Research inductively builds theory.

- 1) (a) (b)
- 2) (b) (c)
- 3) (c) (d)
- 4) (a) (c)
- 5) (b) (d)

The correct answer is (3)

SG p58

Theory deductively guides research, while the information obtained through research inductively builds theory. Therefore a) is incorrect and c) correct. Also, b) is incorrect, and d) correct.

QUESTION 13

Which general purpose of research applies to the research question below?

What are the attitudes of health care professionals on abortion on demand?

- 1) Prediction
- 2) Explanation
- 3) Control
- 4) Description

The correct answer is (2)

QUESTION 14

Which of the following types of research is less applicable in qualitative research?

Research that:

- 1) makes in-depth inquiries into complexities and processes.
- 2) can be done by means of an experiment
- 3) tries to explore why the current policy and practice do not work.
- 4) investigates an unknown phenomenon

The correct answer is (2)

QUESTION 15

Descriptive research is done to:

- 1) give details of a situation
- 2) explain phenomena
- 3) determine causality.

- 4) investigate a new field

The correct answer is (1)

SG p94

Descriptive research is aimed at giving the specific details of a situation (in this case, a social phenomenon), social environment or relationship (Neuman 1997:19–20). It attempts to describe a phenomenon, for example, the demographic characteristics of users of illegal drugs and to which degree the types of drugs vary in terms of the users' income, age, gender etc.

QUESTION 16

A true experiment requires the following:

- a) control
 - b) manipulation
 - c) randomisation
 - d) double-blind procedure
- 1) (a) (b)
 - 2) (c) (d)
 - 3) (a) (b) (c)
 - 4) (a) (b) (c) (d)

The correct answer is (3)

SG p131, 132

True experimental designs are those research studies in which the researcher manipulates the treatment condition; that is, the researcher decides who receives which treatment. There are therefore two treatment conditions. The group that receives the treatment (counselling) is called the experimental group, while the group that receives no treatment is called the control group.

The second characteristic of the true experimental design is random assignment of the subjects or sampling units to the treatment conditions or groups.

QUESTION 17

When researchers concentrate on adapting to complex situations as they unfold, attempting to understand a phenomenon in its social, cultural and historical context, apply inductive data-analysis techniques and focus on grounded theory, then they are busy with:

- 1) triangulation.
- 2) quantitative research
- 3) experimental research.
- 4) qualitative research.

The correct answer is (4)

SG p86, 87

Qualitative research has the following general characteristics:

- This type of research involves a holistic investigation executed in a natural set-up. The researcher tries to study all the elements that are present within that particular set-up/situation. The set-up is studied as a whole in order to understand the realities involved — one of the most distinctive characteristics of qualitative research. For this reason, the researcher tries to understand a phenomenon within its social, cultural and historical context.
- Man is the primary data-collection instrument in this type of research. The researcher relies on man as observer, rather than relying on measuring instruments. The qualitative researcher can adapt to a complex situation as it develops. Differences in

values and prejudices can be taken into account. Additional data are obtained by means of other more objective instruments, such as documents or questionnaires.

- The emphasis is on the use of qualitative methods.
- Subjects are selected in a purposeful, rather than a random manner. There is a purposeful selection of a wide variety of subjects, which can then be observed by the researcher.
- The researcher makes use of inductive data analysis, so that unexpected results will also come to the fore. First, the researcher collects the data, and then he or she tries to understand the situation and make deductions.
- A grounded theory can be developed — that is, a theory that was actually developed from the data and that is thought to be better than pre-developed theory (as is the case in quantitative research). Such a grounded theory reflects the data in a more accurate manner. There are also many quantitative researchers who acknowledge the value of a grounded theory and who then do pilot studies in order to develop theoretical constructs that they eventually test by means of quantitative methods.
- The design of the research develops as the research develops. In qualitative studies, the researcher begins with a tentative design (sometimes even without a design), and develops the design as the research develops. In this way, the design can be adapted and variables can be included that had not been considered before that particular phenomenon was observed.
- The subject plays a role in the interpretation of the results. Qualitative researchers try to reconstruct reality from the subject's frame of reference. In quantitative research, the element or person is called the respondent, and in qualitative research he or she is called the subject or participant.
- Intuitive insights are used. In qualitative research, the emphasis is more on intuition-based knowledge (ie, on the subject's experience of a situation).
- The emphasis is on social processes. Qualitative studies focus on the social processes and the meanings attached to such social situations by the participants (Borg & Gall 1989:385–387; De Vos, Strydom, Fouche & Delport 2005:268; Polit & Beck 2008:15–17).

QUESTION 18

If an investigation is repeated and the results are similar, then the research is:

- 1) valid
- 2) reliable.
- 3) flexible.
- 4) Real

The correct answer is (2)

SG p91

Reliability: when identical investigations are repeated, similar research results will be obtained

QUESTION 19

Social science researchers should ensure that the procedure followed and information collected during data collection do not conflict with the participants' right to privacy. Identify the three aspects to keep in mind in order to ensure the privacy of respondents.

- a) Whether the research is qualitative or quantitative
- b) Sensitivity of the information.
- c) The place where the research is conducted.

- d) The presence of a control group
- e) How public the research findings will be made

- 1) (a) (b) (c)
- 2) (b) (c) (d)
- 3) (a) (c) (e)
- 4) (b) (c) (e)

The correct answer is (4)

SG p114

However, unlike obtaining a loan or applying for credit facilities, our goal (collecting and analysing information about people as human beings) may be in conflict with people's right to privacy. We can deal with this potential conflict by considering:

- 1. the sensitivity of the information
- 2. the place where the research is conducted
- 3. how public we are going to make our research findings

QUESTION 20

Research ethics is:

- 1) conducting research that has been conducted before
- 2) staying within the law of the country in which you are working
- 3) that which is morally justifiable.
- 4) adhering to your religious beliefs.

The correct answer is (2)

SG p109

Ethics, in research, have been developed against the background of professional codes of conduct and the laws governing a particular country.

QUESTION 21

Which behavioural norm or principle is being described below?

The researcher should not undertake research for financial rewards only.

- 1) voluntary participation
- 2) disinterestedness
- 3) informed consent
- 4) freedom from harm

The correct answer is (2)

SG p111

Disinterestedness. This norm requires that personal gain should not be a researcher's main (or only) reason for doing research.

QUESTION 22

Which of the following behavioural norms would mainly regulate your response, from an ethical point of view, to the following request?

A local newspaper is conducting research for an in-depth story about the emotional impact of outcomes based education. The reporter requests you, as a teacher, to forward a detailed record of your learners' reactions to specific outcomes-based educational tasks, over a period of nine months.

- 1) respect for privacy
- 2) organised scepticism
- 3) disinterestedness
- 4) universalism

The correct answer is (1)

QUESTION 23

In addition to ethical requirements, every research report also has to meet legal requirements.

To which of the following issues does the statement refer?

- 1) Hawthorne effect
- 2) absolutism
- 3) plagiarism
- 4) reliability

The correct answer is (3)

QUESTION 24

Which ethical principle is disregarded in the following research study?

An experiment is conducted in which behaviours that are socially questionable are artificially created.

- 1) confidentiality
- 2) anonymity
- 3) freedom from harm
- 4) privacy of thought

The correct answer is (3)

QUESTION 25

Which characteristic of qualitative designs is reflected in the following?

A researcher is investigating the experiences of victims of a natural disaster. She conducts in-depth open interviews with a limited number of the victims trying to understand the experiences of the particular individuals interviewed. These interviews are then analysed in detail.

- 1) scope
- 2) flexibility
- 3) accuracy
- 4) outcome

The correct answer is (2)

SG p142

Flexibility: The general area of concern is determined in advance, but further specific research questions may arise later. The interview format is naturalistic and open. The

analytic technique used (phenomenological analysis that focuses on private experiences and subjective perceptions) is specified in advance.

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QUESTION 26

The following factors should be taken into account to ensure that the research design is coherent.

- a) the meaning of social phenomena
 - b) the purpose and use of the research
 - c) the data-collection and data-analysis techniques
- 1) (a) (b)
 - 2) (a) (b) (c)
 - 3) (b) (c)
 - 4) (a) (c)

The correct answer is (3)

SG p127

The factors that should be taken into account to ensure that the research design is coherent:

1. The purpose and the proposed use of the study influence the type of study that will be done.
2. In a coherent research design data-collection techniques will match data-analysis techniques.

QUESTION 27

Selection as a threat to the internal validity of a research project refers to:

- 1) Important differences between respondents in the experimental and control groups
- 2) a research project that includes only one group
- 3) a research project where not all respondents receive the same treatment
- 4) important differences between the respondents in the study and the general population

The correct answer is (1)

SG p129

Research often involves the comparison of two or more groups in terms of the dependent variable. Selection of subjects to be assigned to a specific group could bias the study if there are important, unsuspected differences between the subjects in each group. An example is an experiment on physical aggression in which the one group unintentionally contains soccer and rugby players, whereas the other group is made up of musicians and painters!

QUESTION 28

A quantitative research design involving treatment of two groups, where the respondents decide to which group they want to belong, is called *a/an* ____ design.

- 1) posttest only control group
- 2) quasi-experimental
- 3) voluntary
- 4) experimental

The correct answer is (2)

SG p146

With a comparison group used in a quasi-experimental design, there is no randomization.

Since they decided which group they want to belong to, this is a quasi-experimental design.

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QUESTION 29

To what does history as a threat to the internal validity of a study refer?

The effect on the dependent variable of:

- 1) an event that occurred before the study started
- 2) an uncontrolled event that occurred during the study
- 3) the treatment administered during the study
- 4) the independent variable in the study

The correct answer is (2)

SG p128

History refers to uncontrolled events that influence the outcome of the research. If an event that is not related to the study occurs during the study and influences the dependent variable, this event will confuse the causal relationship that the researcher assumes exists. An example is a two-week study to evaluate people's attitudes toward space travel; halfway through the study a space craft explodes on the launch pad, killing the astronauts.

QUESTION 30

How are the research question and the method addressed in the following scenario?

A researcher asks a group of out-patients suffering from depression to keep a diary in which they write once a week. After three months, the researcher analyses the content of the diaries to try and identify common themes. The findings are presented in a report to the staff at the hospital who are involved with these patients.

- 1) The research question is specified, but the method is adaptable
- 2) The method is described, but the research question is fairly open
- 3) Both the research question and the method are clearly specified.
- 4) Neither the research question, nor the method is specified.

The correct answer is (2)

The method is clearly specified, the outpatients are asked to keep a diary – in which they write once a week.

QUESTION 31

What type of sampling is described in the example below?

Twenty people who lost a family member through suicide and who are currently attending a support group are referred to the researcher by other members in the support group already in the sample.

- 1) convenience sampling
- 2) purposive sampling
- 3) theoretical sampling
- 4) snowball sampling

The correct answer is (4)

SG p162

Snowball sampling is a technique that involves research respondents' obtaining other

potential respondents. The term is taken from the analogy of a snowball. In the first stage of sampling, only a few respondents are identified as having the required characteristics; these respondents are interviewed by the researcher. These respondents are then used to identify other people who qualify for inclusion in the sample.

QUESTION 32

A representative sample

- 1) consists of at least 500 elements.
- 2) must be a random sample.
- 3) is defined as the inverse of the square root of the sample size
- 4) reflects the crucial characteristics of a population

The correct answer is (4)

SG p164

A sample is representative when it resembles the population and enables the researcher to accurately generalise results.

QUESTION 33

Of which method of sampling is the following an example?

If a researcher wishes to study all cancer patients in the country, she may identify groups of hospitals that have cancer wards in the different provinces of the country. A sample of these hospitals could then be drawn, from which a sample of patients could ultimately be selected.

- 1) snowball sampling
- 2) cluster sampling
- 3) simple random sampling
- 4) convenience sampling

The correct answer is (2)

SG p159

Cluster sampling requires that the population be divided into groups or clusters. Unlike stratified sampling, the elements of the population are grouped in heterogeneous clusters instead of homogeneous strata. Cluster sampling is used when a complete list of elements (sampling frame) is not available. Using the same example of factory workers, we could choose a sample that includes all workers (regardless of rank) in several divisions of the factory. Rather than selecting individuals, we randomly select divisions. This method can be used when the researcher does not have the time or money to get all the individuals' names, but does have a list of all the divisions in the factory. The sample is therefore randomly selected from the list of clusters (divisions of the factory). The researcher can sample all the workers in the chosen clusters or randomly select the same number of workers from each chosen cluster. Cluster sampling is less costly if the clusters are geographically defined. It requires listing only the elements in the selected clusters.

QUESTION 34

A unit from a specific population about which information is obtained is a/an:

- 1) sample.
- 2) element.
- 3) parameter
- 4) subset

The correct answer is (2)

SG p85

In qualitative research, the point of departure is to study the element, namely man, within unique and meaningful human situations or interactions.

QUESTION 35

Differences between population parameters and sampling statistics are called:

- 1) a sampling error.
- 2) sampling bias
- 3) population error
- 4) population bias

The correct answer is (2)

SG p154

A biased sample is one that is not representative of the population; here, the sample has simply not been carefully selected. Sampling bias is caused by a researcher failing to consider the relevant population criteria when selecting the sample.

Sources of sampling bias can be the following:

- The language used when data is collected (thus excluding those who do not speak that language).
- The extent to which personal views have influenced the data.
- The time the data were collected (thus excluding those who are not present at the time).
- The place where the data were collected. For example, suppose a researcher wants to investigate the attitudes towards drug use amongst young students in a particular city. He or she goes to a local college cafeteria during lunch hour to recruit participants for the study. The researcher may more likely approach individuals of the same gender, or individuals that look approachable and friendly, or those who are sitting by themselves rather than in a group. Further, the researcher will only be exposed to those students who eat lunch in the cafeteria and miss those who sit outside or go home for lunch hour. What about the choice of institution where the participants are recruited? What about the ethnic make-up of the college? This may lead to systematic over- or underrepresentation.

Sampling bias therefore refers to the overrepresentation or underrepresentation of a segment of the population which will then impact on the purpose of the study and its validity (Brink, Van der Walt & Van Rensburg 2006:126; Polit & Beck 2008:340).

QUESTION 36

Read the following scenario and select the most appropriate option.

A researcher wishes to study individuals suffering from agoraphobia (fear of open spaces). The researcher places an advertisement in the newspaper asking for participants. A total of 50 people respond, of which the researcher randomly selects 30. However, only 15 participants actually turn up for their appointment.

The basic problem confronted by the researcher is that:

- 1) the accessible population may differ from the target population
- 2) the sample has been drawn by using an unethical method.
- 3) the sample size is too small.
- 4) It is impossible to study agoraphobia in a scientific way

The correct answer is (3)

SG p164

There are no hard and fast rules for determining sample size. Instead, the researcher must consider the research purpose, the design, the size of the population and the type of sample used. Generally, with the exception of case studies, the larger the sample the more valid and accurate the study. This is because the larger sample is more likely to be representative of the population.

QUESTION 37

When collecting data for social research, the accuracy of measurement could be compromised by:

- 1) planned errors and random errors.
- 2) systematic errors and chaotic errors.
- 3) systematic errors and random errors.
- 4) measurement errors and data errors.

The correct answer is (3)

SG p174

While collecting data in social research, we should be aware that the measuring instruments we use could bias the actual data collected and eventually the interpretation of findings. There are two sources of measurement error. These are referred to as systematic error and random error.

QUESTION 36

By asking sales assistants whether they had received any enquiries during the past week, you are using the following level of measurement:

- 1) ratio
- 2) interval
- 3) nominal
- 4) ordinal

The correct answer is (1)

SG p170, 171, 172

Ordinal level of measurement refers to ordinal scales, allowing data to be ranked. Therefore 4) is incorrect.

Unlike the nominal or ordinal scales, the interval scale (as the name indicates) *can* measure the interval or distance between two points on a quantitative instrument (eg a thermometer). Therefore 2) is incorrect.

The ratio scale is normally used when variables such as weight, length and time are measured (quantified); the ratio scale is not normally used to measure people's attitudes or perceptions. Therefore 1) is incorrect.

QUESTION 39

An advantage of using telephone interviews is that:

- 1) diverse opinions can be obtained whilst pretesting a measuring instrument
- 2) a sensitive topic can be researched.
- 3) the time it takes to collect data is short
- 4) an interpersonal rapport can be established between interviewer and respondents

The correct answer is (3)

SG p184

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Telephone interviews also have definite advantages, such as:

- No expensive traveling, accommodation, duplication or postage costs are involved.
- Data can be collected quickly.
- Responses may actually be more accurate, because respondents do not have time to re-think their answers.
- Also, interviewers can be monitored (and this easier than in the case of face-to-face interviewing).

QUESTION 40

You are planning to conduct a structured field observation. In what chronological order would you undertake the activities listed?

- a) Record the originally planned procedures and any deviations
 - b) Devise or select a measuring instrument
 - c) Formulate the operational definitions of what is to be observed.
- 1) (a) ~ (b) ~ (c)
 - 2) (b) ~ (c) ~ (a)
 - 3) (c) ~ (a) ~ (b)
 - 4) (c) ~ (b) ~ (a)

The correct answer is (4)

QUESTION 41

The Likert item below is to be used in a self-administered questionnaire. However, it contains problems which should be avoided.

We should not criticise the minister for the anti-smoking legislation.

The above item is problematic because it:

- a) is double-barrelled
 - b) contains complex language.
 - c) is a negative statement
 - d) contains a vague agent of action.
- 1) (a) (b)
 - 2) (b) (e)
 - 3) (c) (d)
 - 4) (a) (d)

The correct answer is (3)

Negative = "should not"

Vague agent of action = "we" and "the minister" and anti-smoking legislation" – none of these are specific, Who are "we"? Which minister? What anti-smoking legislation?

QUESTION 42

When using a Likert scale to evaluate respondents' opinions about a health issue, which level of measurement are you applying?

- 1) nominal
- 2) ordinal
- 3) interval
- 4) ratio

The correct answer is (2)

SG p194

Both the Likert scales and semantic differential scales rely on an ordinal level of measurement.

QUESTION 43

The following measure of variability is based on all the scores in a sample:

- 1) spread
- 2) range
- 3) standard deviation
- 4) means

The correct answer is (1)

SG p227, 228

The simplest measure of variability is the range. In any sample of scores the range is taken as the difference between the highest and lowest scores. Therefore 2) is incorrect.

The square root of the variance is known as the standard deviation of a sample of scores – therefore 3) is incorrect.

Mean: sum of a sample of scores divided by the number of scores in the sample – therefore 4) is incorrect.

QUESTION 44

You are creating a frequency distribution of the gender of students in your study group. In what chronological order would you do the following?

- a) Make a tally mark for every student in a particular category (male or female)
- b) List the relevant categories (male and female)
- c) Add the tally marks to get the total frequency for each category

- 1) (a) ~ (b) ~ (c)
- 2) (b) ~ (a) ~ (c)
- 3) (a) ~ (c) ~ (b)
- 4) (b) ~ (c) ~ (a)

The correct answer is (2)

QUESTION 45

Which of the following is considered a measure of central tendency?

- 1) typical value
- 2) mode

- 3) standard deviation
- 4) variance

The correct answer is (2)

Measures of central tendency are: mode, median, mean.

QUESTION 46

Which best describes the cumulative frequency distribution of the age of readers of a magazine?

- 1) A table of the number of readers 18 and younger, 19 to 22, etcetera.
- 2) A graph of the ages of readers arranged from young to old.
- 3) The total of all ages divided by the number of readers
- 4) The standard deviation indicating the spread of the age distribution

The correct answer is (1)

SG p220

The cumulative frequency (*cf*) of a class interval is the number of cases in the specified interval plus all the cases in the previous intervals. In other words, the cumulative frequency (*cf*) of a class interval is the number of cases that fall below the lower limit of the next interval.

QUESTION 47

A researcher is interested in the relationship between the hours per week that regular users of the internet spend online and the size of the families of these internet users (that is, the number of members in the family of each). Using data which was obtained from a sample of 100 regular users of the internet, she calculates a correlation coefficient between the variables *family size* and *hours per week on the Internet*. She finds a value for the correlation coefficient of $r = -0,5$. Which of the following is the most plausible conclusion which she can make, based on this result?

- 1) People who come from smaller families spend less time on the internet.
- 2) The relationship between family size and the time users spend on the internet is very weak.
- 3) People who come from larger families spend less time on the internet
- 4) There was an error in the calculation because it is impossible to get a correlation coefficient of less than zero

The correct answer is (2)

SG p229

We refer to the statistical relationship between two variables as a correlation and the statistic used to describe this is called a correlation coefficient. It can range in value from $-1,00$ to $+1,00$. These values represent a perfect negative (-1) or a perfect positive correlation ($+1$). A value close to 0 indicates a weak relationship, while 0 means there is no relationship. We can see that the numerical size of a correlation coefficient indicates the strength of the relationship, while the sign (positive/negative) indicates the direction of the relationship. A positive correlation means that an increase in one variable is associated with an increase in the other. A negative correlation between two variables means that as the value of one variable increases, the value of the other one decreases. Please note that the correlation between two variables does not necessarily mean that one variable causes the other.

QUESTION 48

A market researcher is studying the relation between income and expenditure. Which of the following statement(s) best describe(s) a positive correlation between these two variables?

- a) high income corresponds with high expenditure
 - b) high income corresponds with low expenditure
 - c) low income corresponds with low expenditure
 - d) low income corresponds with high expenditure
- 1) (a)
 - 2) (a) (c)
 - 3) (b)
 - 4) (b) (d)

The correct answer is (2)

SG p229

A positive correlation means that an increase in one variable is associated with an increase in the other. A negative correlation between two variables means that as the value of one variable increases, the value of the other one decreases. Please note that the correlation between two variables does not necessarily mean that one variable causes the other.

QUESTION 49

Which of the following statements best describe the nature of qualitative research?

Qualitative research:

- a) refers to any type of research that produces findings not arrived at by statistical procedures or other means of quantification
 - b) refers to research about people's lives, lived experiences and their emotions
 - c) aims to listen to the voices of others.
 - d) refers to any type of research that produces findings arrived at by statistical procedures or other means of quantification
- 1) (a) (b)
 - 2) (a) (c)
 - 3) (b) (c) (d)
 - 4) (a) (b) (c)

The correct answer is (4)

SG p85, 86

Qualitative research has its roots in symbolic interactionism and concentrates on qualitative aspects such as meaning, experience and understanding. Streubert Speziale and Carpenter (2003:15–17) identify six principles of qualitative research:

- believing in multiple realities
- a commitment to identifying an approach to understanding that supports the phenomenon under study
- being committed to the participants' viewpoints structured: a prescribed way of approach measuring instrument: observers, questionnaires, interviews, the analysis of existing documentation, or any standard method of data collection analysis technique: analysis is the process in which certain procedures, including techniques, eg, descriptive statistic techniques are used to work through the data that have been collected

- conducting the research in a way that limits disruption of the natural context of the phenomenon of interest
- acknowledgement of participants in the research process
- reporting data in a literary style rich with participants' commentaries

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QUESTION 50

Qualitative data analysis refers primarily to:

- 1) numerical processes of examining and interpreting of data in order to elicit meaning, gain understanding, and develop empirical knowledge.
- 2) non-numerical processes of examining and interpreting of data in order to elicit meaning, gain understanding, and develop empirical knowledge
- 3) the coding or assigning of certain numbers to the categories of a variable.
- 4) process of transforming raw data into a format that can be used in a computer analysis

The correct answer is (2)

SG p239

Babbie (2007:378) and Corbin and Strauss (2008:1) concur with the aforementioned definitions and refer to qualitative analysis as a non-numerical process of examining and interpreting of data in order to elicit meaning, gain understanding, and develop empirical knowledge.

QUESTION 51

You are one of the lecturers for a research methodology course. A student asks you for tips that will assist reading through all the transcribed interviews successfully.

Which of the following tips would you share with the student?

- a) If the transcripts are too extensive, do not attempt to read them all at once.
 - b) When your mind starts to wander, or you become impatient, or start feeling uninterested, it is time to pause
 - c) Refrain from reading the transcripts from the beginning of the document if you always confine your energy to the first section of your data, you are more likely to exclude or overlook valuable information from later sections.
- 1) (a) (b)
 - 2) (c)
 - 3) (b) (c)
 - 4) (a) (b) (c)

The correct answer is (4)

SG p244

Pointers to keep in mind when reading through all the transcriptions

- If the transcripts are too extensive, do not attempt to read them all at once.
- When your mind starts to wander or you become impatient or start feeling uninterested, it is time to pause.
- Refrain from reading the transcripts from the beginning of the document. When you start out you are in peak form. If you always confine this energy to the first section of your data, you are more likely to exclude or overlook valuable information from later sections. Reading the last third of the interview before the first portion is one

technique that may help you to shed new light on each interview (Tutty et al 1996:98).

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QUESTION 52

You are invited to deliver a paper at an International Conference on Qualitative research. The topic of your paper is "Guidelines to keep in mind when including storylines/direct quotations from the transcribed interviews in the research report "

Which of the following guidelines will you include in your paper?

- a) Quotations should be linked to the related text (e.g. theme, category and/or literature)
 - b) The context surrounding the quotations should be clarified
 - c) The quotations should be interpreted so that the readers can understand why the quotations are used
 - d) The quotations should usually be relatively short in length, as long quotations are often vague in meaning.
- 1) (b) (c)
 - 2) (a) (d)
 - 3) (a) (b) (c)
 - 4) (b) (c) (d)
 - 5) (a) (b) (c) (d)

The correct answer is (5)

SG p250

Kvale (in Oka and Shaw 2000) proposes the following guidelines when including quotations from the transcripts in the research report:

- Quotations should be linked to the related text (i.e. theme/category and/or literature.)
- The context of the quotations should be clarified.
- The quotations should be given interpretation; otherwise the readers cannot understand why they are quoted.
- A proper balance between quotations and text should be kept.
- The quotations should usually be relatively short in length, as long quotations are often vague in meaning.

QUESTION 53

Data saturation means:

- 1) the researcher is tired
- 2) the participants are tired.
- 3) that there are no participants left to interview and/or to observe
- 4) that patterns and themes start recurring and no new information emerges.

The correct answer is (4)

SG p241

When multiple interviews have been conducted and/or observations have been made and patterns and themes start recurring, or no new information emerges, the data are then said

to have achieved “saturation” (Fossey et al 2002:726 and Donalek & Soldwisch 2004:356).

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QUESTION 54

A/an ____ process entails moving from observations or data towards generalisations, hypotheses and theory.

- 1) inductive
- 2) deductive
- 3) critical
- 4) evaluative

The correct answer is (1)

SG p239

An inductive process entails moving from observations or data towards generalisations, hypotheses or theory (Whittaker 2002:259).

QUESTION 55

The preparation and writing of a research report is determined by the purpose of the report.

This statement is:

- 1) true, since the intended audience largely influences the way a report is constructed
- 2) true, because writing the report only occurs at the end of your research.
- 3) false, since writing the report requires selectivity based on your findings.
- 4) false, because the format of a report is limited by the type of method used

The correct answer is (1)

QUESTION 56

The format of a research report usually depends upon the:

- 1) assumptions made by the researcher
- 2) section headings that are used
- 3) methods used to gather and interpret data
- 4) purpose and subject of the report

The correct answer is (4)

SG p276

The format of your research report depends on the purpose of your report, while the ultimate length of your research report is determined by many factors, such as line-spacing, referencing style and the type of report you intend presenting (Wimmer & Dominick 1994:36). For example, the format of reports intended for publication in academic journals need to comply with the conventions of the particular journal you intend submitting your manuscript to. Most journals give detailed instructions to authors regarding the format of manuscripts they intend to submit for consideration for publication.

QUESTION 57

In the literature review, a number of studies are referred to in order to establish the importance and viability of the research question.

This statement is:

- 1) true. because the researcher must ensure that previous research is not repeated
- 2) true, because the literature review helps narrowing a topic into a researchable question
- 3) false. because the research question needs to be established before writing the literature review.
- 4) false, because the purpose of research is to explore new boundaries within a given field.

The correct answer is (4)

QUESTION 58

In which part of a research report are the descriptive statistics and findings normally reported?

- 1) abstract
- 2) discussion
- 3) results
- 4) appendices

The correct answer is (3)

SG p270, 271

Results

This section of your report relates to your research findings. There are three elements we need to consider here (Wimmer & Dominick 1994:397).

- Illustrating your findings. Your use of charts, tables, figures and other ways of graphically representing your data should be used sparingly, particularly if you intend submitting your report to a journal for publication. However, if you are preparing a report for commissioned research or a presentation, then a visual display of data can predominate. Refer back to study unit 8 for a discussion of the description and interpretation of data, particularly section 8.3 for a discussion on the use of tables and graphs.
- Description of your analysis. In the case of quantitative research, the statistical method you used should be mentioned. If you have used a common statistical method to analyse your data, such as Chi-square, you can mention it in a single sentence.
- Description of findings. Your findings need to relate directly to your initial problem and also to your research questions and/or hypothesis. You need to ask yourself if your findings confirm your hypothesis and answer your research questions.

QUESTION 59

In terms of length and complexity, which type of research report would be the most extensive?

- 1) journal article
- 2) in-house publication
- 3) dissertation and thesis
- 4) mass-media report

The correct answer is (3)

SG p262

As a result, there is a strong emphasis on providing as much detail as possible in the report. A report for a thesis needs to give details of the following: the precise nature of the research process (eg literature survey), the research design (eg sampling, methods used for data collection), the method of interpretation used and the format of the report itself. A thesis is written at a higher level of complexity than a dissertation. Compared with the other types of research reports discussed here, the dissertation and thesis are often the longest type of report because of the detail required.

QUESTION 60

Which ethical requirement is met by the following?

A researcher shows sensitivity by not revealing the names of tuberculosis patients in a published report.

- 1) generalisability
- 2) utility
- 3) feasibility
- 4) anonymity

The correct answer is (4)

SG p115

If there is a risk of invading someone's privacy, we must first ensure that we obtain participants' consent. Secondly, we must take precautions to protect their anonymity (especially if our findings are to be published).

MAY/JUNE 2014

QUESTION 1

Ego involvement as a possible error in scientific inquiry is guarded against by researchers ____.

- a) doing a thorough literature review.
 - b) involving a sufficiently large sample of observations
 - c) rigorously testing hypotheses.
 - d) sharing research results with fellow scientists
- 1) (a)
 - 2) (a) (b)
 - 3) (a) (b) (c)
 - 4) (c) (d)

The correct answer is (4)

SG p10

Science guards against ego involvement by testing hypotheses in a systematic manner (explained in study unit 2). This enables us to collect information rigorously, information which we can then consider objectively. Making the research public in the form of a report (explained in study unit 10) also allows other scientists to evaluate our research, thereby exposing any personal bias or ego involvement we may have brought to our work.

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QUESTION 2

What research norm is reflected in the following scenario?

A report on the results and recommendations of an investigation into examination preparation problems experienced by a sample of Unisa students, is circulated amongst knowledgeable researchers and academics in South Africa and internationally for comment.

- 1) honesty
- 2) transparency
- 3) communalism
- 4) organised scepticism

The correct answer is (3)

SG p12

Communalism. Scientific knowledge must be shared with others; it belongs to everyone. Creating scientific knowledge is a public act and the findings are public property, available for all to use. The way in which the research is conducted must be described in detail. New knowledge is not formally accepted until other researchers have reviewed it and it has been made publicly available in a special form and style.

QUESTION 3

According to your Study Guide, which of the following statements is incorrect regarding norms of scientific research?

- 1) Research results must see the light of day so that the scientific community can review and criticise them.
- 2) The purpose of organised scepticism is to ensure that scientific knowledge can stand up to close examination
- 3) In evaluating research reports reviewers usually rely both on the stature of the researcher and the scientific merit of the research
- 4) Scientists are slow to reject a theory even when new evidence invalidates it, but eventually they are willing to adopt a better theory, i.e. one which explains not only the new evidence that disconfirms the old theory but also the old evidence that supported it.
- 5) The norms of scientific inquiry are only likely to be upheld if the institutional context in which research takes place is conducive to it

The correct answer is (3)

SG p12

Neuman (1997) writes of the norms of the scientific community. Norms are rules of conduct in particular situations that are enforced by positive and negative sanctions. People are rewarded if they act according to the norm (positive sanctions) and punished if they violate the norm (negative sanctions). Just as behaviour in any human community is regulated by social norms, so the scientific community is governed by those norms that researchers learn and internalise as an essential part of their training. These norms differ from those in other social institutions, and it is these norms that contribute to the unique role of the scientist. The

settings of research and the ways in which science is applied reinforces these norms. Neuman (1997:8) presents these norms as follows:

Universalism. Irrespective of who conducts the research and regardless of where it was conducted, the research is to be judged only on the basis of scientific merit.

Organised scepticism. Scientists should not accept new ideas or evidence in a carefree, uncritical manner. Instead, all evidence should be challenged and questioned. Each research study is subjected to intense criticism and scrutiny. The purpose of the criticism is not to attack the individual; rather, it is to ensure that the research can stand up to close examination.

Disinterestedness. Scientists must be neutral, impartial, receptive and open to unexpected observations or new ideas. Scientists should not be rigidly wedded to a particular idea or point of view. They should accept, even look for, evidence that runs against their positions and should honestly accept all findings based on high-quality research.

Communalism. Scientific knowledge must be shared with others; it belongs to everyone. Creating scientific knowledge is a public act and the findings are public property, available for all to use. The way in which the research is conducted must be described in detail. New knowledge is not formally accepted until other researchers have reviewed it and it has been made publicly available in a special form and style. norms: rules of conduct (the “done thing”)

Honesty. This is a general cultural norm, but it is especially strong in scientific research. Scientists demand honesty in all research; dishonesty or cheating in scientific research is a major taboo.

QUESTION 4

Choose the correct option. Match the assumptions embedded in the statements below to the appropriate methodological approach.

- a) Values are an integral part of social reality
- b) Social events and patterns of relationships can be predicted by social laws
- c) Researchers should approach social reality in a neutral, value-free and detached manner.
- d) Social reality is constructed by the purposeful interactions of human beings and can only be studied with reference to the meanings thus generated.

- i. positivist approach
- ii. interpretive approach

- 1) (a)=i, (b)=ii, (c)=ii, (d)=i
- 2) (a)=ii, (b)=ii; (c)=i, (d)=i
- 3) (a)=ii, (b)=i, (c)=i, (d)=ii
- 4) (a)=i, (b)=i, (c)=ii, (d)=ii
- 5) (a)=i, (b)=ii; (c)=i, (d)=i

The correct answer is (3)

Option a) is interpretive approach
 Option b) is positivist approach
 Option c) is positivist approach
 Option d) is interpretive approach

QUESTION 5

In the context of positivism, value freedom implies that:

- a) values are not important for positivists to research
- b) positivists distance themselves in research from their own values.
- c) objective findings can be made about social reality
- d) the values of the positivist must take precedence in the research process
- e) objectivity is pursued by using standardised research procedures.

- 1) (a) (c) (e)
- 2) (a) (d) (e)
- 3) (b) (c) (d)
- 4) (b) (c) (e)
- 5) (c) (d) (e)

The correct answer is (4) SG p22, 23
*"We start with how positivists see the nature of social reality. Positivists believe that social reality can be discovered. Positivists claim it is crucial that researchers approach social reality in a neutral, **value-free**, detached and systematic way. Methodological tools are developed to collect evidence that is observable and hence measurable. Standardised procedures are followed to study particular events and learn about their interconnections. value-freedom: researchers' personal values do not influence the collection of data (research)"*

QUESTION 6

Which of the following statements are true?

Critical Social scientists and feminist researchers:

- a) may sometimes use the same data-collection method
- b) pursue value freedom in research
- c) both depart from a male-centric view of the world
- d) are both opposed to what they believe to be oppressive social structures

- 1) (a) (b)
- 2) (b) (c)
- 3) (c) (d)
- 4) (a) (d)
- 5) (b) (d)

The correct answer is (4) SG p34
 One of the key aims of feminist researchers has been to demonstrate just how male-oriented conventional academic research in the social sciences is. They have dubbed this "malestream" (a play on the word "mainstream") research because social reality is presented from the viewpoint of men only. Women are usually invisible and marginalised, except where they are related to men. A key issue here is power. Feminists claim that much research in the social sciences is done by the powerful for their own benefit. Male perspectives not only influence the way social reality is defined, but also how it is known. The one-sided emphasis on rationality is associated with patriarchal values. Data generated by rational scientific methods supports an expert-based hierarchical form of knowledge (May 1993:10, 12;

McNeill 1990:7).

From this characterisation of conventional “malestream” research, it should be apparent that feminist researchers are particularly critical of the positivist approach.

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QUESTION 7

Which of the following are characteristics of theories in the social sciences? They:

- a) consist of propositions organised into a logical sequence
 - b) consist of statements about particular aspects of the world that build on one another.
 - c) make connections between different phenomena.
 - d) make observations meaningful.
- 1) (a) (b)
 - 2) (c) (d)
 - 3) (a) (c) (d)
 - 4) (a) (b) (c) (d)

The correct answer is (4)

QUESTION 8

Which of the following statements are true?

Operationalisation:

- a) provides a concept with observable indicators
 - b) allows us to see if a concept is present among the populations we are studying.
 - c) specifies the direction of causality
 - d) excludes the presence of intervening variables
- 1) (a) (b)
 - 2) (b) (c)
 - 3) (c) (d)
 - 4) (a) (b) (d)

The correct answer is (1)

QUESTION 9

Which of the following statements are true with regard to theories in the social sciences?

- a) Theories can describe or explain a phenomenon
 - b) Theories are broader in scope than approaches
 - c) The level of abstraction of theories can differ
 - d) Theories guide research
 - e) Theories are speculations.
- 1) (b) (c)
 - 2) (a) (b) (d)
 - 3) (a) (c) (d)
 - 4) (a) (c) (e)

5) (b) (e)

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The correct answer is (3)

SG p50, 55, 56, 58

Here, theory is equated to speculation.

To recap: concepts identify and describe phenomena.

The scope of a theory is linked to the level of abstraction achieved by the concepts in the theory (the building blocks of the theory). The higher the level of abstraction, the more the theory can Theory deductively guides research, while the information obtained through research inductively builds theory. Theory and research are therefore inseparable (Cohen 1989:22).e generalised and the wider its applicability.

QUESTION 10

Which of the following statements are true?

In social science research deduction is the process of reasoning whereby:

- a) general statements are made from specific evidence
- b) one moves from the abstract to the concrete
- c) general principles are linked to specific contexts
- d) abstract statements are derived from concrete evidence

- 1) (a) (b)
- 2) (b) (c)
- 3) (c) (d)
- 4) (a) (d)

The correct answer is (2)

SG p57

Chafetz (1978:7) identifies deduction and induction as the two processes of reasoning which we use to develop theories. Deduction involves the process of testing general ideas (theory). This is done by finding out whether abstract, logical relationships apply to specific, concrete contexts. During the process of deduction, general ideas are linked to empirical evidence. In contrast, induction involves using specific and concrete observations to develop abstract, logical relationships between phenomena. Induction implies the process of building theory. In the case of induction, the researcher develops new concepts and specifies the relationships between them on the basis of the evidence collected. The evidence is generalised during this process (Dooley 1990:70–71, 73; Ragin 1994:3–4, 46).

Deduction: going from the general to the specific; using general principles to suggest specific outcomes

Induction: using a number of specific observations to formulate general principles

QUESTION 11

Which of the following statements help(s) us to understand the relationship between theory and practice?

- a) Theory offers a conceptual framework that can guide research
- b) It is naive to imagine that research is possible without some theoretical framework.
- c) Empirical studies are based on theory and theories in turn are grounded in empirical studies
- d) Theory has no relation to empirical research

e) New evidence developed through research does not affect theory

- 1) (a) (b) (d)
- 2) (a) (b) (e)
- 3) (d)
- 4) (e)
- 5) (a) (b) (c)

The correct answer is (5)

SG p56

When we discussed theory as a conceptual framework, we referred to the fact that theory provides researchers with scaffolding, by specifying key concepts that enable them to reflect on the essential characteristics of the phenomena they study (see 2.2.2). In fact, it is naive to imagine research without some theoretical orientation. However, the relationship between the two is reciprocal: empirical studies are based on theory, and theories, in turn, are based on empirical studies (Sayer 1992:144). Let us consider this relationship.

QUESTION 12

The words in **bold** are an example of an independent variable in which of the following statements?

- 6) One's **state of health** depends on one's income.
- 7) Severe stress leads to **personality disintegration**
- 8) Revolutions are caused by **relative deprivation**.
- 9) **Neurotic behaviour is caused** by early childhood experiences
- 10) Malnutrition is a cause of a **depressed immune system**

The correct answer is (3)

SG p66

Dependent variable: the variable that is influenced or changed; the effect

Independent variable: the variable that influences or changes the dependent variable; the cause.

QUESTION 13

Ten (10) students from a specific small town completed their master's degrees at the same university in 2010. They are all now invited to participate in research to describe their research experiences after obtaining their degrees. This will be a ____ study.

- 1) trend design
- 2) panel
- 3) longitudinal
- 4) cohort

The correct answer is (4)

SG p101

Cohort research is done by using a category of people who had the same experiences in life over a specific period of time. In other words, the category of people is investigated as a whole in order to determine its most important characteristics. The emphasis is on cohort, or category, and not on the specific individual. An example here could be a specific group of children who were born in prisons during 2000 and who stayed there until the age of six. They are then studied over different periods of time — for example, every two years.

QUESTION 14

A student conducts research on crimes against women in South Africa. She wants to give an accurate profile of the respondents and provide information about the phenomenon. She is conducting ____ research.

- 1) descriptive
- 2) explanatory
- 3) time-series
- 4) exploratory

The correct answer is (1)

Keywords ; “accurate profile”, and “provide information”

QUESTION 15

The researcher posed the following question to a participant during his research project. "Please describe to me your experiences while your car was hijacked".

The researcher is conducting ____ research.

- 1) quantitative descriptive
- 2) time series
- 3) qualitative descriptive
- 4) longitudinal

The correct answer is (3)

Experiences = qualitative (not quantitative)

Describe = descriptive

QUESTION 16

To gather details of a situation, a researcher should conduct ____ research.

- 1) descriptive
- 2) evaluation
- 3) explanatory
- 4) longitudinal

The correct answer is (1)

SG p81

Basic research makes use of exploratory, descriptive and explanatory research. Since it is used right at the beginning, with regard to new scientific knowledge and ideas, it is generally applied to explanatory research (Neuman 1997:21).

QUESTION 17

Which of the following are types of applied research?

- a) social-impact assessment
- b) action research
- c) academic research
- d) evaluation research

- 1) (a) (b) (c)
- 2) (b) (c) (d)
- 3) (a) (b) (d)
- 4) (a) (c) (d)

The correct answer is (3)

Academic research is not aimed at a specific problem, and it will undoubtedly be published, (characteristics that distinguish basic research from applied research) – therefore c) is not applied research.

QUESTION 18

Cross-sectional studies concentrate on the ____ of the problem being investigated.

- 1) structuring
- 2) repeatability
- 3) here and now
- 4) reliability and validity

The correct answer is (3)

SG p136

Cross-sectional surveys are those surveys in which the information is collected at one point in time, which could be during the course of one day or over a few weeks. An example of a cross-sectional survey would be a survey of how people intend voting in an upcoming election. Therefore time-dimensional.

QUESTION 19

Which of the following statements are correct?

- a) Obtaining substitute consent is only necessary when the research involved children.
- b) Substitute consent is obtained from a person who is not directly involved in the research.
- c) Obtaining consent is an issue of respect, but has no legal implications
- d) Consent should be given voluntarily by a person who is able to do so and must be based on correct information.
- e) An example of consent is a person agreeing to participate in a focus group interview.

- 1) (a) (b) (c)
- 2) (c) (d) (e)
- 3) (b) (d) (e)
- 4) (a) (b) (d)

The correct answer is (3)

Option a) is incorrect, since consent is not only necessary with children.

Option c) is incorrect, since failure to get consent has legal implications in respect to human rights.

QUESTION 20

Which ethical requirement is neglected by using the following data-collection technique?

As a human resources manager of a large firm you suspect that one of the main reasons why employees are dissatisfied can be ascribed to barriers in the information flow from supervisors to employees in the lower ranks. You set up a series of interviews over a period of six months. Unobtrusive cameras are installed behind a one-way mirror and unbeknown to the employees, the interviews are recorded.

- 1) time dimension
- 2) universalism
- 3) privacy
- 4) sampling

The correct answer is (3)

SG p115

If there is a risk of invading someone's privacy, we must first ensure that we obtain participants' consent. Secondly, we must take precautions to protect their anonymity (especially if our findings are to be published).

QUESTION 21

Social science researchers should ensure that the procedure followed and information collected during data collection do not conflict with the participants' right to privacy. Identify the three aspects to keep in mind in order to ensure the privacy of respondents.

- a) Whether the research is qualitative.
 - b) Sensitivity of the information
 - c) The place where the research is conducted
 - d) The presence of a control group
 - e) How public the research findings will be made.
- 1) (a) (b) (c)
 - 2) (b) (c) (d)
 - 3) (a) (c) (e)
 - 4) (b) (c) (e)

The correct answer is (4)

SG p114

However, unlike obtaining a loan or applying for credit facilities, our goal (collecting and analysing information about people as human beings) may be in conflict with people's right to privacy. We can deal with this potential conflict by considering:

1. the sensitivity of the information
2. the place where the research is conducted
3. how public we are going to make our research findings

QUESTION 22

If the Hawthorne effect occurs during a research study, this effect will influence:

- 1) the duration of the study
- 2) potential harm
- 3) informed consent
- 4) internal validity.

The correct answer is (4)

SG p114

The importance of being properly informed has both ethical and methodological implications. For example, the research will have less internal validity if participants respond in an atypical manner because they know they are part of the study. This has been called the “Hawthorne effect” (Stacks & Hocking 1992:142–143).

QUESTION 23

The use of a hidden camera when conducting a face-to-face interview usually amounts to:

- 1) an unethical practice
- 2) the protection of privacy
- 3) voluntary participation
- 4) avoiding personal constraints

The correct answer is (1)

It is not protecting privacy, but rather invading it, therefore 2) is incorrect.

It is not voluntary if the recipient does not know about it, therefore 3) is incorrect.

QUESTION 24

To which of these steps in the research process do ethical guidelines apply?

- a) Research design
 - b) Literature review
 - c) Sampling
 - d) Data-collection
 - e) Data-analysis
- 1) (a) (b)
 - 2) (b) (e)
 - 3) (c) (d)
 - 4) (a) (b) (c) (d) (e)

The correct answer is (4)

QUESTION 25

The following are characteristics of a true experimental design:

- a) it involves a treatment
 - b) there is an experimental and a control group
 - c) a pretest and a posttest are administered
 - d) respondents are assigned ethically to the different groups
- 1) (a) (b)
 - 2) (a) (c)
 - 3) (b) (d)
 - 4) (c) (d)

The correct answer is (1)

Option d) is incorrect, since assignment is randomly, not ethically.

QUESTION 26

Realism in a research projects contributes to:

- 1) internal validity
- 2) external validity
- 3) conclusions on a casual effect
- 4) the mean

The correct answer is (2)

QUESTION 27

A research design involving an experimental and a control group, in which subjects are assigned to groups by tossing a coin, is a/an ____ design.

- 1) quasi-experimental
- 2) pre-experimental
- 3) non-experimental
- 4) experimental

The correct answer is (4)

Quasi-experimental designs do not involve randomization – therefore 1) is incorrect.

An experimental group points to experiment – therefore 3) is incorrect.

Pre-experimental designs may or may not involve manipulation of treatment conditions, but they do not include randomization – therefore 2) is incorrect.

QUESTION 28

A researcher has an expectation about how a study will turn out, and the study does in fact turn out that way because of his beliefs. This is called:

- 1) the Hawthorne effect.
- 2) the regression effect.
- 3) selection bias.
- 4) none of the above

The correct answer is (4)

SG p114, 129

Hawthorne effect: the effect on participants of knowing that they are being “researched”. Therefore 1) is incorrect.

Regression effect refers to a tendency of extreme scores to move towards the average upon retesting. Suppose a researcher finds that violent criminals, tested before and after watching a violent film, are slightly less violent after the film. Because the criminals began at an extreme in terms of the measure on violence, it is unlikely that the film could make them more violent and due to the regression effect, they appear less extreme when measured again. Therefore 2) is incorrect.

Selection of subjects to be assigned to a specific group could **bias** the study if there are important, unsuspected differences between the subjects in each group. An example is an experiment on physical aggression in which the one group unintentionally contains soccer and rugby players, whereas the other group is made up of musicians and painters! Therefore 3) is incorrect.

QUESTION 29

The following factors should be taken into account to ensure that the research design is coherent.

- a) the meaning of social phenomena
- b) the purpose and use of the research
- c) the data-collection and data-analysis techniques

- 1) (a) (b)
- 2) (a) (b) (c)
- 3) (b) (c)
- 4) (a) (c)

The correct answer is (3)

SG p127

The factors that should be taken into account to ensure that the research design is coherent:

1. The purpose and the proposed use of the study influence the type of study that will be done.
2. In a coherent research design data-collection techniques will match data-analysis techniques.

QUESTION 30

Which characteristics of qualitative designs are included in the following scenario?

A researcher is interested in the initial interaction amongst strangers. She decides to observe patients in a doctor's reception area every morning for a week without making the purpose of her presence known. She takes field notes which she later codes and analyses in terms of themes on initial interaction that emerges. These themes will be presented as a conference paper.

- a) scope
- b) design flexibility
- c) research relationship
- d) intended outcome

- 1) (a) (b) (c)
- 2) (a) (c) (d)
- 3) (b) (c) (d)
- 4) (a) (b) (d)

The correct answer is (4)

Since the researcher did not make the purpose of her presence known to the subjects, and merely observed them – there would be no 'relationship' between the researcher and the subjects, therefore c) is incorrect.

QUESTION 31

A researcher wants to identify the health needs of the workers in a tobacco company. Eighty percent (80%) of the workers are men. In order to generalise the findings, the sampling technique should be a:

- 1) Simple random sampling.
- 2) systematic sampling.
- 3) cluster sampling.
- 4) stratified random sampling

The correct answer is (4)

SG p158

Stratified random sampling is a sampling technique where the population is divided into different groups or subgroups called strata, so that each element of the population belongs to one and only one stratum. Random sampling is then done within each stratum, using either simple random sampling or systematic sampling. There are various characteristics of a population that require stratified sampling, such as ethnic background, age, sex or educational level. If we want each gender to be represented in the sample, we could divide the workers into two strata according to their gender and select from each stratum. The sample would therefore be stratified. The key issue is to ensure representativeness, even of the smallest subgroup.

QUESTION 32

Selecting the first 100 people crossing a street, is an example of ____.

- 1) convenience
- 2) purposive
- 3) theoretical
- 4) snowball

The correct answer is (1)

SG p161

Convenience sampling (or accidental sampling) is when the researcher selects those elements that he or she can access easily until the sample reaches the desired size. Convenience sampling is also referred to as accidental or availability sampling. The researcher may choose, for instance, the first twenty people turning up for an interview, or the people available in the library at a specific time, or a lecturer may use the students in his or her class.

QUESTION 33

An accidental sample is:

- 1) not necessarily biased.
- 2) generally obtained through costly sampling procedures.
- 3) only used in nonexperimental research
- 4) always part of quota sampling

The correct answer is (1)

SG p161

Convenience sampling (or accidental sampling) is when the researcher selects those elements that he or she can access easily until the sample reaches the desired size. Convenience sampling is also referred to as accidental or availability sampling. The researcher may choose, for instance, the first twenty people turning up for an interview, or

the people available in the library at a specific time, or a lecturer may use the students in his or her class. Obviously, this can introduce serious bias, because certain elements in the population may be overrepresented or underrepresented. For instance, most of the people in the library may be students, in which case people with jobs will be underrepresented. Although this type of sampling is very convenient for researchers (in terms of time and money), generalisation based on this sampling technique is extremely risky.

QUESTION 34

A researcher is studying the various domains of life and the importance of those domains to people. He fails to take into account the age of the respondents when determining the sample.

This is an example of:

- 1) chance factor error
- 2) bias in selection.
- 3) non-response error
- 4) response error

The correct answer is (2)

SG p153

Bias in selection arises primarily from faulty technique and may or may not be deliberate. A researcher may, for instance, fail to take into account a specific criterion such as educational level or the respondent may give incorrect information about her or his educational level.

QUESTION 35

Bias in sampling refers to:

- 1) systematic overrepresentation or underrepresentation of one or other segment of the population on the attribute of interest
- 2) lack of heterogeneity in the population with regard to the attribute of interest
- 3) sample selection in nonprobability sampling
- 4) the margin of error in the data obtained from samples.

The correct answer is (1)

SG p161

Convenience sampling (or accidental sampling) is when the researcher selects those elements that he or she can access easily until the sample reaches the desired size. Convenience sampling is also referred to as accidental or availability sampling. The researcher may choose, for instance, the first twenty people turning up for an interview, or the people available in the library at a specific time, or a lecturer may use the students in his or her class. Obviously, this can introduce **serious bias, because certain elements in the population may be overrepresented or underrepresented.**

QUESTION 36

Random selection is used in ____ sampling.

- 1) quota
- 2) judgemental
- 3) cluster
- 4) accidental

The correct answer is (3)

Convenience (also called accidental sampling), quota sampling, snowball sampling and purposive (also called judgemental sampling) are types of nonprobability sampling techniques, and do not involve random selection.

QUESTION 37

Read the following item from a self-administered questionnaire.

Indicate your age group

- ☐ 18 years or younger
- ☐ 18 - 30 years
- ☐ 30 - 40 years
- ☐ 40 - 50 years
- ☐ 50 - 60 years
- ☐ 60 years or older

The item is problematic because:

- 1) it contains no absolute zero.
- 2) the categories are not exhaustive.
- 3) the categories are not mutually exclusive
- 4) it contains a vague agent of action

The correct answer is (4)

A respondent that is 18, or 30, or 40, etc, would fall into two categories instead of just one. Therefore it should read: 18 years or younger, 19-30, 31-40 etc.

QUESTION 38

You want to determine the underlying reasons why patients with tuberculosis are reluctant to return for follow-up visits to the local health clinic. The most appropriate way in which you would collect this information, is by using:

- 1) semantic differential scales
- 2) Likert scales
- 3) participant observation.
- 4) in-depth interviews

The correct answer is (4)

QUESTION 39

Evaluate the following item from a self-administered questionnaire.

Our service to the elderly people in the community should be extended to include daily group discussions.

Select one of the following options that corresponds with your opinion on the above-mentioned statement:

- Strongly agree* ☐
- Agree* ☐
- Neutral* ☐

Disagree ☐
 Strongly disagree ☐

The above-mentioned item is problematic because:

- 1) the scale used in the item is not appropriate.
- 2) the item contains a negative statement.
- 3) reference is made to a vague agent of action
- 4) the item contains a double-barrelled statement

The correct answer is (3)

SG p187

References to vague agents of action must also be avoided, because they result in vague responses. In the last example above, it is not clear who or which institution is represented by “we”. Vague and imprecise responses also occur if the questions or statements are incomplete or ambiguous. For example, “What do you think about the day care facilities?” This question does not specify “what” aspect of the day care facilities we are being asked about or whether we are being asked about day care facilities on a national, provincial or local level. The question does not even tell us what type of day care facilities it means — for babies and children? Street children? People who are mentally retarded? People who are physically disabled?

QUESTION 40

Evaluate the following item from a self-administered questionnaire.

What is the highest level of education you have completed?

- ☐ Grade 12
☐ National diploma
☐ Master's degree
☐ Doctoral degree

The item is problematic because:

- 1) the categories are not mutually exclusive.
- 2) it is an unfair question
- 3) the categories are not exhaustive.
- 4) it contains a vague agent.

The correct answer is (3)

A respondent that falls outside of these parameters, i.e. did not finish Grade 12 etc., would not have an option to tick.

QUESTION 41

Nonparticipant observation in field research occurs when:

- 1) a researcher makes audio recordings of conversations, but does not get involved in the social interaction
- 2) the Hawthorne effect takes place.
- 3) a researcher becomes involved with the activities of the group of participants being observed.
- 4) the reason for a researcher's presence is not known to the group being observed

The correct answer is (1)

SG p201

“Participant observation” has also been called “fieldwork” and “field observation” (Rosnow & Rosenthal 1999:83). As the word “participant” suggests, the researcher (as observer) joins and becomes involved with the group being observed. For example, a researcher watches and records what people do and say during weekly dancing sessions attended by single adults. If the researcher participates in the social activities (eg dancing, eating and drinking), this is “participant” observation. However, if the researcher merely makes a tape recording of conversations or makes field notes from memory this is “nonparticipant” observation. In nonparticipant observation, the researcher fulfils the role as an observer and is entirely removed from the social interaction he or she is observing. In either case the group being observed may or may not be aware that they are being observed for research purposes.

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QUESTION 42

Evaluate the following item from a self-administered questionnaire.

What do you think about your local community newspaper?

The item is problematic because:

- 1) here an open question is not appropriate.
- 2) it contains a vague agent of action.
- 3) only one logical answer can be given
- 4) the question is vague.

The correct answer is (4)

SG p187

References to vague agents of action must also be avoided, because they result in vague responses. In the last example above, it is not clear who or which institution is represented by “we”. Vague and imprecise responses also occur if the questions or statements are incomplete or ambiguous. For example, “What do you think about the day care facilities?” This question does not specify “what” aspect of the day care facilities we are being asked about or whether we are being asked about day care facilities on a national, provincial or local level. The question does not even tell us what type of day care facilities it means — for babies and children? Street children? People who are mentally retarded? People who are physically disabled?

QUESTION 43

All the Grade 7 learners in a school wrote a diagnostic mathematics test two (2) weeks before their final examination. The aim is to distinguish between those learners who mastered the required skills, those who are at the required level but who might benefit from additional work, and those who need remediation.

What type of graph would best display the frequency distribution of the test results?

- 1) histogram
- 2) polygon
- 3) bar-chart
- 4) scatterplot

The correct answer is (3)

SG p221

Bar chart: graph representing the frequency distribution of categorical data

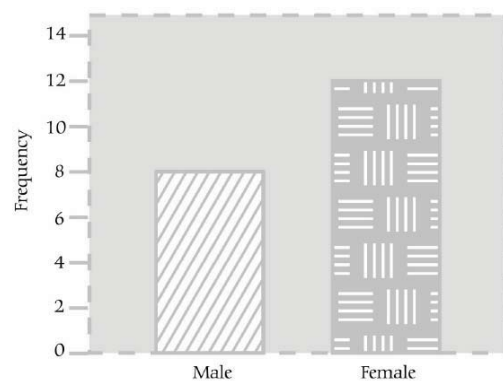


FIGURE 8.2

Bar chart for gender ($n = 20$ students)**QUESTION 44**

The procedures used to make generalisations about the population, based on the results of a sample, are referred to as:

- 1) generalisations
- 2) descriptive statistics
- 3) inferential statistics
- 4) coding

The correct answer is (3)

SG p235

We use the results based on a sample to make inferences about the attributes of the population and the methods used to do this are called inferential statistics (3). We have seen that descriptive statistics (2) are used to organise the data based on a sample

QUESTION 45

Which measure(s) of central tendency is/are the largest for the following set of data?

4 6 8 8 14

- 1) mode
- 2) median
- 3) mean
- 4) all three measures are equal

The correct answer is (4)

SG p224, 225, 226

- mode: score in a sample of scores that occurs with the greatest frequency – therefore 8
- median: value or score such that half the observations fall above it and half below it. If the number of scores is an odd number, the median is simply the score in the middle of the list. When the number of scores is an even number, the middle of the list falls between two values and the median is the average of these two scores. – therefore 8
- mean: sum of a sample of scores divided by the number of scores in the sample – therefore $40/5=8$

QUESTION 46

The following measure of variability is based on all the scores in a sample:

- 1) spread
- 2) range
- 3) standard deviation
- 4) means

The correct answer is (1)

SG p227, 228

The simplest measure of variability is the range. In any sample of scores the range is taken as the difference between the highest and lowest scores. Therefore 2) is incorrect.

The square root of the variance is known as the standard deviation of a sample of scores – therefore 3) is incorrect.

Mean: sum of a sample of scores divided by the number of scores in the sample – therefore 4) is incorrect.

QUESTION 47

A researcher is interested in the relationship between the hours per week that regular users of the internet spend online and the size of the families of these internet users (that is, the number of members in the family of each). Using data which was obtained from a sample of 100 regular users of the Internet, she calculates a correlation coefficient between the variables family size and hours per week on the internet. She finds a value for the correlation coefficient of $r = -0,5$. Which of the following is the most plausible conclusion which she can make, based on this result?

- 1) People who come from smaller families spend less time on the internet.
- 2) The relationship between family size and time spend on the internet is very weak
- 3) People who come from larger families spend less time on the internet.
- 4) There was an error in the calculation because it is impossible to get a correlation coefficient of less than zero

The correct answer is (2)

SG p229

We refer to the statistical relationship between two variables as a correlation and the statistic used to describe this is called a correlation coefficient. It can range in value from $-1,00$ to $+1,00$. These values represent a perfect negative (-1) or a perfect positive correlation ($+1$). A value close to 0 indicates a weak relationship, while 0 means there is no relationship. We can see that the numerical size of a correlation coefficient indicates the strength of the relationship, while the sign (positive/negative) indicates the direction of the relationship. A positive correlation means that an increase in one variable is associated with an increase in the other. A negative correlation between two variables means that as the value of one variable increases, the value of the other one decreases. Please note that the correlation between two variables does not necessarily mean that one variable causes the other.

QUESTION 48

A researcher is conducting a study on serious crimes. The relevant variable is 'type of crime' and the researcher obtains data on the number of crimes in a specific area for a specified time period. She distinguishes between murder, armed robbery and assault and found that there were five murders, eight armed robberies and 12 assaults.

Which measure of central tendency would be the most appropriate to describe the findings?

- 1) mean
- 2) median
- 3) mode
- 4) typical value

The correct answer is (1)

SG p226, 227

Because all the values of the variable are used in the calculation of the mean, this is a more appropriate measure of central tendency for interval and ratio data. The mean can furthermore be used in mathematical calculations whereas the mode and the median cannot. The mean is also a more accurate and stable estimate of population mean than the other measures of central tendency. However, if there are one or two scores that differ a great deal from the rest of the scores, this will influence the mean and the median is then preferred. Remember we called such a distribution skewed.

QUESTION 49

Which of the following are characteristics of qualitative data?

- a) It is based on the interpretation of individuals' subjective experiences
 - b) It can be mainly measured in a structured way
 - c) Because it is not measured in a systematic way, it is not open to being coded
 - d) It provides a detailed textual description of a particular phenomenon
- 1) (b) (c)
 - 2) (c) (d)
 - 3) (a) (d)
 - 4) (a) (b) (d)
 - 5) (a) (b) (c) (d)

The correct answer is (3)

Qualitative data can be coded.

QUESTION 50

In a qualitative study on family relationships where a member abuses alcohol, the researcher noticed that all participants spoke about their struggle to "cope" with the behaviour of the abusing member. Using the term "coping efforts of family members" abbreviated as (CE) she has:

- 1) turned a major topic into a theme
- 2) identified major topics.
- 3) done open coding.
- 4) identified the first topic of the study.
- 5) arranged the data

The correct answer is (1)

SG p242

Tutty et al (1996:97) proposes that researchers should establish a plan on how to analyse the qualitative data. Creswell (1994:154) echoes this and states that a researcher should identify the coding procedure to be used to reduce the information to themes or categories.

QUESTION 51

Whilst analysing qualitative data the researcher cuts sections of coded text from different transcripts and places these in a designated file. This activity prepares her to do the following:

- 1) start coding the data
- 2) read more intensively
- 3) Interpret findings
- 4) organise her files
- 5) count how many clippings she has

The correct answer is (3)

SG p248

STEP 7: Using the cut-and-paste method, assemble the data material belonging to each theme/category in one place and do a preliminary analysis.

STEP 8: If necessary, recode the existing data. If not, start on interpreting and reporting your research findings.

QUESTION 52

If themes derived in a qualitative study are adjusted towards the end of the analysis process, this is an instance of:

- a) unethical research practice
 - b) moving among the steps
 - c) taking apart data
 - d) seeking alternative explanation
 - e) lack of direction
- 1) (a)
 - 2) (e)
 - 3) (c) (e)
 - 4) (b) (d)
 - 5) None of the above

The correct answer is (1)

QUESTION 53

Which of the following options best describes the contents that should be in a qualitative research report?

- a) arguments, generalisations and statements.
- b) deductions, quotations and theoretical explanations
- c) de-contextualised statements
- d) a rich description of data.
- e) deductions, statistical data of how many said what and graphs.

- 1) (c)
- 2) (a) (e)
- 3) (a) (b) (d)
- 4) (e)

The correct answer is (3)
Statements must always be in context – therefore c) is incorrect.

QUESTION 54

The major task of a qualitative researcher during the process of data analysis is to:

- 1) take apart the masses of information into smaller pieces and rearranging it into a larger consolidated picture
- 2) dissect the masses of information into smaller pieces and rearranging it into a smaller consolidated picture

The correct answer is (1)

QUESTION 55

The introduction to a research report should:

- 1) be written comprehensively, so that it is equal in length to other sections.
- 2) comprise the problem, the method used and research findings.
- 3) be written after the body of the report has been completed
- 4) contain an extensive review of the supporting theory

The correct answer is (3) *SG p272*
It may seem odd to you that we are talking about the introduction to your report at the end. But the introduction, in fact, forms part of the fourth and final stage of the research process.

QUESTION 56

Which type of reasoning is a researcher using in a report in which he first gives an overview of the mass media as a source of information and then deals with an analysis of specific media preferences of respondents?

- 1) Inductive
- 2) deductive
- 3) critical
- 4) judgemental

The correct answer is (2) *SG p57*
Chafetz (1978:7) identifies deduction and induction as the two processes of reasoning which we use to develop theories. Deduction involves the process of testing general ideas (theory). This is done by finding out whether abstract, logical relationships apply to specific, concrete contexts. During the process of deduction, general ideas are linked to empirical evidence.

QUESTION 57

Which of the following should be presented in the appendices to a research report?

- 1) relevant quotations
- 2) addresses of participants
- 3) references
- 4) calculations

The correct answer is (4)

SG p273

Although we have not discussed appendices, these would be placed after your conclusion and list of sources (bibliography). Appendices are the place for complex tables, statistical tests, copies of questionnaires and any other evidence related to your study (Cooper & Schindler 1998:603). In the case of dissertations and theses, some raw data can also be placed in the appendix. Appendices are usually attached to more complex forms of research, such as dissertations and theses.

QUESTION 58

Having presented the raw data in a report on your research, you can proceed directly to writing the conclusion.

This statement is:

- 1) true, because the use of statistics adequately summarises the data being studied
- 2) true, because you need to report your methodology as accurately as possible.
- 3) false, because you need to generalise your findings from the sample to the population.
- 4) false, because you need to extract meaningful information from the data in a discussion.

The correct answer is (4)

QUESTION 59

The major aim of report writing is to:

- 1) standardise research
- 2) document the results.
- 3) identify variables
- 4) define concepts

The correct answer is (2)

QUESTION 60

Essentially quantitative research consists of four steps. Identify the correct order in which these steps occur:

- a) collecting data
- b) communicating the results
- c) planning the study
- d) analysing the data

- 1) (d) (a) (c) (b)
- 2) (a) (c) (d) (b)
- 3) (a) (d) (c) (b)
- 4) (c) (a) (d) (b)

The correct answer is (4)

PREVIOUS ASSIGNMENT 1

QUESTION 1

In order for research to be regarded as scientific it must:

- a) entail observation and measurement.
 - b) formulate assumptions and hypothesis.
 - c) have a language of presentation that can only be understood by fellow researchers.
- 1) (a)
 - 2) (a) (b)
 - 3) (c)

The correct answer is (2)

Feedback on assignment

Option (2) is correct because it addresses the essential elements of scientific research.

Option (1) is incorrect because observation and measurement makes no sense if it is not guided by an assumption or hypothesis with regards to the possible interaction or causal relationship between the observations and measurements.

Option (3) is incorrect because scientific knowledge is not necessarily reserved for a selected group of scientists. Especially in the social and behavioural sciences the consumer of knowledge is often the proverbial man in the street that stands to benefit from knowledge that is reported in understandable language.

QUESTION 2

Which norm of the scientific community is trespassed in the following scenario?

A scientist, employed by a government medical research laboratory, discovers an agent that can drastically reduce the transmission of HIV from mother to unborn baby. He keeps his discovery a secret. The scientist resigns from the laboratory taking the formula for the agent with him for later personal financial gain.

- 1) trespassing communalism in science
- 2) lack of interest in the welfare of people
- 3) entrepreneurial vision in the present capitalistic dominated society
- 4) a lack of honesty in the scientific community

The correct answer is (1)

Feedback on assignment

Option (1) is the correct answer because being scientific implies that researchers will make their information known to the scientific community without forfeiting acknowledgement and possible rewards for their work. It is precisely this norm of scientific commonality that leads to scientific progress which is made known inter alia in scientific journals and during conferences.

Option (2) is incorrect because the welfare of people is not the primary concern of the scientific community.
 Option (3) is incorrect because it is not an offence to develop entrepreneurship amidst scientific enterprise.
 Option (4) is incorrect because honesty is incorporated within the context of communalism in science. A lack of honesty refers to deliberate false reporting of results with the aim to mislead people.

QUESTION 3

Ms Ndlovu runs a health education programme on the prevention of the spread of HIV each first Monday of the month on the importance of condom use. During February she trains clients regarding the importance of using condoms. In April she finds that the majority of the clients still do NOT use condoms. She concludes that the clients show a lack of knowledge as well as a negative attitude towards the prevention of the spread of HIV. This is an example of:

- 1) ego involvement.
- 2) overgeneralisation.
- 3) inaccurate observation.
- 4) premature closure.

The correct answer is (4) *Feedback on assignment*
 Option (4) is correct because the changing of sexual behaviours is quite complex and the time period that elapsed between the education programme and the follow-up is too short to assess behaviour change.
 Option (1) is incorrect as there are no indications of any personal agenda or bias on the part of Mrs Ndlovu.
 Option (2) is incorrect because Mrs Ndlovu does not claim that the research results apply to all people.
 Option (3) is incorrect because the observation Mrs Ndlovu made is in fact correct despite the fact that she might not be correct with regards to the reasons why the participants do not use condoms.

QUESTION 4

"Violence in the media reflects violence in society". This statement is an example of ":

- 1) tradition.
- 2) mysticism.
- 3) common sense.
- 4) media myths.

The correct answer is (1) *SG p8*
Media Myths: The mass media, including television, films, newspapers and magazines and, most recently, the Internet, have a powerful influence on knowledge. Most people learn about the world and develop their concept of social reality according to what they see, hear and read in the media. However, as Neuman (1997) points out, the chief purpose of the media is to entertain, not to present reality accurately. Writers who adapt real life for television shows and films scripts distort reality, often relying on tradition, authority or common sense. Writers for newspapers and magazines have deadlines which limit their information and they cannot be specialists in every topic they write about. Mistakes may be made from ignorance. Public thinking can be changed by selective emphasis, and this, in

turn, can lead people into error.

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QUESTION 5

Which one of the following is NOT a criterion for determining causality?

- 1) temporal order
- 2) association
- 3) elimination of alternatives
- 4) logical reasoning
- 5) operationalization

The correct answer is (5)

SG p64, 65

In quantitative research we intend to establish causal connections between things. Our hypotheses are therefore constructed so as to be able to reflect such connections. Causal explanations identify a cause and effect relationship between phenomena. Four conditions need to be met to establish whether a causal relationship exists between phenomena:

- First, the cause should become apparent or change in some way before the effect, or any change in the effect, is observed. This suggests that there should be a **time delay** between the cause and the effect.
- Second, the variation (change) in the phenomena linked should occur in both the cause and the effect. This suggests that the cause and effect are **associated**. However, we have to make sure that no spurious factors are operating. Because, if such factors are operating, the assumed relationship between the cause and effect will then be false.
- The third condition, therefore, is that all possible factors influencing the relationship between the phenomena linked must be taken into consideration. By eliminating all other possible explanations we can have more confidence that there is a cause-and-effect relationship between the phenomena. All three of these conditions mentioned need to be met before we can establish causality. However, the third condition, namely that we should **exclude alternatives**, is never complete. It is an ongoing process because new explanations continue to crop up as our knowledge develops.
- Fourth, the rationale for the proposed relationship between phenomena should be based on **careful reasoning** (Goldenberg 1992:117, 125; 181–182; Neuman 1997:49–52, 118).

QUESTION 6

In social science research induction is the process:

- a) whereby the researcher becomes familiar with a particular setting.
- b) through which theory is tested.
- c) whereby abstract concepts are made concrete variables.
- d) through which theory is built.
- e) through which general statements are derived from specific evidence.

- 1) (a) (c)
- 2) (b) (c)
- 3) (c) (d)
- 4) (d) (e)
- 5) (b) (e)

The correct answer is (4)

Feedback on assignment

The process, induction, is described in section 2.2.4 of the study guide (see pages 56, 57, 76 and 77). You have to identify the statements describing induction.

Statement (a) describes how researchers orientate themselves to a setting when they begin to conduct research. This is not the process of induction. Since option (1) lists statement (a), it can be excluded as a possible answer to this question.

Statement (b) implies a link between theory and research based on deductive reasoning (see page 56). Options (2) and (5), listing statement (b), can be excluded as possible answers to the question.

Statement (c) describes a deductive process. In testing theory, abstract concepts have to be operationalised into concrete variables (see page 56). Options (1), (2) and (3) list statement (c) and can be excluded as potential answers to the question.

Through the process of elimination above, option (4) remains the only possible answer to this question. Option (4) includes statements (d) and (e).

Statement (d) suggests that Induction entails a process of theory building. According to statement (e) this occurs through deriving general statements from specific evidence. On pages 57 and 76 of the study guide induction is described as the process through which the concrete and specific domain of research is linked to the abstract and general domain of theory. Statements (d) and (e) are correct and option (4) is the answer to this question.

QUESTION 7

Which one of the following statements is the best example of a hypothesis?

- 1) More women than men register to study in the social sciences.
- 2) Alienation is a consequence of powerlessness.
- 3) Religiousness equals the frequency of church attendance.
- 4) The higher the level of education, the more liberal the political outlook.
- 5) The level of maturity depends on age.

The correct answer is (4)

Feedback on assignment

The hypothesis is discussed from page 65 to 67 in the study guide. You are given examples of hypotheses in this section and the question asks you to identify the statement which provides the 'best example'. This implies the statement which provides the most comprehensive example of a hypothesis. In assessing the options, you have to ask yourself whether the minimum requirements for a hypothesis are met:

Are two or more variables related to each other and is the statement testable? You can also ask whether the relationship between the variables is specified. If this is done, it suggests a more comprehensive hypothesis.

The statement in option (1) suggests a research finding (the result of a measurement), rather than a hypothesis. This statement is a factual report, not a tentative statement suggesting a relationship between variables.

The statement in option (2) suggests an explanation for a phenomenon. It links two variables and can be formulated as a hypothesis.

The statement in option (3) operationalises a concept. It does not explore the relationship between variables.

The statement in option (4) links two variables to each other and specifies the direction of the relationship between these two variables. This hypothesis is formulated comprehensively.

The statement in option (5) proposes a relationship between two variables. However, 'level of maturity' is vague. Is maturity being referred to in a biological or emotional sense? It may even be argued that the two variables are not adequately separated from each other. On balance, then, option (4) provides the best example of a hypothesis.

QUESTION 8

Which of the following statements regarding the nature of theory is/are correct?

- a) A scientific theory does not need any facts to back it up to be available theory.
- b) Theories consist of relationships between concepts that provide explanations for phenomena.
- c) Theoretical development often occurs in order to keep pace with a changing world.
- d) Once a theory has been confirmed, we often do not need to return to it to check its continued acceptability.

- 1) (a)
- 2) (b) (c)
- 3) (b) (d)
- 4) (a) (c) (d)

The correct answer is (2)

QUESTION 9

Basic research tends to expand on ____ knowledge.

- 1) fundamental
- 2) general
- 3) in-depth
- 4) applied

The correct answer is (1)

SG p81

Basic research is undertaken to enhance or extend fundamental knowledge about social reality or within a discipline. This type of research is used to support or reject theories by explaining social relationships. It is also used to interpret changes in communities, in order to enhance new scientific ideas/knowledge about our social world (Neuman 1997:22–23; Polit & Beck 2008:19).

QUESTION 10

Explanatory research is done to:

- 1) explore phenomena.
- 2) give details of a situation.
- 3) determine causality.
- 4) describe phenomena.

The correct answer is (3)

Feedback on assignment

In explanatory research the researcher tries to identify the reason(s) why an event took place. In other words, this type of research looks for causes and reasons why 'something' happened or did not happen.

Options (1) and (4) refer to exploratory research. When a phenomenon is explored, the focus is on describing the 'what' of the matter, but seldom gives a final answer.

Option (2) is Incorrect because case studies are done to give details of a situation.

QUESTION 11

A number of social scientists who had all worked at Unisa during the 1990s are selected as the respondents for a research project. This researcher is conducting ____ research.

- 1) cohort
- 2) time-series
- 3) case study
- 4) cross-sectional

The correct answer is (1)

Feedback on assignment

Cohort research is done by using a category of people who had the same experiences over a specific period in time. In other words, the category of people is investigated as a whole in order to determine its most important characteristics. The emphasis is on cohort, or category, and not on the specific individual.

In time-series research (option (2)), the researcher studies what happened to people over a period of time. In case-study research (option (3)) the researcher tries to make an in-depth investigation into various characteristics of a small number of cases over a specific period of time. Cross-sectional research (option (4)) is used when all the information on a specific topic is collected at the same time and concentrates on the here and now.

QUESTION 12

Which of the following statements are characteristics of quantitative research?

- a) Concepts are converted into operational definitions.
 - b) Predictions are made about social realities.
 - c) The emphasis in this approach is on intuition-based knowledge.
 - d) The investigation is done in a philosophical manner.
 - e) The research process yields value-free knowledge.
- 1) (a) (b) (c) (d) (e)
 - 2) (b) (d) (e)
 - 3) (a) (b) (e)
 - 4) (c) (d)
 - 5) (d) (e)

The correct answer is (3)

QUESTION 13

Identify four situational factors that apply when we make judgements about ethics in research.

- a) the methods we use to collect data
 - b) the age of the subjects we observe
 - c) the goal of the research study
 - d) our intentions as researchers
 - e) the consequences of the research
 - f) the operational definitions of constructs
- 1) (a) (b) (c) (d)
 - 2) (b) (c) (d) (e)
 - 3) (c) (d) (e) (f)

4) (a) (c) (d) (e)

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*The correct answer is (4)**Feedback on assignment*

Ethical considerations when conducting social research include issues such as, behavioural norms, human rights, the different research approaches applied, as well as your role as a professional researcher. Four situational factors that guide the processes and procedures you would use, when conducting research, are as follows:

- your intentions for undertaking research
- the goal of the research study
- the means or methods you would use to collect the data
- the consequences or effects of the research

QUESTION 14

Which one of the following factors will NOT influence your decision as a researcher to obtain substitute consent to conduct a survey, instead of direct consent?

Respondents' ____:

- 1) legal competency
- 2) language preferences
- 3) cognitive capacity
- 4) emotional capacity

*The correct answer is (2)**Feedback on assignment*

Although we generally try to avoid formulating negative multiple-choice items, (because you may miss-read the "non" please take note that when a negative item is formulated, you should concentrate on the fact that one of the options is incorrect (or less applicable) than all the other options.

Instances when you would have to consider obtaining substitute consent, on behalf of respondents or participants involved in your research (instead of direct consent), are discussed in the study guide, on pages 109-111. You would, in other words, have to consider respondents' legal competency (e.g. in terms of age), as well as their cognitive and emotional capacities (options (1), (3) and (4)).

Option (2) is, therefore the key, because respondents' language preferences will not influence your decision to obtain substitute consent.

QUESTION 15

Which ethical issue is being addressed in the following scenario?

The moderator in a focus-group interview that deals with AIDS, uses an intimate approach by offering a personal anecdote, such as "The first time when I ever saw a condom ...".

- 1) potential embarrassment
- 2) Hawthorne effect
- 3) possible universalism
- 4) expected communality

*The correct answer is (1)**Feedback on assignment*

The easiest way to approach this item is by means of elimination. The four options listed in item 16 are behavioural norms used to regulate research. Option (2) is

Incorrect as the "Hawthorne effect" refers to respondents responding in an atypical manner

because they know that they are part of a study. Option (3) is incorrect as universalism refers to a behavioural norm that requires that research be peer evaluated. Expected communality, option (4) is also incorrect as this norm compels researchers to share their research findings and to accurately report the methods, purpose, motives, and consequences of their findings.

It is clear that none of the above norms relate to the scenario given in item 16. Thus the correct answer is option (1) as the concept of "do no harm" includes the prevention of potential embarrassment for participants. "Do no harm" relates to the behavioural norm namely, 'respect'. Respect as a behavioural norm requires researchers to protect participants' basic human and civil rights, and that participants should not be harmed in any possible way. By putting a participant in a potentially embarrassing situation, such as discussing condoms, could be causing harm.

QUESTION 16

The mass media (e.g. newspapers and television) argue that the public has a right to know the truth. Which ethical problem is being created when these mass media reveal the name and other details of a four-year old boy who was sexually abused?

- 1) justice
- 2) prejudice
- 3) privacy
- 4) bias

The correct answer is (3)

QUESTION 17

A research design that is open and flexible is more suitable when ____.

- 1) there is no research plan .
- 2) doing qualitative research.
- 3) interviewing people.
- 4) studying cause-effect relationships.

The correct answer is (2)

Feedback on assignment

Practical considerations play a great role in designing and implementing qualitative research and the researcher has to refine and develop the research design throughout the research process to ensure valid conclusions. A design that is open and flexible is therefore more suitable when doing this type of research and that is why option (2) is the key.

Option (1) is incorrect because research design always forms part of the research process. Even though the design may be changed while doing the research (an open and flexible design) there should always be a research plan. The research design that is more suitable when interviewing people depends on whether the interviews are used as part of qualitative or quantitative research and you do not have enough information to choose option (3). In order to identify cause-effect relationships, the research context needs to be controlled and the steps in the research process are done in sequence. Option (4) is therefore incorrect.

QUESTION 18

Which one of the following factors does NOT play a role in designing a study?

- 1) paradigm of the researcher
- 2) data-analysis techniques
- 3) results of the study
- 4) purpose of the study

The correct answer is (3)

Feedback on assignment

The results are only available once the study has been completed and can therefore not affect the way in which the study is designed. All the other options may play a role in determining the way the study is designed.

QUESTION 19

Which one of the following could be a threat to both internal and external validity of an experimental research project?

- 1) selection
- 2) maturation
- 3) instrumentation
- 4) testing effect

The correct answer is (1)

Feedback on assignment

Internal validity refers to the extent to which the research design enables one to determine a cause-effect relationship between dependent and independent variables (see page 127 in the study guide). External validity refers to the extent to which the results can be generalised to a general population (page 130). Selection can affect both of these. Members of a selected sample divided into an experimental and a control group may differ on some important characteristic (affecting the internal validity). A sample may also be found not to be representative of the wider population to which it is intended to refer. The other options refer to threats to internal validity only (as discussed on pages 128-- 129 in the study guide).

QUESTION 20

A researcher working for an advertising company wants to investigate if people are more inclined to buy a new product when they have been informed of the advantages of the product. He selects a sample and randomly assigns each person to an experimental group (who receives information on the product) and a control group (who receives no information on the product). He then measures their willingness to buy the product by means of a questionnaire.

This is an example of a ____ design.

- 1) pre-experimental
- 2) post-test only control group
- 3) quasi-experimental
- 4) pretest-posttest control group

The correct answer is (4)

SG p131

The group that receives the treatment (counselling) is called the experimental group, while the group that receives no treatment is called the control group. These groups are compared

in terms of the outcome or response to the treatment (or “no treatment”). This outcome is the dependent variable and the comparison between groups enables the researcher to determine the impact of the treatment. In an experiment, the dependent variable can be measured more than once. If the dependent variable is measured before the introduction of the treatment, this is called a pretest. The posttest is the measurement of the dependent variable after the treatment has been introduced. Although quasi-experimental designs also consist of a pre-test and post-test group, and also involve manipulating conditions and assignment of subjects to the treatment conditions, therefore identify causal relationships, quasi-experimental designs do not involve randomisation. Therefore 3) is incorrect.

PREVIOUS ASSIGNMENT 2

QUESTION 1

Thirty lecturers are randomly sampled from a random sample of five universities. This is an example of ____ sampling.

- 1) simple random
- 2) systematic
- 3) quota
- 4) cluster

The correct answer is (4)

Feedback on assignment

Option (4) is the key

In the scenario the researcher made use of random sampling. Revise this section in your study guide on page 155 (6.4.1). The population for this study was all the universities. It would have been expensive and time consuming to make a list of all lecturers in all universities. Five universities were then selected through a random sampling technique e.g. the lottery or fishbowl technique. From those five groups or clusters, the thirty elements were selected randomly. This is an example of cluster sampling. The sampling technique is explained on page 155 of your study guide.

Options (1), (2) and (3) are incorrect, because of the specific sampling procedures that are to be followed in simple random sampling, systematic sampling and quota sampling. These techniques are explained on pages 156, 157 and 159 respectively.

QUESTION 2

A researcher used systematic sampling. The sample size was 200. The sampling interval was 250. The first element drawn was 196. The second element would therefore be ____.

- 1) 396
- 2) 450
- 3) 446
- 4) none of the above

The correct answer is (3)

Feedback on assignment

Option (3) is the key

In systematic sampling (also called interval sampling) every l th element is drawn from the population. In the scenario there are 200 elements in the sample. It does not mean that the elements in the sample are numbered from one to 200. This sample could have been drawn from a population of 20 000. Each element that was selected will keep his/her number which was initially given to him/her. The sampling interval refers to the interval between the

consecutive elements of a sample which in this case was 250. The first element was element number 196. The next or second element will then be an element that is 250 numbers further and therefore element number 446 ($196+250=446$). Options (1) and (2) are mathematically incorrect.

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QUESTION 3

A researcher wishes to study individuals suffering from agoraphobia (fear of open spaces). The researcher places an advertisement in the newspaper asking for participants. A total of 50 replies are received, of which the researcher randomly selects 30. Only 15 participants actually turn up for their appointment.

Which one of the following statements is true?

- 1) The final 15 participants are likely to be a representative sample of the 30 participants selected by the researcher.
- 2) The final 15 participants are likely to be a representative sample of the population of agoraphobics.
- 3) The randomly selected 30 participants are likely to be a representative sample of those agoraphobics who replied to the newspaper advertisement.
- 4) The 50 agoraphobics that replied are representative of the total population of agoraphobics in the circulation area of the newspaper.

The correct answer is (3)

Feedback on assignment

The total of 50 individuals who replied to the advertisement in the newspaper, form the accessible population (refer to page 150 in your study guide). A population contains all the variables of interest to the researcher. In this scenario the researcher then randomly selects 30 individuals to participate in the study. Because random sampling was done, all the variables of interest were included when selecting the sample and therefore resembles the population. The first option is incorrect because the researcher will not be able to determine whether the 15 participants who turned up, are representative of the 30 participants in the sample. The second option is also incorrect because the randomly selected sample consisted of 30 participants and not only the 15 who turned up. The comment on the first option then further applies to the second option as well. Because the researcher does not have a list of the entire population of agoraphobics in the circulation area of the newspaper, he or she cannot determine whether the 50 who replied (accessible population) are in fact representative of the entire population of agoraphobics. Option (4) is therefore not correct.

QUESTION 4

A researcher wishes to study individuals suffering from agoraphobia (fear of open spaces). The researcher places an advertisement in the newspaper asking for participants. A total of 50 replies are received, of which the researcher randomly selects 30. Only 15 participants actually turn up for their appointment.

The problem with drawing a representative sample of participants with clinical conditions such as agoraphobia is that ____.

- a) the participants who consent to participate may be unrepresentative of the target population.
- b) no sampling strategies are appropriate for this research.
- c) no complete lists of sufferers' names are usually available.
- d) the sample size is not an acceptable size for a representative sample.

- 1) (a) (b) (c) (d)
- 2) (a) (b) (d)
- 3) (a) (c)
- 4) (b) (d)
- 5) (c) (d)

The correct answer is (3)

Feedback on assignment

To ensure that a sample that is drawn, represents the population, two important factors have to be considered namely, the similarity or dissimilarity of the population and the degree of precision with which the population is specified. To adhere to these factors, the researcher needs a complete list of elements that meet the criteria of the population in order to define the total population. There is however, not a complete list of individuals suffering from agoraphobia (option (c) is thus correct). The participants who consent to participate may therefore be unrepresentative of the total population of agoraphobics (option (a) is thus correct). The researcher used a random sampling technique to select 30 participants (therefore option (b) is incorrect). The sample size is acceptable as only a total of 50 individuals (meaning the total population is 50) suffering from agoraphobia responded to the advertisement (therefore option (d) is incorrect).

QUESTION 5

The item below is to be used in a self-administered questionnaire. However, it contains a problem that should be avoided.

The new outcomes-based educational strategies resulted in both teachers and learners becoming confused. Select one of the following options that corresponds with your opinion of the above statement:

- | | |
|--------------------------|--------------------------|
| <i>Strongly agree</i> | <input type="checkbox"/> |
| <i>Agree</i> | <input type="checkbox"/> |
| <i>Neutral</i> | <input type="checkbox"/> |
| <i>Disagree</i> | <input type="checkbox"/> |
| <i>Strongly disagree</i> | <input type="checkbox"/> |

The above item is problematic because of the following reason:

- 1) The scale used in the item is not appropriate.
- 2) The item contains a negative statement.
- 3) Reference is made to a vague agent of action.
- 4) The item contains a double-barrelled statement.

The correct answer is (4)

Feedback on assignment

This item deals with statements or questions asked in a questionnaire that contain problems or mistakes that ought to be avoided. Please remember that you were not required to answer the questionnaire item. You were required to critically evaluate the item and to identify the reason why it should be avoided.

This item is a good example in which you could have considered why the item is problematic (before considering the options):

The reasons why options (1), (2) and (3) are incorrect, are as follows:

- the scale used in the item is appropriate
- the item does not contain a negative statement
- there is no reference to a vague agent of action

Option (4) is the key, because the statement contains "and", which creates a double-

barrelled statement. In other words, two statements are combined in one. If such an item were to occur in a questionnaire, you (as a researcher) will not be able to determine whether a respondent's answer (e.g. strongly agree) refers to the teachers, or the learners, or both. You will find the discussion about the wording of statements and questions, as well as the use of double-barrelled, lengthy and complex items on pages 183-184 in the study guide.

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QUESTION 6

Complete the following statement which deals with levels of measurement.

Using an ordinal level of measurement, means that the ____.

- 1) categories which are used, are equal.
- 2) categories can be compared and measured.
- 3) preferences can be ranked in an order.
- 4) an absolute zero point can be measured.

The correct answer is (3)

Feedback on assignment

In order to answer this item you were required to know the four levels of measurement and specifically the meaning of an ordinal level.

When you study-read pages 171-174 in the study guide, and by applying a process of elimination, you could easily have deleted the first and last options, because (1) the categories used are not equal; and because (4) the ordinal level does not have an absolute zero point on its scale. The reasons why option (2) is incorrect, lay in the nature of categories used to rank responses in the order of preference. In other words, the categories, or degree of difference between categories (intervals) cannot be measured or compared. Therefore option (3) is the key, because by using an ordinal level of measurement, preferences (or Intensity, or extent) can be ranked in a particular order, such as from the least to the most.

QUESTION 7

Ethnographic research occurs when ____.

- 1) a researcher makes tape recordings of conversations, but does not get involved in the social interaction.
- 2) the Hawthorne effects takes place.
- 3) a researcher becomes involved with the activities of the group of participants being observed.
- 4) the reason for a researcher's presence is not known to the group being observed.

The correct answer is (3)

Feedback on assignment

Option (3) is the key because ethnographic research is characterised by the researcher becoming involved with the social and other activities of the group of participants being observed. The participants are therefore aware of the researcher's presence and reasons for his or her presence.

The above comments immediately cancel out options (1) and (4). In addition, option (2) is incorrect because ethnographic research is conducted irrespective of whether or not the Hawthorne effect takes place. (If you feel unsure about the meaning of the Hawthorne effect, revise page 114, in the study guide.)

QUESTION 8

You are a teacher who wants to investigate learners' daily access to the mass communication media. Which one of the following open-ended statements would be the most appropriate statement to include in a questionnaire?

Please indicate in the space provided ____ on a daily basis.

- 1) all the mass communication media to which you have access
- 2) whether you have access to a newspaper and radio broadcasts
- 3) whether your parents have access to radio and television broadcasts
- 4) whether you have access to television broadcasts and films

The correct answer is (1)

Feedback on assignment

In order to make the correct choice in this item, you were required to understand the difference between an open statement (or question) and a closed-ended statement or question. Please revise the study guide (pages 178-179) in this regard and ensure that you understand why one would use open statements or questions.

In this item you are a teacher who wants to investigate learners' daily access to the mass communication media. Options (2), (3) and (4) start with the phrases: "whether you have access to" or "whether your parents have access to", in response to any question or statement which asks "whether you have access to" one would expect respondents to answer either 'yes', 'no' or 'sometimes'. The latter is an example of a statement or question that consists of a fixed number of answers, which is a typical characteristic of a closed-ended question or statement. Other examples of such closed-ended questions or items are found in the study guide, in section 7.5.4 and especially in section 7.6.2.

In contrast, option (1) extends the following open invitation to respondents: "Please indicate in the space provided all the mass communication media to which you have access on a daily basis". Such an open statement encourages respondents to list all the media and it therefore does not restrict respondents to a fixed number of options. The purpose of this particular open statement is twofold. First, we as researchers might be unsure of the type of responses we may obtain. Secondly, it also serves as a test to determine whether learners know what is meant by "mass communication media".

QUESTION 9

The purpose of descriptive statistics is to:

- 1) organise and summarise data.
- 2) identify underlying patterns in data.
- 3) evaluate the researcher's claims,
- 4) determine all of the above,

The correct answer is (4)

Feedback on assignment

Descriptive statistics are used to organise and summarise data (option (1)).

Descriptive statistics are also used to identify patterns in the data (option (2)), and as a guide to evaluating the claims made by the researcher (option (3)). Therefore, all these options are true (see page 215 in the study guide).

QUESTION 10

Which best describes the frequency distribution of the age of readers of a financial magazine?

- 1) the total of all ages divided by the number of readers
- 2) the standard deviation indicating the spread of the age distribution
- 3) a table of the number of readers aged 18, 19, etcetera
- 4) a graph of the ages of readers arranged from young to old

The correct answer is (3)

Feedback on assignment

A frequency distribution is a count of the number of cases that fall into each of a number of categories (as explained on pages 217-220 of the study guide). The first two options are statistics that summarise information, and option (4) is a graphic representation.

QUESTION 11

Which measure of variability is expressed in terms of the original units of measurement?

- 1) variance
- 2) spread
- 3) standard deviation
- 4) skewness

The correct answer is (2)

SG p228

Because the standard deviation is expressed in the same units as the original measure, researchers prefer to use this statistic.

QUESTION 12

Which correlation coefficient best describes the relation between X and Y below?

X: 10 20 30 40 50

Y: 80 70 60 50 40

- 1) - 1
- 2) +1
- 3) 0
- 4) none of the above

The correct answer is (1)

Feedback on assignment

The numerical size of a correlation indicates the strength of the relationship, while the sign indicates the direction of the relationship (pages 229-230). In this example each value of variable X is 10 more than the previous value, while each value of variable Y is 10 less than the previous value, thus representing a perfect negative correlation of -1 (option (1)).

QUESTION 13

In qualitative research "a meaning unit" refers to ____.

- 1) a section of text that has no meaning.
- 2) a collection of coded texts with similar meaning.
- 3) a section of text from a manuscript that has meaning by itself.
- 4) meanings only identified in the second level of analysis.
- 5) the last phase in axial coding.

The correct answer is (3)

QUESTION 14

Which of the following statements best describes the essence of qualitative data analysis?

- 1) Qualitative data analysis is primarily about categorising data.
- 2) Constructing a flexible picture of meaning over time.
- 3) Categorise data and then wait for others to give their opinion on your findings
- 4) Attach meaning to data and then place it in a clippings file.

The correct answer is (2)

QUESTION 15

Arrange the following descriptive terms of qualitative analysis into the correct order.

- a) reading transcripts
- b) open coding
- c) writing findings on paper
- d) filing clippings
- e) meaning unit identification
- f) making connections between categories
- g) thematic identification

- 1) (c) (d) (f) (e) (g) (b) (a)
- 2) (a) (e) (b) (g) (d) (f) (c)
- 3) (a) (e) (b) (d) (f) (g) (c)
- 4) The order in which it is given is correct
- 5) (a) (e) (d) (b) (f) (g) (c)

The correct answer is (2)

QUESTION 16

In qualitative research coding categories are ____,

- 1) systematically developed beforehand.
- 2) developed as research progresses.
- 3) only developed once the data has been collected.
- 4) used to quantify the data.
- 5) always numerical.

The correct answer is (2)

Feedback on assignment

You have to identify the statement correctly describing a characteristic of coding categories in qualitative research. The general discussion of qualitative data provided in section 9.2 of the study guide (see pages 238-240) describes the context in which coding in qualitative research occurs. Coding in qualitative research is discussed in section 9.4 of the study guide (see pages 242-246).

Option (1) is incorrect. Qualitative researchers criticize the use of predetermined coding categories. They develop coding categories during the research process, following a grounded approach to research.

Option (2) is correct. Qualitative research is inductive. Coding categories emerge and are refined during the research process.

Option (3) is incorrect. Qualitative research is premised on logic in practice, which resists a linear and compartmentalized notion of research. This implies that coding categories emerge during the collection of data and are refined during the process of analysis. Options (4) and (5) equate coding to enumeration and quantification. This is incorrect. Qualitative researchers are more interested in description and establishing the meaningfulness of phenomena.

QUESTION 17

The type of research report selected to record your research is dependent on ____.

- 1) the context of that research.
- 2) the need for archiving that research.
- 3) the research being replicable.
- 4) scientific norms and values.

The correct answer is (1)

Feedback on assignment

In the introduction to study unit 10 (page 257), we said that "the way in which you present your research report depends on the purpose of that research". Thus, the context, or circumstances, determines what type of report you select in order to present your research findings.

The various types of research reports are described in the study guide on pages 260-268. The archiving of your research (option (2)) is not related to the specific type of report in which the research is presented. Replicability (option (3)) is a methodological consideration and is not dependent on the type of report used.

Scientific norms and values (option (4)) are applicable to all research irrespective of how that research is reported.

QUESTION 18

With regards to the organisation of a research report, which one of the following statements is most correct?

- 1) All research reports, being scholarly academic documents, must conform to the basic norms of social sciences.
- 2) The type of research report we intend writing influences what aspects of our research will be emphasised and what can be left out.
- 3) The theoretical framework used to explain the findings is considered as important and needs extensive discussion in the introduction.
- 4) It is important that the format, style and organisation of each and every research report be presented in a rigid order.

The correct answer is (2)

Feedback on assignment

The type of research report we intend writing influences what we include and leave out of the report. For example, in written assignments you need to cover all steps in the research process concisely, whereas in an oral presentation you focus largely on your findings because of time constraints.

Option (1) is incorrect since not all research reports are academic documents. Oral presentations and media reports are examples of non-academic research reports.

Option (3) is incorrect as the place for an explanation of findings in terms of the supporting theory is in the discussion, and not the introduction.

Option (4) is incorrect as we do not have a fixed order regarding the presentation of a report. As an example, media reports follow a very different order to that of an oral presentation, as different aspects of the research are emphasised.

QUESTION 19

You have conducted a survey to determine the effectiveness of an AIDS information campaign among school children in a specific geographic area. The sponsor of your research indicated that your report should be limited to 20 pages. Because of the above limitation, you would feel comfortable to leave out of the report the ____.

- 1) hypotheses and research questions that guided your research.
- 2) self-administered questionnaire which respondents filled in.
- 3) findings, conclusions and suggestions for future research
- 4) reliability and validity test that you applied during the research

The correct answer is (1)

QUESTION 20

The first step to take when writing your research report is to:

- 1) decide on a relevant topic.
- 2) formulate the research problem.
- 3) do a complete literature review.
- 4) identify your intended audience.

The correct answer is (4)

Feedback on assignment

As the purpose of writing a report is to record your research, it makes no sense for the first step to be a decision regarding your topic (option (1)), nor the formulation of the research problem (option (2)), nor the literature review (option (3)). In section 10.3 of study unit 10 (page 260), we quote Wimmer and Dominck who say "... that the first step in preparing your report is to clearly identify your intended audience" which makes option (4) the correct option.

PREVIOUS ASSIGNMENT 3**QUESTION 1**

Science is characterised by:

- 1) empirical investigation aimed at describing and not explaining the world.
- 2) assumptions that can be measured objectively by reliable and valid tests.
- 3) logic, observation and theorising.
- 4) selective observation

The correct answer is (3)

QUESTION 2

A public prosecutor critically analyses the psycho-social report a social worker has compiled for the court on an accused and specifically concentrates on the basis for the conclusions and recommendations made in the report. In this analysis the ...

- 1) authority on which information is based is at stake.

- 2) truth of the facts is at stake.
- 3) the moral standards of the social worker are at stake.
- 4) logical presentation of the report is at stake.

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The correct answer is (2)

QUESTION 3

Identify the potential error in human inquiry the following example illustrates.

The Minister of Education accepts the conclusion that academic support in higher education is unnecessary because it is the viewpoint of an eminent physicist.

- 1) inaccurate observation
- 2) the "halo effect"
- 3) selective observation
- 4) ego involvement

The correct answer is (2)

Feedback on assignment

The "halo" effect is the tendency to surround someone with a "halo" when judging him or his opinions. In this instance the viewpoint was accepted because it came from someone with high standing.

QUESTION 4

Identify the potential error in human inquiry the following example illustrates.

After briefly interviewing two students, a researcher concluded that the prescribed textbook for a module does NOT pose any problems and can be prescribed for all students.

- 1) inaccurate observation
- 2) overgeneralisation
- 3) selective observation
- 4) ego involvement
- 5) premature closure

The correct answer is (5)

QUESTION 5

Based on fieldwork in Cape Town, Spiegel, Watson and Wilkinson (1996) conclude that: "although it remains statistically unrepresentative, our data demonstrates a level of domestic diversity and fluidity among Africans in Cape Town that throws any model of a 'standard', nuclear family-based household into question".

The scope of theory suggested by this statement is an example of:

- 1) empirical generalisation.
- 2) middle range theory.
- 3) theoretical framework.
- 4) causality.
- 5) ideology.

The correct answer is (1)

SGp56

Theoretical perspectives give an overall explanation; this means that a particular study only provides partial evidence to support or question some of that perspective's propositions (Ammassari in Mongardini & Tabboni 1998:49, 57; Goldenberg 1992:44; Neuman 1997:55–56).

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QUESTION 6

Read the following hypothesis and identify the dependent variable.

Women are more in favour of birth control than men.

- 1) women
- 2) men
- 3) gender
- 4) birth control
- 5) attitude towards birth control

The correct answer is (5)

Feedback on assignment

The distinction between a dependent and independent variable is described on page 66 of the study guide. You are asked to identify the dependent variable.

Options (1) and (2), respectively, refer to an attribute (value) of the variable gender.

You can exclude these options as possible answers to the question.

Option (3) refers to gender. Gender is a variable. However, the value of this variable cannot be determined or influenced by an orientation towards birth control (see the comments on activity 2.8 In the study guide). You can exclude this option as a possible answer to the question.

Gender is an independent variable.

Option (4) refers to birth control. Birth control is not a variable in the example provided. What is being measured is the degree to which birth control is viewed favourably (or not), and not birth control itself.

Option (5) refers to the 'attitude towards birth control'. This is the dependent variable. The hypothesis suggests that the degree to which birth control is viewed favourably (or not) depends on other characteristics, such as gender. In this hypothesis a relationship is proposed between an attitude towards birth control and gender.

QUESTION 7

Match each of the following statements with either of the two reasoning processes.

- a) Because all RSC assignment questions are difficult, I can assume that this question will be difficult.
- b) All the questions I have completed up to now were difficult; therefore I can assume that all RSC questions are difficult.
- c) People become aggressive when their attempts to reach their goals are frustrated, therefore I can assume that my daughter will become aggressive if I keep on breaking up her puzzle just before she has fitted the last piece.
- d) Because I have received an electric shock each time I touched these exposed live wires, I can assume that touching live exposed wires gives one an electric shock.

- i. deduction
- ii. induction

- | | | | |
|------------|---------|---------|---------|
| 1) a) = i | b) = i | c) = ii | d) = ii |
| 2) a) = ii | b) = i | c) = ii | d) = i |
| 3) a) = ii | b) = i | c) = ii | d) = ii |
| 4) a) = ii | b) = i | c) = i | d) = i |
| 5) a) = i | b) = ii | c) = i | d) = ii |

The correct answer is (5)

Feedback on assignment

You have to match each statement to a reasoning process. In answering this question you have to decide whether the process of reasoning in each statement, linking empirical research and abstract theorising, develops from the abstract and general to the concrete and specific level, or vice versa.

Statement (a) suggests that you draw a conclusion about a particular instance based on what you generally perceive to be the trend. This implies a process of reasoning moving from the general level (all questions) to the specific level (this question). Statement (a) can be linked to deduction (i).

In statement (b) a particular experience (all the questions I have done up to now) is used to draw a conclusion about all RSC questions. This process of reasoning is the inverse of reasoning. In the previous statement, it implies moving from the specific level to the general level. Statement (b) can be linked to induction (ii).

In statement (c) "People become aggressive when" represents a general principle, whilst "I can assume my daughter" refers to a specific outcome. In this process of reasoning, a specific outcome is based on a general principle. Statement (c) can be linked to deduction (i)

in statement (d) "Because I have received an electric shock" represents a specific observation, whilst "I can assume touching live exposed wires" refers to a general principle.

The general principle is formulated from a specific observation. Statement

(d) can be linked to induction (ii). Based on the arguments offered above, option (5) (a)=(i). (b)=(ii). (c)=(i). (d)=(ii), is the correct answer.

QUESTION 8

Which of the following conditions for establishing causality are contained in the case study below?

In a study to establish whether there is a connection between the number of hours studied and examination results, RSC students are divided into two groups based upon whether they study more or less than 10 hours per week. At the end of the semester, the results of the two groups are compared to see if the group that studies longer periods have better examination results, and we find that those who studied for longer periods do indeed perform better.

- a) temporal order
- b) association between variables
- c) elimination of alternatives
- d) logical reasoning

- 1) (a)
- 2) (a) (b)
- 3) (c) (d)
- 4) (b) (c) (d)

The correct answer is (4)

QUESTION 9

Applied researchers try to solve ____ problems and make ____ recommendations.

- 1) specific; specific
- 2) general; general
- 3) specific; general
- 4) general; specific

The correct answer is (1)

SG p81

Applied research — research that tends to solve specific problems. Here the researcher aims to address a specific practical social problem. The problem is then investigated and treated in a specific manner by applying acquired researched knowledge.

QUESTION 10

Cross-sectional research is ____ in nature because it is done at a particular point in time.

- 1) structured
- 2) nonrecurrent
- 3) specific
- 4) repeatable

The correct answer is (2)

Feedback on assignment

Because no identical project will be done after a specific period of time, the nature of cross-sectional research is nonrecurrent (option (2)). Structured in nature (option (1)) refers to the nature of questionnaires. Cross-sectional studies are comprehensive, in-depth studies (option (3)). Cross-sectional studies are also not repeatable (option (4)) because it represents a once-off measurement. Therefore, options (1), (3) and (4) are incorrect.

QUESTION 11

A researcher intends to establish if there is a causal relationship between levels of atmospheric lead and learning deficits in children. The design most appropriate for investigating this is a/an ____ research design.

- 1) descriptive
- 2) explanatory
- 3) exploratory
- 4) none of the above

The correct answer is (2)

Feedback on assignment

Explanatory research is aimed at gaining insight into a situation and to explain why a phenomenon took a specific course. In the given scenario, a relationship is sought between atmospheric lead and learning deficits. Option (2) is therefore correct. Descriptive research is aimed at giving the specific details of a phenomenon. Exploratory research is done to explore a field in the social sciences on which no research has been done or of which mention has been made but which has not been addressed in a scientific manner. Options (1), (3) and (4) are therefore incorrect.

QUESTION 12

A researcher distributes a questionnaire to a sample of ex-nurses in an attempt to discover their reasons for leaving the profession. This research design is best described as a/an ____.

- 1) quasi-experiment.
- 2) experiment.
- 3) survey.
- 4) social model.

The correct answer is (3)

Feedback on assignment

This researcher is busy with a survey (option (3)). He is once off measuring the state of affairs regarding the research topic.

In an experiment (option (2)) we have to build in an element of control, as well as identify a cause-effect relation between the aspects of research. Quasi-experiments (option (1)) also contain this element, but only one group is studied, and not two as in the 'true' experiment. Clearly a social model (option (4)) has got nothing to do with the statement.

QUESTION 13

Which of the following is NOT a characteristic of quantitative research?

- 1) a holistic approach to persons
- 2) precise definition of variables being studied
- 3) prediction and control of phenomena
- 4) theories containing causal models

The correct answer is (1)

Feedback on assignment

Option (1) is not a characteristic of quantitative research, but of qualitative research.

Qualitative research studies people holistically within unique and meaningful situations and interactions, and all the elements within the particular context are taken into account (option (1));

Quantitative research aims to provide an explanation of phenomena, and more structured and controlled methods are used in this process (including the aspects referred to in options (2), (3) and (4)).

QUESTION 14

Which ethical principle is disregarded in the following research study?

Impressionable children are exposed to visual violence in television messages.

- 1) confidentiality
- 2) anonymity
- 3) freedom from harm
- 4) privacy of thought

The correct answer is (3)

Feedback on assignment

The human rights of research participants include the following: not causing someone any harm; obtaining direct or substitute consent; ensuring that participants have the legal capacity to give consent; voluntary participation; avoiding deception; and ensuring participants' privacy, confidentiality and anonymity. (These rights are discussed in the study guide. on pages 111-1 15.)

The item required you to identify the one ethical principle which was being disregarded in the

scenario that follows the stem. The scenario contains two important key phrases, namely "impressionable children" and 'visual violence in television messages". An impressionable child is one who is young and very often unable to distinguish between fact and fiction. Such a child would, for example, interpret an act of violence that is portrayed in a fictional television programme, to be the real thing. It is logical to argue that children who are impressionable in this way could become emotionally distressed when exposed to such visual violence. As a result, the principle that was being disregarded is that of freedom from harm (options (3))

Options (1) and (2) do not apply to the scenario and option (4): 'privacy of thought'. is a red herring because it is not an ethical principle or norm. (A red herring is a distraction or misleading clue, which is false or does not apply in a particular context.)

QUESTION 15

Which ethical issue is neglected by using the following data-collection technique?

The management of a large firm suspects that one of the main reasons why customers are dissatisfied could be ascribed to the poor interpersonal communication skills on the part of employees. Unobtrusive cameras are installed at various points and unknown to them, conversations between employees and customers are recorded for a month.

- 1) time dimension
- 2) universalism
- 3) sampling
- 4) privacy

The correct answer is (4) *Feedback on assignment*

Option (1) is wrong, because the time dimension (a month) is not an ethical issue.

Option (2) is wrong, because universalism is a norm that requires that our research must pass peer evaluation. Universalism is not described in the item. Option (3) is wrong, because no form of sampling is addressed in the item.

Option (4) is the key, because both the customers' and employees' privacy is neglected through the use of unobtrusive cameras to collect the data.

QUESTION 16

Which behavioural norm does the researcher ignore in the following scenario?

A researcher undertakes research but neglects to judge or to have the research judged on the basis of scientific merit.

- 1) respect
- 2) disinterestedness
- 3) communality
- 4) universalism

The correct answer is (4)

QUESTION 17

The aim of a research design is to:

- 1) lead to answers to our research questions.
- 2) explain why something is happening .
- 3) determine the value of the research.
- 4) describe the observations that are made.

The correct answer is (1)

Feedback on assignment

We select a type of research that we believe would be most suitable in providing answers to our research questions. The persons or situations from which we are going to collect data, the type of data, and the manner in which it is to be collected should also be appropriate to the research question. Lastly, the way in which we will analyse the data should help us to answer the specific questions that we asked. All these aspects relate to the research design and option (1) is therefore the key.

The aim of the research might be to explain why something is happening or to describe what was observed. The research design, however, only refers to the planning phase - no results are available yet - therefore options (2) and (4) are incorrect. The value of the research cannot be fully determined before completion of the study.

Option (3) is therefore also incorrect.

Research design and the research process are discussed on pages 124-126 in the study guide.

QUESTION 18

When the effect of an independent variable on the dependent variable CANNOT be separated from the effect of another independent variable, it can be said that the ...

- 1) external validity is threatened.
- 2) independent variables are related.
- 3) internal validity is threatened .
- 4) independent variables are confounding variables.

The correct answer is (3)

Feedback on assignment

When another independent variable or variables may affect the influence of a particular independent variable on a dependent variable, the influence of that independent variable is difficult to determine, and the internal validity of the research is threatened (see pages 127-130 of the study guide). As for option (4), note that only those independent variables that threaten the interpretation of the research can properly be called confounding variables. It is not a general term for all the independent variables in such a case, as this option suggests.

QUESTION 19

Which one of the following could be a threat to both internal and external validity of an experimental research project?

- 1) selection
- 2) maturation
- 3) instrumentation
- 4) testing effect

The correct answer is (1)

Feedback on assignment

Internal validity refers to the extent to which the research design enables one to determine a cause-effect relationship between dependent and independent variables (see page 127 in the study guide). External validity refers to the extent to which the results can be generalised to a general population (page 130). Selection can affect both of these. Members of a selected sample divided into an experimental and a control group may differ on some important characteristic (affecting the internal validity). A sample may also be found not to be representative of the wider population to which it is intended to refer. The other options refer to threats to internal validity only (as discussed on pages 128-129 in the study guide).

QUESTION 20

Read the following study and indicate how flexible the research design appears to be.

A researcher wants to find out how teachers experience cases of child abuse. He decides to conduct open-ended, in-depth interviews with teachers (either individually or in groups) in which he will ask them to tell him about their thoughts on and experiences with child abuse.

- 1) The research question is specified, but the method is quite flexible.
- 2) The method is clearly specified, but the research question is left open.
- 3) Both the research question and the method are clearly specified.
- 4) Neither the research question nor the method is at all specified.

The correct answer is (1)

Feedback on assignment

The researcher approaches this study with a specific question in mind, namely teachers' experience of cases of child abuse. The method is, however, more flexible in that the researcher is interested in personal thoughts and experiences and he should therefore be open minded while gathering information and not have fixed ideas about what he expects to find. Option (1) fits this description while options (2),(3) and (4) are incorrect. Key issues relevant to qualitative research designs are discussed on pages 136-143 in the study guide.

PREVIOUS ASSIGNMENT 4

QUESTION 1

Which of the following are characteristics of nonprobability sampling? It ...

- a) ensures an accurate reflection of the population.
 - b) does not require a list of all the members of the population.
 - c) is mostly used in qualitative research.
 - d) is used where the researcher is concerned with understanding the experience of special segments of the population.
 - e) is used where the researcher is not interested in generalising the findings.
- 1) (a) (b) (c)
 - 2) (a) (d) (e)
 - 3) (b) (c) (d)
 - 4) (b) (c) (d) (e)
 - 5) (a) (b) (c) (d) (e)

The correct answer is (4)

QUESTION 2

Selecting every 20th patient attending clinic C in the month of April, is an example of ____ sampling.

- 1) simple random
- 2) stratified random
- 3) systematic
- 4) cluster

The correct answer is (1)

QUESTION 3

Suppose a researcher has decided to use a systematic sampling design for a research project. The known population size is 4 400 and the desired sample size 200. If the first element selected is 112, what would be the second, third and fourth elements to be selected?

- 1) 332 552 772
- 2) 312 512 712
- 3) 134 156 178
- 4) 132 152 172

The correct answer is (3)

Feedback on assignment

Systematic sampling involves drawing every (k)th element from a population. This sampling technique works as follows:

- obtain a list of the total population (N)
- determine the sample size (n)
- determine the sampling interval (k) by dividing the size of the population by the size of the sample

$$k = N/n$$

In the given scenario $N = 4\,400$ and $n = 200$

$$k = 4\,400/200 \\ = 22$$

Therefore, the sampling interval in the scenario is 22. If the starting point is 112, then the next three elements would be $112 + 22 = 134$, $134 + 22 = 156$ and $156 + 22 = 178$. Option (3) is the correct choice.

QUESTION 4

If a population contains 50% males and 50% females, and a sample has 10% males and 90% females, then this sample is said to be:

- 1) biased.
- 2) too small .
- 3) representative.
- 4) unbiased.

The correct answer is (1)

Feedback on assignment

The population that was identified (50% males and 50% females) is not reflected in the sample that was selected (10% males and 90% females). The sample has therefore not been carefully selected. Sampling bias is caused by the researcher failing to consider the relevant population criteria when selecting the sample (option (1) is correct). No sample size was indicated in the given scenario, the sample is not representative, and is biased, Therefore options (2),(3) and (4) are incorrect.

QUESTION 5

The item below is to be used in a self-administered questionnaire. However it contains a problem which should be avoided.

Our practice of using projected benefit illustrations will remain in place until a more practical alternative is found.

Select one of the following options that corresponds with your opinion of the above statement:

- Strongly agree ☐
- Agree ☐
- Neutral ☐
- Disagree ☐
- Strongly disagree ☐

The above-mentioned item is problematic because of the following reason:

- 1) The scale used in the item is not appropriate.
- 2) The item contains a negative statement.
- 3) Reference is made to a vague agent of action.
- 4) The item contains a double-barrelled statement.

The correct answer is (3)

Feedback on assignment

An item (statement or question) in a questionnaire that contains the words ' and", or -or" represents a double-barrelled item. In other words, it contains two statements (or two questions) combined in one. As this item in the questionnaire does not contain a double-barreled statement, option (4) is wrong.

Options (1) and (2) are wrong because:

- the Likert scale is quite appropriate
- the item does not contain a negative statement

The reason why option (3) is the key, is because "Our service": is a reference to a vague agent of action. Respondents will not know to whom reference is being made with "Our".

This item also deals with statements or questions asked in a questionnaire that contain problems or mistakes that ought to be avoided. Please remember that you are not required to answer the question. You are required to critically evaluate the question and to identify the reason why it should be avoided.

QUESTION 6

During marketing research, you ask consumers to rank their order of preference between three different brands of coffee. Based on the assumption that the distance or differences between first and second choices as well as between second and third choices are NOT equal, you would be using the following level of measurement:

- 1) ratio

- 2) interval
- 3) nominal
- 4) ordinal

The correct answer is (4)

QUESTION 7

You want to determine the reasons why community health workers are disgruntled in a specific geographic area. The most appropriate way in which you would collect this information, is by using ...

- 1) semantic differential scales.
- 2) Likert scales.
- 3) covert observation.
- 4) in-depth interviews.

The correct answer is (4)

Feedback on assignment

The aim of this item is to assess your knowledge and insight to decide which one of the following is the most appropriate method (or technique) in which you would collect information: semantic differential scales; or Likert scales; or covert observation; or in-depth interviews.

These data-collections methods (or techniques) are discussed in the study guide, pages 176-203. You are strongly advised to do a thorough revision of these sections for purposes of your examination preparation.

As semantic differential scales and Likert scales contain closed ended options and form part of a questionnaire they would only be applicable in survey research.

Therefore options (1) and (2) are not acceptable.

If you were to select to conduct a covert observation (option (3)), it means that you as researcher would have been able to observe the health workers. The latter can not be done over a specific geographic area.

The interpersonal nature of in-depth interviews (option (4)) allows you as researcher to spend more time with each respondent. This helps you to establish greater rapport with the patient, and furthermore questions can be clarified and answers that are unclear or incomplete can be followed up. The response rate is usually high and respondents do not have to be literate. Simultaneously, the respondent can be assured that ethical principles, such as privacy, confidentiality and anonymity will be met.

QUESTION 8

These types of questions are asked to identify a subgroup in the respondents who were sampled for a survey.

- 1) ranking
- 2) contingency
- 3) filter
- 4) inventory

The correct answer is (3)

SG p190

Contingency questions are questions that only apply to some respondents and must therefore include clear instructions.

For example:

Have you nursed a cancer patient before?

Yes

No

If yes, please answer the remaining questions (question 14 onwards).

If no, please skip questions 14–18. Go to question 19 on the next page.

“Have you nursed a cancer patient before?” functions as a filter question, which is used to identify the subgroup in the sample who have nursed a cancer patient before.

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QUESTION 9

The income of all employees at a large banking group is represented in a grouped frequency table using class intervals with a range of R5 000 each. What type of graph would best display this frequency distribution?

- 1) histogram
- 2) polygon
- 3) bar chart
- 4) scatterplot

The correct answer is (2)

Feedback on assignment

The appropriate graphical representation of the data depends on the type of measurement that is to be represented, and in this case it is income; in other words, an amount of money. This is not a nominal scale measurement, where the numbers are used purely to indicate membership of a particular category, so a bar graph (option (3)) would not be appropriate. If the variable can only be expressed as whole numbers (for example, the number of children in a sample of households), then a histogram (option (1)) would have been appropriate. However, the type of measurement suggested in the scenario implies that real numbers are to be used (since an amount of money can be expressed as fractions of a Rand), so the best graphical representation of the distribution of the data is in the form of a polygon. Option (4) is irrelevant since a scatterplot is used to represent the relationship between two variables (see pages 221- 223 of the study guide).

QUESTION 10

Which measure(s) of central tendency is/are the largest for the following set of data?

1 3 3 3 5

- 1) mode
- 2) median
- 3) mean
- 4) all three measures are equal

The correct answer is (4)

SG p224, 225, 226

- mode: score in a sample of scores that occurs with the greatest frequency – therefore 3
- median: value or score such that half the observations fall above it and half below it. If the number of scores is an odd number, the median is simply the score in the middle of the list. When the number of scores is an even number, the middle of the list falls between two values and the median is the average of these two scores. – therefore 3
- mean: sum of a sample of scores divided by the number of scores in the sample – therefore $15/5=3$

QUESTION 11

Which is NOT a measure of variability?

- 1) range
- 2) standard deviation
- 3) median
- 4) variance

The correct answer is (3)

Feedback on assignment

Variability refers to the extent to which the scores in the sample differ from each other and how far they deviate from the central value. On pages 227-229, the range (option (1)), variance (option (4)), and standard deviation (option (2)) are given as measures of variability. The median (option (3)), however, is a measure used to summarise the sample of scores, that is a measure of central tendency.

QUESTION 12

Which correlation coefficient best describes the relation between X and Y below?

X: 10 20 30 40 50

Y: 80 70 60 50 40

- 1) -1
- 2) +1
- 3) 0
- 4) none of the above

The correct answer is (1)

Feedback on assignment

The numerical size of a correlation indicates the strength of the relationship, while the sign indicates the direction of the relationship (pages 229-230). In this example each value of variable X is 10 more than the previous value, while each value of variable Y is 10 less than the previous value, thus representing a perfect negative correlation of -1 (option (1)).

QUESTION 13

Which statement most accurately defines data interpretation?

- a) a single summary sentence written by the researcher when the analysis is complete
- b) a conclusion to a series of decisions based on one's changing understanding of data
- c) the stage when data is arranged into most likely categories
- d) A series of decisions about meaning of the data, taken towards the end of the analysis
- e) the process of developing themes from categories of data

- 1) (a) (d) (e)
- 2) (b) (d)
- 3) (a) (b) (c) (d) (e)
- 4) (a) (b) (c) (d)
- 5) (a) (b) (d)

The correct answer is (2)

QUESTION 14

What is the main supportive function of software for qualitative data analysis? To:

- a) search for recurring words or phrases and then store these in new files.
 - b) support research report writing by means of word processor capabilities of the software.
 - c) support multi-level analysis through data management.
 - d) collect qualitative data via the internet without problems.
 - e) assist with construction of analytic visual diagrams.
- 1) (a) (b) (c) (d) (e)
 - 2) (d)
 - 3) (c) (e)
 - 4) (c) (d) (e)
 - 5) None of the statements are correct

The correct answer is (1)

QUESTION 15

In practice, when is it justifiable for the researcher to commence with analysing qualitative data?

- a) when the researcher gets tired
 - b) when the research participants get tired
 - c) when data saturation becomes noticeable
 - d) when multiple interviews have been conducted and/or observations have been made and patterns and themes start recurring, or no new information emerges
- 1) (a)
 - 2) (b)
 - 3) (c) (d)
 - 4) (b) (d)

The correct answer is (3)

Feedback on assignment

Options (a) and (b) is incorrect, while options (c) and (d) are justifiable for when the researcher can commence with the analysis of data. In practice, we find that data analysis only occurs when data saturation becomes noticeable. In other words, when multiple interviews have been conducted and/ or observations have been made and patterns and themes start recurring, or no new information emerges. The data are then said to have achieved 'saturation' (Fossey. Harvey. McDermott & Davidson 2002:726; Donalek & Soldwisch 2004:356).

QUESTION 16

What pointers should you as a qualitative researcher keep in mind when reading through the transcription of interviews conducted?

- a) If the transcripts are too extensive, do not attempt to read them all at once.
- b) When your mind starts to wander or you become impatient or start feeling uninterested, it is time to pause.

- c) Refrain from starting to read the transcripts from the beginning of the document.
- d) When you start out you are in peak form. If you always confine this energy to the first section of your data, you are more likely to exclude or overlook valuable information from later sections. Reading the last third of the interview before the first portion, is one technique that may help you to shed new light on each interview.

- 1) (a) (c)
- 2) (b)
- 3) (c)
- 4) (a) (b) (c)

The correct answer is (4)

Feedback on assignment

All the options provided are correct and refer to pointers to be kept in mind when reading through all the transcriptions:

- If the transcripts are too extensive, do not attempt to read them all at once.
- When your mind starts to wander or you become impatient or start feeling uninterested, it is time to pause
- Refrain from reading the transcripts from the beginning of the document. When you start out you are in peak form. If you always confine this energy to the first section of your data, you are more likely to exclude or overlook valuable information from later sections. Reading the last third of the interview before the first portion is one technique that may help you to shed new light on each interview (Tutty et al 1996:98).

QUESTION 17

When writing a research report for publication in a newspaper, we should follow journalistic principles because:

- a) journalists have different perspectives on what is important.
- b) the emphasis is placed on findings and sampling.
- c) the general public does not understand academic jargon.
- d) of practical constraints brought about by editing requirements.

- 1) (a) (b) (c)
- 2) (a) (b) (d)
- 3) (b) (c) (d)
- 4) (a) (c) (d)

The correct answer is (4)

QUESTION 18

Researchers need to report their research accurately to allow for increased reliability of the research.

This statement is:

- 1) true, because the accurate description of concepts and measurements increases the reliability of the research.
- 2) true, because increased reliability results in a clearer understanding of the research.

- 3) false, because an accurate report allows for a higher degree of validity if the measurement is repeated
- 4) false. because an accurate report should provide enough information to replicate the study.

The correct answer is (1)

Feedback on assignment

This was a particularly difficult question to answer as the central aspect to resolving this question lies with your understanding of the concept of reliability. Reliability basically refers to the technique used for gathering data. If that technique was used again the idea is that it should produce the same, or similar, data. Please refer to section 7.6.3 in the Study Guide for a discussion of reliability.

The best way to approach such a question is through a process of eliminating the various options until you are left with what must be the correct option.

We can begin by eliminating option (3) as it refers to validity which relates to what we measure whereas reliability concerns how we measure data.

Next we can eliminate option (2) as incorrect since we cannot make the assumption that a clear understanding of research comes from an increased reliability.

This leaves us with options (1) and (4). Here the common feature between the stem and options (1) and (4) is the word "accurate". We can define "accurate" as putting together with great care; providing a good idea of the truth and can be used as a reliable guide for action. In the case of research that action would be to repeat the collection of the data in such a way that the data produces the same results.

In order to do this we need an accurate description of the concepts and measurements we used (option 1) and our report of the research should contain sufficient information to allow someone else to repeat the research (option 4)). But what makes option (1) correct is that the reason is prefixed with "true" while option (4) is incorrect because the reason is prefixed with "false".

QUESTION 19

You are busy writing a research report for an academic journal. You would present the sampling procedure after describing the:

- 1) findings.
- 2) interpretation.
- 3) method.
- 4) literature review.

The correct answer is (3)

QUESTION 20

The introduction to a research report should:

- 1) set out the goals of the research and your point of departure.
- 2) provide an outline indicating directions for future research.
- 3) contain a brief summary of the essential findings of the research.
- 4) consolidate the research by reflecting on the data gathered.

The correct answer is (1)

Feedback on assignment

Although the introduction to a research report provides an outline, this is not for future research (option 2). Suggestions for future research forms part of the section on

interpretation and the discussion, A summary of essential findings (option (3)) is given in the abstract and the conclusion. Consolidation and reflection on the data gathered (option (4)) form part of the discussion. This leaves option (1)) as the key.

When writing the introduction to a research report, your aim is to gain your reader's attention. You can achieve this by providing some information about the purpose, or goals, of the research you are reporting on. You also use the introduction to establish your point of view on the topic being researched.

SEMESTER 1/ ASSIGNMENT 1

QUESTION 1

In order for research to be regarded as scientific it must ...

- a) entail observation and measurement
 - b) formulate assumptions and hypothesis
 - c) have a language of presentation that can only be understood by fellow researchers
- 1) (a)
 - 2) (a) (b)
 - 3) (c)

The correct answer is (2)

Feedback on assignment

Option (2) is correct because it addresses the essential elements of scientific research.

Option (1) is incorrect because observation and measurement makes no sense if it is not guided by an assumption or hypothesis with regards to the possible interaction or causal relationship between the observations and measurements.

Option (3) is incorrect because scientific knowledge is not necessarily reserved for a selected group of scientists. Especially in the social and behavioural sciences the consumer of knowledge is often the proverbial man in the street that stands to benefit from knowledge that is reported in understandable language.

QUESTION 2

Science is characterised by ...

- 1) empirical investigation aimed at describing and not explaining the world.
- 2) assumptions that can be measured objectively by reliable and valid tests.
- 3) logic, observation and theorising.
- 4) selective observation.

The correct answer is (3)

QUESTION 3

Which norm of the scientific community is trespassed in the following scenario?

A scientist, employed by a government medical research laboratory, discovers an agent that can drastically reduce the transmission of HIV from mother to unborn baby. He keeps his discovery a secret. The scientist resigns from the laboratory taking the formula for the agent with him for later personal financial gain.

- 1) trespassing communalism in science
- 2) lack of interest in the welfare of people
- 3) entrepreneurial vision in the present capitalistic dominated society
- 4) a lack of honesty in the scientific community

The correct answer is (1)

SG p12, 13

Neuman (1997:8) presents these norms as follows:

Universalism. Irrespective of who conducts the research and regardless of where it was conducted, the research is to be judged only on the basis of scientific merit.

Organised scepticism. Scientists should not accept new ideas or evidence in a carefree, uncritical manner. Instead, all evidence should be challenged and questioned. Each research study is subjected to intense criticism and scrutiny. The purpose of the criticism is not to attack the individual; rather, it is to ensure that the research can stand up to close examination.

Disinterestedness. Scientists must be neutral, impartial, receptive and open to unexpected observations or new ideas. Scientists should not be rigidly wedded to a particular idea or point of view. They should accept, even look for, evidence that runs against their positions and should honestly accept all findings based on high-quality research.

Communalism. Scientific knowledge must be shared with others; it belongs to everyone. Creating scientific knowledge is a public act and the findings are public property, available for all to use. The way in which the research is conducted must be described in detail. New knowledge is not formally accepted until other researchers have reviewed it and it has been made publicly available in a special form and style. norms: rules of conduct (the “done thing”)

Honesty. This is a general cultural norm, but it is especially strong in scientific research. Scientists demand honesty in all research; dishonesty or cheating in scientific research is a major taboo.

QUESTION 4

Social researchers tend to focus on the meaning of customs and ways of behaviour. According to the sociologist, Pierre Bourdieu, ordinary people are far more interested in how these customs may be useful to them than their meaning. It is a source of scientific error when researchers misunderstand the behaviour of ordinary people by projecting their own interest in understanding the world onto the people they are studying (that is; believing that their research subjects are also primarily interested in meanings rather than practical usefulness).

Guarding against the biases that may result from assuming that everyone thinks like oneself is called:

- 1) reflexivity.
- 2) common sense.
- 3) positivism.
- 4) feminism.

The correct answer is (1)

SG p15

QUESTION 5

Theory can influence research during ...

- a) the choice of a research topic.
- b) the formulation of a research problem.

- c) conceptualisation and operationalisation.
 - d) the collection of data.
 - e) analysis and interpretation of data.
- 1) (a) (b)
 - 2) (b) (c)
 - 3) (a) (b) (c)
 - 4) (a) (b) (c) (e)
 - 5) (a) (b) (c) (d) (e)

The correct answer is (5)

QUESTION 6

Read the following hypothesis and identify the dependent variable:
Women are more in favour of birth control than men.

- 1) women
- 2) men
- 3) gender
- 4) birth control
- 5) attitude towards birth control

The correct answer is (4)

SG p66

Dependent variable: the variable that is influenced or changed; the effect

Independent variable: the variable that influences or changes the dependent variable; the cause

QUESTION 7

Which of the following conditions for establishing causality are contained in the case study below?

In a study to establish whether there is a connection between the number of hours studied and examination results, RSC 2601 students are divided into two groups based upon whether they study more or less than 10 hours per week. At the end of the semester, the results of the two groups are compared to see if the group that studies longer periods have better examination results, and we find that those who studied for longer periods do indeed perform better.

- a) temporal order
 - b) association between variables
 - c) elimination of alternatives
 - d) logical reasoning
- 1) (a)
 - 2) (a) (b)
 - 3) (c) (d)
 - 4) (b) (c) (d)

The correct answer is (4)

QUESTION 8

Choose the most correct option.

Why is research conducted?

- 1) To solve practical problems.
- 2) It contributes to the development of theories.
- 3) To develop knowledge in a particular field, even if it isn't immediately practical or useful.
- 4) All of the above.

The correct answer is (4)

QUESTION 9

Basic research tends to expand on ... knowledge.

- 1) fundamental
- 2) general
- 3) in-depth
- 4) applied

The correct answer is (1)

SG p81

Basic research is undertaken to enhance or extend fundamental knowledge about social reality or within a discipline. This type of research is used to support or reject theories by explaining social relationships. It is also used to interpret changes in communities, in order to enhance new scientific ideas/knowledge about our social world (Neuman 1997:22–23; Polit & Beck 2008:19).

QUESTION 10

The main source of data in qualitative research is ...

- 1) observers.
- 2) natural sources.
- 3) structured interview.
- 4) human beings (people).

The correct answer is (4)

QUESTION 11

Exploratory research is done to ...

- 1) describe phenomena.
- 2) explain phenomena.
- 3) determine causality.
- 4) investigate a new field.

The correct answer is (3)

SG p95

Explanatory research is aimed at explaining “why” a topic or phenomenon took a specific course. Explanatory research is usually based on exploratory and/or descriptive research.

By using explanatory research, the researcher tries to identify the reason(s) why the event took place. In other words, this type of research looks for causes and reasons why “something” happened or did not happen.

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QUESTION 12

In qualitative research involving participants, researchers are very important role players, because they ...

- 1) need to control the phenomenon.
- 2) must sustain interaction with participants.
- 3) collect data objectively.
- 4) need to test a theory.

The correct answer is (3)

QUESTION 13

When you conduct an unstructured interview in a respondent's home ...

- 1) it minimises control over intervening variables.
- 2) it will lead to a clash of interests or even conflict.
- 3) the confidentiality of the reported responses cannot be protected.
- 4) the respondent's privacy is protected by making notes.

The correct answer is (4)

QUESTION 14

Which behavioural norm or principle relates to the researcher's motives for conducting a research study?

- 1) voluntary participation
- 2) informed consent
- 3) freedom from harm
- 4) disinterestedness

The correct answer is (4)

QUESTION 15

Select any TWO factors that can impose a risk on subjects' right to privacy, when conducting research.

- a) the sensitivity of the topic being researched
 - b) the researcher's language preference
 - c) the place where the research is conducted
 - d) the publication of the findings
 - e) obtaining prior informed consent
- 1) (a) (b)
 - 2) (b) (c)
 - 3) (c) (d)
 - 4) (e) (a)

The correct answer is (3)

SG p114

1. the sensitivity of the information
2. the place where the research is conducted
3. how public we are going to make our research findings

QUESTION 16

Read the scenario in the dialogue box and answer the following question.

Linda wants to investigate whether exposing people to loud noises and bright lights will have an impact on their heart rate. She has had peers evaluate her research and obtained consent from participants. However, she does not consider the subjects who could have heart conditions and suffer from epilepsy.

Which of the following behavioural norms does Linda DISREGARD?

- 1) Competency
- 2) Respect
- 3) Disinterestedness
- 4) Universalism

The correct answer is (2)

SG p110

Respect — This norm requires researchers to protect subjects' or participants' basic human and civil rights.

QUESTION 17

What does "maturation" as a threat to the internal validity of a study refer to?

Maturation ...

- 1) before the pre-test confounds the results.
- 2) between the pre-test and the post-test confounds the results.
- 3) influences the generalisability of results.
- 4) influences the independent variable.

The correct answer is (4)

SG p128

There may be changes within the subjects themselves over time. The subjects being studied may undergo physical or psychological changes (this is known as maturation) that are not part of the independent variable, but which nevertheless confuse the results.

QUESTION 18

Which of the following is a defining characteristic of a true experimental design?

- 1) manipulation of the treatment conditions
- 2) including a pretest and a posttest in the study
- 3) using a random sample of subjects
- 4) giving the same treatment to the experimental and the control group

The correct answer is (3)

QUESTION 19

Read the following study and indicate how flexible the research design appears to be.

A researcher wants to find out how teachers experience cases of child abuse. He decides to conduct open-ended, in-depth interviews with teachers (either individually or in groups) in which he will ask them to tell him about their thoughts on and experiences with child abuse.

- 1) The research question is specified, but the method is quite flexible.
- 2) The method is clearly specified, but the research question is left open.
- 3) Both the research question and the method are clearly specified.
- 4) Neither the research question nor the method is at all specified.

The correct answer is (1)

QUESTION 20

A researcher wants to explore the experiences of those affected by crime in Gauteng. She makes use of individual and focus group interviews, as well as documentary analysis, in the study.

What type of strategy is the researcher using?

- 1) Design flexibility
- 2) Triangulation
- 3) Design coherence
- 4) Thick description

The correct answer is (2)	SG p138
Qualitative and other researchers sometimes use a strategy called “triangulation”. This involves collecting data from different sources and by using different techniques, and then analysing the data using more than one type of analysis.	

SEMESTER 1/ ASSIGNMENT 2**QUESTION 1**

Which of the following are characteristics of nonprobability sampling?

It ...

- a) ensures an accurate reflection of the population
 - b) does not require a list of all the members of the population
 - c) is mostly used in qualitative research
 - d) is used where the researcher is concerned with understanding the experience of special segments of the population
 - e) is used where the researcher is not interested in generalising the findings
- 1) (a) (b) (c)
 - 2) (a) (d) (e)
 - 3) (b) (c) (d)
 - 4) (b) (c) (d) (e)
 - 5) (a) (b) (c) (d) (e)

The correct answer is (4)

QUESTION 2

Selecting every 20th patient attending clinic C in the month of April, is an example of ... sampling.

- 1) simple random
- 2) stratified random
- 3) systematic
- 4) cluster

The correct answer is (1)

QUESTION 3

A sample of 100 student records is randomly selected from all the student records at University X during 2005 in order to determine the frequency of recording of student enquiries.

This is an example of ... sampling.

- 1) simple random
- 2) stratified random
- 3) systematic
- 4) convenience

The correct answer is (1)

QUESTION 4

A specific population consists of 90% females and 10% males. A researcher selected 50% of the females and 50% of the males.

This sample will be ...

- 1) representative of the population.
- 2) over-representing males.
- 3) over-representing females.
- 4) contributing to generalisable results.

The correct answer is (1)

QUESTION 5

The item below is to be used in a self-administered questionnaire. However it contains a problem which should be avoided.

What do you think of SABC1's news?

(Answer in your own words, in the space provided below.)

The above item is problematic because ...

- 1) an open question is not appropriate here.
- 2) options, such as a scale, must be used.
- 3) only one logical answer can be given.
- 4) the question asked, is vague.

The correct answer is (4)

SG p187

References to vague agents of action must also be avoided, because they result in vague responses. In the last example above, it is not clear who or which institution is represented by “we”. Vague and imprecise responses also occur if the questions or statements are incomplete or ambiguous. For example, “What do you think about the day care facilities?” This question does not specify “what” aspect of the day care facilities we are being asked about or whether we are being asked about day care facilities on a national, provincial or local level. The question does not even tell us what type of day care facilities it means — for babies and children? Street children? People who are mentally retarded? People who are physically disabled?

QUESTION 6

You are a teacher who wants to investigate learners’ daily access to mass communication media. Which one of the following open-ended statements would be the most appropriate statement to include in a questionnaire?

Please indicate in the space provided ... on a daily basis.

- 1) all the mass communication media to which you have access
- 2) whether you have access to a newspaper and radio broadcasts
- 3) whether your parents have access to radio and television broadcasts
- 4) whether you have access to television broadcasts and films

The correct answer is (1)

Options 2) 3) and 4) are closed questions

QUESTION 7

Ethnographic research occurs when ...

- 1) a researcher makes tape recordings of conversations, but does not get involved in the social interaction.
- 2) the Hawthorne effects takes place.
- 3) a researcher becomes involved with the activities of the group of participants being observed.
- 4) the reason for a researcher’s presence is not known to the group being observed.

The correct answer is (3)

Feedback on assignment

Option (3) is the key because ethnographic research is characterised by the researcher becoming involved with the social and other activities of the group of participants being observed. The participants are therefore aware of the researcher's presence and reasons for his or her presence.

The above comments immediately cancel out options (1) and (4). In addition, option (2) is incorrect because ethnographic research is conducted irrespective of whether or not the Hawthorne effect takes place. (If you feel unsure about the meaning of the Hawthorne effect, revise page 114, in the study guide.)

QUESTION 8

Which of the following is an example of tertiary data?

- 1) Interviews conducted by a student for his/her research report.

- 2) Surveys conducted to get information on average wage in specific localities vs the level of development.
- 3) Research report based on newspaper accounts of President Zuma's response to the Nkandla scandal.
- 4) Compiling a literature review on the impact of Zambian films on Zambian culture.

The correct answer is (3)

SG p176

Tertiary data consist of interpretation of or comments on secondary sources.

QUESTION 9

The purpose of descriptive statistics is to ...

- 1) organise and summarise data.
- 2) identify underlying patterns in data.
- 3) evaluate the researcher's claims.
- 4) determine all of the above.

The correct answer is (4)

Feedback on assignment

Descriptive statistics are used to organise and summarise data (option (1)).

Descriptive statistics are also used to identify patterns in the data (option (2)), and as a guide to evaluating the claims made by the researcher (option (3)). Therefore, all these options are true (see page 215 in the study guide).

QUESTION 10

Which measure(s) of central tendency is/are the smallest for the following set of data?

3 5 7 15 15

- 1) mode
- 2) median
- 3) mean
- 4) all three measures are equal

The correct answer is (2)

SG p224, 225, 226

- mode: score in a sample of scores that occurs with the greatest frequency – therefore 15
- median: value or score such that half the observations fall above it and half below it. If the number of scores is an odd number, the median is simply the score in the middle of the list. When the number of scores is an even number, the middle of the list falls between two values and the median is the average of these two scores. – therefore 7
- mean: sum of a sample of scores divided by the number of scores in the sample – therefore $45/5=9$

QUESTION 11

Which correlation coefficient best describes the relation between X and Y below?

X: 10 20 30 40 50

Y: 80 70 60 50 40

- 1) -1
- 2) +1

- 3) 0
- 4) none of the above

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*The correct answer is (1)**Feedback on assignment*

The numerical size of a correlation indicates the strength of the relationship, while the sign indicates the direction of the relationship (pages 229-230). In this example each value of variable X is 10 more than the previous value, while each value of variable Y is 10 less than the previous value, thus representing a perfect negative correlation of -1 (option (1)).

QUESTION 12

You have been asked by the Department of Basic Education to find out what factors have an impact on the matric (Grade 12) pass rate. During data analysis you find out that matric learners sleep on average 6 hours a night during their matric year. You suspect that the amount of hours spent sleeping during the matric year relates to learners' overall percentage in matric. Consequently, you run a statistical test which indicates a negative correlation between hours spent sleeping during the matric year and the overall percentage in matric.

Which of the following statements provides the best interpretation/s of your findings?

- 1) Learners who slept more hours during their matric year had a higher overall percentage for matric.
- 2) Learners who slept fewer hours during their matric year had a higher overall percentage for matric.
- 3) The number of hours learners spent sleeping during the matric year directly caused high or low overall percentages.
- 4) All of the above.

*The correct answer is (2)**SG p229*

A negative correlation between two variables means that as the value of one variable increases, the value of the other one decreases.

QUESTION 13

The case study is used in qualitative research because it ...

- 1) facilitates the coding of data.
- 2) provides a comprehensive description.
- 3) enables generalisation concerning the broader social context.
- 4) can be conducted quickly.

*The correct answer is (3)**SG p102*

Case-study research is also used to link the micro level to the macro level. On the micro level, the behaviour of individuals is studied so that it can be applied to social structures and processes on a large scale (macro level) (Neuman 1997:30).

QUESTION 14

Defocusing in social science research ...

- a) prevents premature closure.
- b) helps identify appropriate issues and questions.
- c) blocks out previous ideas and expectations.

- d) enables the researcher to disengage from the research setting.
 - e) relies on the use of unstructured categories in coding.
 - f) occurs when a researcher interprets qualitative data.
- 1) (a) (b) (c)
 - 2) (b) (c) (f)
 - 3) (a) (e) (f)
 - 4) (c) (d) (f)
 - 5) (a) (b) (e)

The correct answer is (1)

SG p200

In participant observation, researchers are initially encouraged to be “defocused” when they enter the field, and they follow a more inductive (rather than deductive approach). In other words, using theories and concepts too early on in observation can be regarded as premature closure.

QUESTION 15

In qualitative research open coding implies that ...

- 1) the links between the main categories already identified are determined.
- 2) coding can occur at any phase in the research process.
- 3) the codes are not standardised and pre-determined, but rather developed.
- 4) coding is done deductively.
- 5) it is the last phase in coding.

The correct answer is (3)

“First-level coding” or “open coding refers to a combination of identifying meaning units, fitting them into themes/categories and assigning codes to the themes/categories.”

QUESTION 16

Which of the following are aspects of qualitative data analysis?

- a) Working with textual data.
 - b) Working with numerical data.
 - c) Initially working with unstructured data.
 - d) Organising data into meaningful units and synthesising it.
 - e) A strictly deductive process.
- 1) (a) (c)
 - 2) (a) (b) (c)
 - 3) (a) (c) (d)
 - 4) (a) (d) (e)

The correct answer is (3)

QUESTION 17

Researchers need to report their research accurately to allow for increased reliability of the research.

This statement is ...

- 1) true, because the accurate description of concepts and measurements increases the reliability of the research.

- 2) true, because increased reliability results in a clearer understanding of the research.
- 3) false, because an accurate report allows for a higher degree of validity if the measurement is repeated.
- 4) false, because an accurate report should provide enough information to replicate the study.

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The correct answer is (4)

QUESTION 18

The first step to take when writing your research report is to ...

- 1) decide on a relevant topic.
- 2) formulate the research problem.
- 3) do a complete literature review.
- 4) identify your intended audience.

The correct answer is (4)

QUESTION 19

The methods section of a research report informs the reader ...

- 1) of the purpose of an investigation.
- 2) about the state of methodological advances in the subject areas.
- 3) as to how the investigation was carried out.
- 4) as to how the hypothesis or aim of the investigation was formulated.

The correct answer is (3)

SG p270

In this section you need to explain how you undertook the research. Keep your intended audience in mind, since this determines the amount of detail you need to include in your report. Follow a logical order and try to describe your method in the same order as you actually did the research. You need to refer to things such as data collection and the measuring instrument that you used (eg the questionnaire in the case of quantitative research). Remember to relate all aspects of your research design to the problem under investigation.

QUESTION 20

When writing a research report, why is it necessary to set out the problem to be resolved?
The problem to be resolved ...

- 1) justifies and explains the research methodology.
- 2) determines the type of graphs, tables and figures that will be used.
- 3) establishes the conceptual framework in which the research will be done.
- 4) is central to everything that will be done in the research.

The correct answer is (4)

SG p269

The problem which is being investigated drives the whole research process. The description of the nature of the problem is therefore very important. It is also necessary that the core concepts you use be clearly defined or explained.

SEMESTER 2/ ASSIGNMENT 1

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QUESTION 1

Research in the social sciences is always based on assumptions ...

- a) about the nature of social reality.
 - b) about how we can get to know social reality.
 - c) that value-freedom is crucial.
 - d) that facts are observable.
- 1) (a) (b)
 - 2) (b) (c)
 - 3) (c) (d)
 - 4) (a) (c)
 - 5) (b) (d)

The correct answer is 1). Options c) and d) refer to the Positivist Research approach only.

QUESTION 2

Read the following excerpt and identify the approach to the social sciences that best reflects what the “new age of scholarship” possibly refers to.

In Texts of identity, Shotter and Gergen (1989:x) argue that there is a “new age of scholarship”, one marked by a far greater charity towards disparate voices, sharpened by a sensitivity to the processes by which knowledge claims are made and justified.

The approach to the social sciences that best reflects the “new age of scholarship”, is ...

- 1) positivism.
- 2) interpretivism.
- 3) critical social science.
- 4) postmodernism.
- 5) feminist research.

The correct answer is (2).

SGp175

For example, positivist researchers will probably do a content analyses of sources; interpretative researchers are likely to focus on life histories, letters or personal diaries; and critical researchers are likely to focus on policy documents.

QUESTION 3

To which one of the following approaches to research does this description refer?
This approach emphasises the importance of objective knowledge about causal relationships.

- 1) positivism
- 2) interpretivism
- 3) critical approach
- 4) feminist research
- 5) postmodernism

The correct answer is (1) The key here is “objective” knowledge, i.e. the positivistic belief that facts are objectively known.

QUESTION 4

To which one of the following approaches to research does this description refer?

An approach which emphasises uncovering the social constraints that hinder the emancipation of people, is the ... approach.

- 1) positivist
- 2) critical
- 3) interpretivist
- 4) feminist
- 5) postmodernist

The correct answer is (2) Option (4) also carries the same viewpoint, with the exception that gender is the main concern within the feminist approach.

QUESTION 5

In social science research induction is the process ...

- a) whereby the researcher becomes familiar with a particular setting.
 - b) through which theory is tested.
 - c) whereby abstract concepts are made concrete variables.
 - d) through which theory is built.
 - e) through which general statements are derived from specific evidence.
- 1) (a) (c)
 - 2) (b) (c)
 - 3) (c) (d)
 - 4) (d) (e)
 - 5) (b) (e)

The correct answer is 4)
Option c) refers to deduction

QUESTION 6

Match each of the following statements with either of the two reasoning processes.

- a) Because all RSC2601 assignment questions are difficult, I can assume that this question be difficult.
- b) All the questions I have completed up to now were difficult, therefore I can assume that all RSC2601 questions are difficult.
- c) People become aggressive when their attempts to reach their goals are frustrated, therefore I can assume that my daughter will become aggressive if I keep on breaking up her puzzle just before she has fitted the last piece.
- d) Because I have received an electric shock each time I touched these exposed live wires, I can assume that touching live exposed wires gives one an electric shock.

- (i) deduction
(ii) induction

- 1) (a) = (i) (b) = (i) (c) = (ii) (d) = (ii)
- 2) (a) = (ii) (b) = (i) (c) = (ii) (d) = (i)
- 3) (a) = (ii) (b) = (i) (c) = (ii) (d) = (ii)

- 4) (a) = (ii) (b) = (i) (c) = (i) (d) = (i)
 5) (a) = (i) (b) = (ii) (c) = (i) (d) = (ii)

The correct answer is 5)
 Option a) refer to deduction (general to specific)
 Option b) refer to induction (specific to general)
 Option c) refer to deduction (general to specific)
 Option d) refer to induction (specific to general)

QUESTION 7

Which of the following statements regarding the nature of theory is/are correct?

- a) A scientific theory does not need any facts to back it up to be a viable theory.
 - b) Theories consist of relationships between concepts that provide explanations for phenomena.
 - c) Theoretical development often occurs in order to keep pace with a changing world.
 - d) Once a theory has been confirmed, we often do not need to return to it to check its continued acceptability.
- 1) (a)
 2) (b) (c)
 3) (b) (d)
 4) (a) (c) (d)

The correct answer is (2)

QUESTION 8

Based on fieldwork in Cape Town, Spiegel, Watson and Wilkinson (1996) conclude that ...
 “although it remains statistically unrepresentative, our data demonstrates a level of domestic diversity and fluidity among Africans in Cape Town that throws any model of a ‘standard’, nuclear family-based household into question”.

The scope of theory suggested by this statement is an example of ...

- 1) theoretical framework.
- 2) middle range theory.
- 3) empirical generalisation.
- 4) causality.
- 5) ideology.

The correct answer is (1) SGp56
 Theoretical perspectives give an overall explanation; this means that a particular study only provides partial evidence to support or question some of that perspective’s propositions (Ammassari in Mongardini & Tabboni 1998:49, 57; Goldenberg 1992:44; Neuman 1997:55–56).

QUESTION 9

Explanatory research is done to ...

- 1) explore phenomena.
- 2) give details of a situation.
- 3) determine causality.
- 4) describe phenomena.

The correct answer is (3)

SG p95

Explanatory research is aimed at explaining “why” a topic or phenomenon took a specific course. Explanatory research is usually based on exploratory and/or descriptive research. By using explanatory research, the researcher tries to identify the reason(s) why the event took place. In other words, this type of research looks for causes and reasons why “something” happened or did not happen.

QUESTION 10

A researcher distributes a questionnaire to a sample of ex-nurses in an attempt to discover their reasons for leaving the profession.

This research design is best described as a/an ...

- 1) quasi-experiment.
- 2) experiment.
- 3) survey.
- 4) social model.

The correct answer is (3)

QUESTION 11

Which of the following is NOT an example of qualitative field research?

- 1) A researcher studying nursing care in major hospitals spends a week working as a caregiver at Prince Henry's Hospital.
- 2) An anthropologist goes to live with a tribe in New Guinea to study their religious practices.
- 3) A speech therapist compares two different methods of treatment for stuttering children.
- 4) A physiotherapist student spends a day in a wheelchair and uses this experience to compile a report on some of the problems of the physically handicapped.

The correct answer is (3)

QUESTION 12

Applied researchers try to solve ... problems and make ... recommendations.

- 1) general; general
- 2) specific; specific
- 3) specific; general
- 4) general; specific

The correct answer is (2)

SG p81

Applied research — research that tends to solve specific problems. Here the researcher aims to address a specific practical social problem. The problem is then investigated and treated in a specific manner by applying acquired researched knowledge.

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QUESTION 13

Which one of these situational factors would be your main concern when you have to make judgements about ethics in research?

- 1) drawing a probability sample from the population
- 2) the methods you would use to collect data
- 3) the operational definitions of theoretical constructs
- 4) comparing responses based on gender differences

The correct answer is (2)

SG p110

However, instead of dealing with the different steps, we now consider four situational factors that apply to making judgments about ethics in research:

1. the methods that we use to collect, analyse and report research
2. the purpose or goal of the research (eg to formulate new theories or to solve a social problem)
3. the personal motives or intentions of the individual researcher (eg to advance a career, which may be unrelated to the purpose of the research)
4. the consequences or effects of research, including effects on research participants or respondents, on researchers and on the larger social and scholarly communities

QUESTION 14

Which ethical problem is being created in the following case?

As part of a campaign to combat crime in a certain province in South Africa, a research agency reveals the names of children under the age of 10 who had been physically molested during the past year.

- 1) justice
- 2) prejudice
- 3) privacy
- 4) bias

The correct option is (3)

QUESTION 15

Which methodological aspect, that has ethical implications, is ignored in the following scenario?

The financiers of an old age home conduct a survey among the residents and make provision to obtain both direct and substitute consent prior to the survey. Some of the residents fear that their monthly rent would increase and as a result of this fear pretend to be very satisfied with the services.

- 1) voluntariness
- 2) competency
- 3) Hawthorne effect

4) universalism

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The correct answer is (1)

SG p112

Consent must be voluntary. This means that each individual must have the ability and the right to choose whether or not to participate in research. Nobody must be forced, deceived, threatened or subjected to any form of coercion.

QUESTION 16

Identify four (4) situational factors that apply when we make judgements about ethics in research.

- a) the methods we use to collect data
 - b) the age of the subjects we observe
 - c) the goal of the research study
 - d) our intentions as researchers
 - e) the consequences of the research
 - f) the operational definitions of constructs
- 1) (a) (b) (c) (d)
 - 2) (b) (c) (d) (e)
 - 3) (a) (c) (d) (e)
 - 4) (c) (d) (e) (f)

The correct answer is (3)

SG p110

However, instead of dealing with the different steps, we now consider four situational factors that apply to making judgments about ethics in research:

- 1. the methods that we use to collect, analyse and report research
- 2. the purpose or goal of the research (eg to formulate new theories or to solve a social problem)
- 3. the personal motives or intentions of the individual researcher (eg to advance a career, which may be unrelated to the purpose of the research)
- 4. the consequences or effects of research, including effects on research participants or respondents, on researchers and on the larger social and scholarly communities

QUESTION 17

Quasi-experimental designs differ from true experimental designs in that they do NOT include ...

- 1) an experimental and a control group.
- 2) manipulation of the treatment conditions.
- 3) random assignment of subjects to groups.
- 4) a pretest and a posttest in the study.

The correct answer is option 3)

SG p135

Quasi-experimental designs do not involve randomisation.

QUESTION 18

Read the following study and identify the intended outcome of the study.

A researcher asks a group of outpatients suffering from depression to keep a diary in which they write once a week. After three months the researcher analyses the content of the

diaries to try and identify common themes. These findings are presented in a report to the staff at the hospital involved with these patients.

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- 1) the diaries of the patients.
- 2) a report to the hospital on common themes.
- 3) to obtain funds for the hospital.
- 4) a “therapy through writing” program.

The correct answer is option (2)

QUESTION 19

Which one of the following factors does NOT play a role in designing a study?

- 1) Paradigm of the researcher.
- 2) Data-analysis techniques.
- 3) Results of the study.
- 4) Purpose of the study.

The correct answer is (3)

Feedback on assignment

The results are only available once the study has been completed and can therefore not affect the way in which the study is designed. All the other options may play a role in determining the way the study is designed.

QUESTION 20

A research design that is open and flexible is more suitable when...

- 1) there is no research plan.
- 2) interviewing people.
- 3) doing qualitative research.
- 4) studying cause-effect relationships.

The correct answer is (3)

Feedback on assignment

Practical considerations play a great role in designing and implementing qualitative research and the researcher has to refine and develop the research design throughout the research process to ensure valid conclusions. A design that is open and flexible is therefore more suitable when doing this type of research and that is why option (3) is the key.

Option (1) is incorrect because research design always forms part of the research process. Even though the design may be changed while doing the research (an open and flexible design) there should always be a research plan. The research design that is more suitable when interviewing people depends on whether the interviews are used as part of qualitative or quantitative research and you do not have enough information to choose option (2). In order to identify cause-effect relationships, the research context needs to be controlled and the steps in the research process are done in sequence. Option (4) is therefore incorrect.

SEMESTER 2/ASSIGNMENT 2

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QUESTION 1

Which of the following statements are true about sample size?

- a) The costs associated with data collection must be balanced against the greater accuracy of making inferences with larger samples.
 - b) Because some health-related studies may involve some discomfort or danger to patients, only the bare minimum of elements are included in the sample.
 - c) The larger the sample size, the larger the sampling error that occurs during data collection.
 - d) As the sample size increases, the target population becomes more accessible to the researcher.
- 1) (a) (b)
 - 2) (a) (c)
 - 3) (b) (d)
 - 4) (a) (c) (d)
 - 5) (b) (c) (d)

The correct answer is (1)

QUESTION 2

Which one of the following statements is true?

- 1) Ethically it is correct to have a large sample.
- 2) Data collection is more costly when the sample is bigger.
- 3) Where lived experiences of people are investigated, the sample must be large.
- 4) Experimental studies require larger samples than surveys.

The correct answer is (2)

QUESTION 3

A population that is subdivided into groups according to characteristics such as gender - males and females – and then sampled randomly, is called a ... sample.

- 1) quota
- 2) purposive
- 3) cluster
- 4) stratified

The correct answer is (4)

SG p158

Stratified random sampling is a sampling technique where the population is divided into different groups or subgroups called strata, so that each element of the population belongs to one and only one stratum. Random sampling is then done within each stratum, using either simple random sampling or systematic sampling.

QUESTION 4

Thirty lecturers are randomly sampled from a random sample of five universities.

This is an example of ... sampling.

- 1) simple random
- 2) cluster
- 3) systematic
- 4) quota

The correct answer is (2)

Feedback on assignment

Option (2) is the key

In the scenario the researcher made use of random sampling. Revise this section in your study guide on page 155 (6.4.1). The population for this study was all the universities. It would have been expensive and time consuming to make a list of all lecturers in all universities. Five universities were then selected through a random sampling technique e.g. the lottery or fishbowl technique. From those five groups or clusters, the thirty elements were selected randomly. This is an example of cluster sampling. The sampling technique is explained on page 155 of your study guide.

Options (1), (3) and (4) are incorrect, because of the specific sampling procedures that are to be followed in simple random sampling, systematic sampling and quota sampling. These techniques are explained on pages 156, 157 and 159 respectively.

QUESTION 5

Which level of measurement is being used in the following scenario?

A teacher who is responsible for Grade 1 learners wants to determine which of the new learners had previously attended Grade 0 classes. She prepares a questionnaire which parents fill in and asks the following question:

Did your child attend Grade 0 classes?

Yes

No

The level of measurement being used, is ...

- 1) nominal.
- 2) ordinal.
- 3) interval.
- 4) ratio.

The correct answer is (1), since the answer can only be "yes" or "no".

QUESTION 6

You want to determine the reasons why community health workers are disgruntled in a specific geographic area.

The most appropriate way in which you would collect this information, is by using ...

- 1) semantic differential scales.
- 2) Likert scales.
- 3) covert observation.

- 4) in-depth interviews.

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The correct answer is (4)

QUESTION 7

An advantage of using focus-group interviews is that ...

- 1) diverse opinions can be obtained.
- 2) a sensitive topic can be researched.
- 3) geographic boundaries do not exist.
- 4) it is a covert form of data-collection.

The correct answer is (1)

SG p180

However, one of the advantages of conducting focus group interviews is that the researcher can obtain a variety of opinions on a certain issue.

QUESTION 8

Which one of the following is an example of primary data?

- 1) A report which is based on a literature review.
- 2) An overview of opinions expressed during an interview.
- 3) An eye-witness account of a crime.
- 4) A press report which is based on an interview.

The correct answer is (3)

SG p175

Primary data refers to information collected at the original source.

QUESTION 9

Which best describes the frequency distribution of the age of readers of a financial magazine?

- 1) The total of all ages divided by the number of readers.
- 2) The standard deviation indicating the spread of the age distribution.
- 3) A table of the number of readers aged 18, 19, etcetera.
- 4) A graph of the ages of readers arranged from young to old.

The correct answer is (3)

Feedback on assignment

A frequency distribution is a count of the number of cases that fall into each of a number of categories (as explained on pages 217-220 of the study guide). The first two options are statistics that summarise information, and option (4) is a graphic representation.

QUESTION 10

Which measure(s) of central tendency is/are the largest for the following set of data?

1 3 3 3 5

- 1) mode
- 2) median
- 3) mean
- 4) all three measures are equal

The correct answer is (4)

SG p224, 225, 226

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- mode: score in a sample of scores that occurs with the greatest frequency – therefore 3
- median: value or score such that half the observations fall above it and half below it. If the number of scores is an odd number, the median is simply the score in the middle of the list. When the number of scores is an even number, the middle of the list falls between two values and the median is the average of these two scores. – therefore 3
- mean: sum of a sample of scores divided by the number of scores in the sample – therefore $15/5=3$

QUESTION 11

The measure of variability that squares the deviations from the mean and then averages them is called the ...

- 1) variance.
- 2) spread.
- 3) standard deviation.
- 4) range.

The correct answer is (1)

SG p228

The variance of a sample of scores is calculated by dividing the sum of the squared deviation scores by the number of scores to obtain an average of the squared deviation scores. The variance is a statistic in squared units.

However, we would like to interpret the meaning of the variability of a set of scores in terms of the original units of measurement. We therefore calculate the square root of the variance and this is known as the standard deviation of a sample of scores.

QUESTION 12

A table or graph showing how many cases in a data set obtained each possible score on a test is called a...

- 1) score chart.
- 2) frequency distribution.
- 3) data summary chart.
- 4) random sample of scores.

The correct answer is (2)

SG p217

A frequency distribution table indicates the number of cases in a data set that obtained a particular score or that fall in a particular category of a variable.

QUESTION 13

Which of the following are characteristics of coding?

- a) In coding, similar aspects of the data are grouped together.
- b) Coding involves the construction of categories that can be used to analyse data.
- c) Coding is a form of library cataloguing, and therefore takes place in the literature study phase.
- d) Coding is the first step in the research process in qualitative research.

- 1) (a) (b) (c) (d)
- 2) (a) (b) (d)
- 3) (b) (c) (d)
- 4) (a) (b)
- 5) (c) (d)

The correct answer is (4)

QUESTION 14

In practice, when is it justifiable for the researcher to commence with analysing qualitative data?

When ...

- a) the researcher gets tired.
 - b) the research participants get tired.
 - c) data saturation becomes noticeable.
 - d) multiple interviews have been conducted and/or observations have been made and patterns and themes start recurring, or no new information emerges.
- 1) (a)
 - 2) (b)
 - 3) (c) (d)
 - 4) (b) (d)

The correct answer is (3)

Feedback on assignment

Options (a) and (b) is incorrect, while options (c) and (d) are justifiable for when the researcher can commence with the analysis of data. In practice, we find that data analysis only occurs when data saturation becomes noticeable. In other words, when multiple interviews have been conducted and/ or observations have been made and patterns and themes start recurring, or no new information emerges. The data are then said to have achieved 'saturation' (Fossey. Harvey. McDermott & Davidson 2002:726; Donalek & Soldwisch 2004:356).

QUESTION 15

Coding and analysis should not be confused with one another as they are not synonyms. Coding is a central activity in qualitative data analysis.

Which of the following descriptions provide clarity about what a "code" is?

- a) Codes are tags or labels assigned to meaning units.
 - b) Codes are usually attached to chunks of varying-sized words, phrases, sentences or whole paragraphs.
 - c) A code is a short-hand method or way of identifying the theme/category in a transcription.
 - d) Codes typically take the form of strings of letters and/or symbols.
- 1) (a)
 - 2) (b) (d)
 - 3) (c)
 - 4) (a) (b) (c) (d)

The correct answer is (4)

QUESTION 16

When a researcher orders what he or she sees in a setting by putting these observations in context, this is known as...

- 1) reconstructed logic.
- 2) logic in practice.
- 3) a second-order interpretation.
- 4) a first-order interpretation.
- 5) a third-order interpretation.

The correct answer is (1)

QUESTION 17

Which one of the following statements is true?

- 1) The discussion section of the report should relate present findings to previous studies.
- 2) The literature review should be reported in an appendix labeled "references".
- 3) The results section should contain only tables and graphs, and not a description of the data.
- 4) Researchers should not report on the results to prevent misrepresentation of the findings.

The correct answer is (1)

SG p271, 272

Wimmer and Dominick (1994:398) say that the four following elements should feature in your discussion.

- Summarise the main findings.
- Discuss the implications of your interpretations. See if your findings are in line with current thinking. In other words: what is the correlation with what has been done by others? If your findings contradict current thinking, then you need to explain your findings in more detail.
- Limitations and practical problems need to be reported if they influence the results in any way. You are ethically obliged to report on the limitations of your research work.
- Provide suggestions for future research. It is generally accepted that, as you interpret your findings, you will generate questions which can form the basis for future research. However, Wimmer and Dominick (1994:398) note that such questions should be relevant, practical and researchable.

QUESTION 18

A literature review for a research report should ...

- 1) contain a detailed review of all previously published reports.
- 2) contain a selective review of evidence pertinent to the current research project.
- 3) be at least 5000 words.
- 4) contain as many as possible quotations to make the literature review more clear.

The correct answer is (1)

SG p61

QUESTION 19

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The type of research report selected to record your research is dependent on ...

- 1) the context of that research.
- 2) the need for archiving that research.
- 3) the research being replicable.
- 4) scientific norms and values.

The correct answer is (1)

Feedback on assignment

In the introduction to study unit 10 (page 257), we said that "the way in which you present your research report depends on the purpose of that research". Thus, the context, or circumstances, determines what type of report you select in order to present your research findings.

The various types of research reports are described in the study guide on pages 260-268. The archiving of your research (option (2)) is not related to the specific type of report in which the research is presented. Replicability (option (3)) is a methodological consideration and is not dependent on the type of report used.

Scientific norms and values (option (4)) are applicable to all research irrespective of how that research is reported.

QUESTION 20

When writing a research report for publication in a newspaper, we should follow journalistic principles because...

- a) journalists have different perspectives on what is important.
 - b) the emphasis is placed on findings and sampling.
 - c) the general public does not understand academic jargon.
 - d) of practical constraints brought about by editing requirements.
- 1) (a) (b) (c)
 - 2) (a) (b) (d)
 - 3) (a) (c) (d)
 - 4) (b) (c) (d)

The correct answer is (3)

TEST YOURSELF QUESTIONS AND ANSWERS p43-45

Indicate whether the following questions are True or False.

1. We use inquiry to help us with problems that we encounter in unusual situations.

True. When we cannot understand how to solve a problem, that is, when we are "stuck" in a situation, we try to find out more about the problem based on the knowledge that we possess already. For example, asking other people involved in the situation. This means we use inquiry often, probably without always realising it.

2. We often make errors in our everyday inquiries.

True. We cannot know everything about the situations we encounter and it is usually by trial and error that we attempt to solve our problems. We therefore make errors in the process of learning.

3. Science can be viewed as a method of inquiry using logic, observation and theory.

True. Logic makes sense to us in terms of our thinking, observation means using our senses to measure and describe what we are investigating and theory provides an explanation of what we are observing. Together, logic, observation and theory produce evidence for the method of inquiry called science.

4. Tradition and authority are sources of knowledge which we reject completely, since they are not scientific.

False. Although we may question what emerges from tradition and authority, we do not automatically reject knowledge from authoritative sources.

5. Common sense is valuable in everyday life because it helps people to reach decisions and solve everyday problems.

True. Without thinking much we can perform the routine tasks which make up most of our day, such as negotiating traffic, doing our duties at work and socialising with friends and family.

6. Unlike casual human inquiry, scientific observation is a conscious activity which always gives accurate information.

False. Although scientific observation is a conscious and deliberate activity, it does not always provide accurate information. This is because observation is not reliable and some things are too complex for us to observe in detail. Scientific observation can only guard against error; it is not foolproof.

7. The norms of the scientific community are: inaccurate observation, overgeneralisation, selective observation, ego involvement and the premature closure of inquiry.

False. These are the errors which science guards against. While we must be conscious of both errors and norms in order to maintain a good scientific standard, we strive to avoid error and consciously follow the norms. These norms are: universalism, organised scepticism, disinterestedness, communication, honesty.

8. Despite the fact that science is logical, there are often hidden assumptions in our thinking which influence our understanding of reality.

True. However alert we are to thinking patterns, our previous experience gives us beliefs and attitudes which influence the way we think. These beliefs and attitudes are so natural to us that we do not question them and might not even be aware of them. In order to think scientifically we have to identify the ideas and observations which lead to our conclusions. We therefore develop an awareness of our assumptions and try to see how they influence our thinking.

9. Value-freedom implies that personal values never play a role in the research process.

False. There is one stage in the research process where most researchers acknowledge the role played by values, namely the selection of a research topic.

10. Critical social scientists accuse positivists of studying only the surface structures of social reality.

True. Remember that critical social scientists argue that there are hidden structures that need to be uncovered. They use theoretical models to detect these. In contrast, positivists argue that we can only study what is observable to our senses.

11. Extreme postmodern researchers reject logical reasoning and the pursuit of truth.

True. Extreme postmodern researchers would argue that there are a multitude of narratives and that no narrative (including science) can claim a privileged position or the final truth.

12. Feminist researchers advocate gender sensitivity in research.

True. Feminist researchers do draw attention to gender issues, in particular women's issues which are often neglected by other researchers.

Multiple Choice Questions

13. Society is a system of constituent parts that contribute to the functioning of the whole. This is

- 1) a hypothetical statement
- 2) an ontological statement
- 3) an epistemological statement
- 4) a methodological statement
- 5) a definitional statement

(2). This statement provided in the question tells us more about the nature of the subject matter (society) we are studying. Ontology is a branch of philosophy dealing with the nature of being or reality. The second option is therefore correct.

14. The approach that criticises the notion that there is a privileged position or truth is

- 1) positivist social science
- 2) interpretive social science
- 3) critical social science
- 4) postmodernism
- 5) feminist research

(4). The notions of rationality, certainty and progress associated with science are challenged by postmodern researchers, who argue that no one can claim a privileged position. The fourth option is therefore correct.

TEST YOURSELF QUESTIONS AND ANSWERS p73-78

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Match the correct term from the list provided to the statements below:

TERMS	STATEMENTS
1. Causality	a. a conceptual framework providing an explanation
2. Deduction	b. a statement linking a cause and effect
3. Fact	c. the process of making abstract concepts empirically measurable
4. Induction	d. moving from concrete and specific findings to abstract and general principles
5. Intervening Variable	e. working from abstract ideas or principles towards concrete and specific manifestations
6. Operationalisation	f. a variable mediating between the initial cause and the final effect
7. Positive relationship	g. a causal association between two variables where, if one increases, the other also increases
8. Spuriousness	h. an empirically verifiable observation
9. Theory	i. an apparent causal relationship, which is false because a third variable actually causes changes within the two variables though to be related
10. Variable	j. an empirical phenomenon that can take on more than one value

ANSWERS

1	b.
2	e.
3	h.
4	d.
5	f.
6	c.
7	g.
8	i.
9	a.
10	j.

Read the following statements and indicate whether they are true or false. Briefly give a reason.

11. If an exception is found to a regularity, pattern or social law, this regularity, pattern or social law ceases to exist.

(False) See 2.2.2. Remember we describe social laws as being probabilities rather than certainties. Some exceptions to the rule (law) are permissible and do not bring the validity of social law into dispute.

12. If two or more variables are associated, we can be confident that they have a causal relationship.

(False) See 2.2.3. Note that association is only one of four requirements for causality. The

other three requirements are temporal sequencing, the exclusion of alternative explanations to prevent spuriousness and reasoning.

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13. Hypotheses are confirmed rather than proven.

(True) See 2.3.4. We have pointed out that there always is the possibility that new evidence might refute a hypothesis.

MULTIPLE CHOICE QUESTIONS

14. Choose the *most correct* option. Social scientists have found that the following conclusion applies universally across settings: as the frequency of favourable interaction increases, sentiment (liking) increases. This reflects a

1. social law
2. concept
3. hypothesis
4. paradigm
5. theory

(1) See 2.2.2. The conclusion of the study suggests a regularity. We have pointed out that it is positivists who attempt to uncover regularities or patterns in social reality. These regularities or patterns are called social laws. Option one is the most correct option. Remember we are referring to a finding or conclusion drawn from a study. If we had indicated that social scientists intend to determine whether such a relationship exists, it would be a hypothesis. However, if there is substantial evidence confirming a hypothesis, it is regarded to be a social law. Theories generally contain a number of propositions that are linked to each other. This finding will form part of a theory, but is not one by itself.

15. Identify the *correct* option. A theory:

- a) a cannot be substantiated
 - b) b identifies links between phenomena
 - c) c is concrete and factual
 - d) d provides an explanation
 - e) e is abstract
 - f) f applies only to a specific case
- 1) a b e
 - 2) b d e
 - 3) d e f
 - 4) c d f
 - 5) b c d

(2) See 2.2.1 You can answer this question by considering each statement. Statement a) is incorrect. Theories have to be testable. Statement b) is correct. Theories contain statements that indicate the links between phenomena. Statement c) is incorrect. As conceptual frameworks, theories are abstract and help us to make sense of facts. Statement d) is correct. By helping us to make sense of something, theories explain. Statement e) is correct. Theories focus on our “thinking” about phenomena, theories are abstract. Statement f) is incorrect. Theories imply some form of generalisation and do not therefore exclusively apply

to only one specific case. Option 2 is therefore the correct answer.

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16. Identify the *incorrect* statement

- 1) Researchers often select topics they have an interest in.
- 2) A literature review is a source of research ideas.
- 3) A literature review can sensitise the researcher to potential pitfalls.
- 4) Hypotheses determine what data will be collected.
- 5) Facts speak for themselves.

(5) See 2.2.2, 2.2.1, 2.4. If you did not read this question carefully you may have ended up feeling confused. The first four statements are all true. However, you were asked to identify the incorrect or false statement. We have pointed out that theories help us interpret or make sense of facts. Facts do not speak for themselves. Since you had to identify the incorrect option, you should have chosen (5).

17. Identify the *incorrect* statement. A hypothesis:

- 1) summarises the results of the research
- 2) must be testable
- 3) relates phenomena to each other
- 4) can be rejected
- 5) is an idea

(1) See 2.3.4. This question is similar to the preceding one, in the sense that you have to tell us which statement is wrong, incorrect or false. The answer to this question is (1). Remember that we said a hypothesis is a tentative statement about relationships between phenomena and that this statement has to be tested. It is therefore not a summary of the research results. The other four statements are true about hypotheses, but you were not asked to identify true statements.

18. Which of the following is the best example of a hypothesis?

- 1) There is a link between stereotyping and discrimination.
- 2) Alienation is the same as powerlessness and meaninglessness.
- 3) Behaviour is influenced by perceived sanctions and rewards.
- 4) The higher the unemployment rate, the greater the incidence of petty crime.
- 5) There are more female students than male students.

(4) See 2.3.4. This question asked you to choose the best example. By best, we mean the most comprehensive hypothesis. Let us begin by excluding those statements that are not hypotheses. Statement (2) is not a hypothesis. Dimensions of the concept alienation are stated. Statements (1), (3) and (5) could all be research findings. Statements (1) and (3) can probably be phrased more satisfactorily as hypotheses. Both of these do suggest a relationship between phenomena. The best hypothesis, therefore, is statement (4). In this case a relationship, as well as the direction of the relationship, is specified. Option (4) is therefore the correct answer.

19. Identify the variables in the following hypothesis: Women are more likely to have a favourable attitude towards birth control than men.

- a) women
 - b) men
 - c) birth control
 - d) sex
 - e) attitude towards birth control
- 1) a b
 - 2) a b c
 - 3) d e
 - 4) a b e
 - 5) a b c d e

(3) See 2.3.4. Option (1) is incorrect, because “women” and “men” are not two separate variables. They are attributes (values) of one variable — sex. Knowing this makes choosing the correct option easy, because you can exclude all other options that include either “a” or “b”. This leaves you with option (3) as the correct answer. Note that “c” birth control is not the variable in this hypothesis. The respondents are asked their opinions on this topic, hence the identification of “d” “attitude towards birth control” as the variable.

20. Americans have fewer inhibitions than Germans. In this finding, the dependent variable is

- 1) inhibition
- 2) Americans
- 3) Germans
- 4) lower than
- 5) nationality

(1) See 2.3.4. The finding reported suggests that two variables “nationality” and “inhibition”, are linked. It should be clear that nationality possibly determines the degree of inhibition, and not vice versa. Inhibition is therefore the dependent variable. The correct option is one.

21. A negative relationship between variables in a hypothesis implies that:

- 1) the independent variable does not influence the dependent variable
- 2) the dependent variable influences the independent variable
- 3) the hypothesis is rejected
- 4) there is causal association between two variables where if one decreases, the other one also decreases
- 5) there is causal association between two variables where if one increases, the other one decreases

(5) See 2.3.4. The first four statements are all incorrect. In causal relationships “negative” and “positive” imply the direction of the relationship between two variables. If a relationship is “positive”, both variables change in the same direction. An example is: the higher the population density, the higher the crime rate. A negative relationship implies changes in different directions. An example here is: the higher the rate of immunisation, the lower the infant mortality rate. Option (5) is therefore correct.

22. A researcher studying religiosity identifies dimensions of the construct. This process is called

- 1) theorising
- 2) measurement
- 3) conceptualisation
- 4) operationalisation
- 5) deduction

(5) See 2.3.4. The first four statements are all incorrect. In causal relationships “negative” and “positive” imply the direction of the relationship between two variables. If a relationship is “positive”, both variables change in the same direction. An example is: the higher the population density, the higher the crime rate. A negative relationship implies changes in different directions. An example here is: the higher the rate of immunisation, the lower the infant mortality rate. Option (5) is therefore correct.

TEST YOURSELF QUESTIONS AND ANSWERS p104-105

1. Give an example of a basic research topic on street children as well as an example of applied research on this topic.

An example of basic research on street children would be where the typical characteristics of street children are investigated in terms of demographic and social characteristics. An example of applied research on street children could be when the emotional experiences of being a street child is investigated in order to understand the pathology associated with the phenomenon.

2. The aim of the vigilant movement of Mapogo a Mathamaga is to combat crime. If the SAPS cannot find the criminal or if the complainant is not satisfied with the legal process it may happen that the victim calls in the help of this movement to investigate the crime. If members of this movement then find the criminal, he is given a hiding there and then. Recently one of the accused died after he allegedly had been assaulted by some of the members of this movement. Which one of the following approaches will reflect public opinion about the above-mentioned movement’s right to exist?
 - a) exploratory research
 - b) descriptive research
 - c) qualitative research
 - d) quantitative research
 - e) multiple methods

Answer (d): See 3.3.1. A survey is made of the opinion of a large number of respondents. This can for instance be done by means of questionnaires and the subsequent processing of these data. Such a survey can for instance be compared to the surveys that are done in market research.

3. The SABC’s research department takes a representative sample of television licence holders. They send a questionnaire to the people in this group to find out which

television programmes they prefer to watch, and also why. The above is an example of ... research.

- a) explanatory
- b) longitudinal
- c) basic
- d) applied
- e) follow-up

Answer (d): See 3.2.2. The SABC is trying to solve a specific problem and to make the necessary recommendations in this regard (viewers' opinions on these programmes and the reasons for these opinions).

4. Which one of the following types of research is used for triangulation?

- a) basic and applied research
- b) quantitative and qualitative research
- c) descriptive and explanatory research
- d) cross-sectional and longitudinal research
- e) none of the above

Answer (b): See 3.3.4. An in-depth study is made of the phenomenon (qualitative), whereupon quantitative methods are used in order to process those data.

5. What time dimension will be used in question (2) (an investigation into Mapogo a Mathamaga)?

- a) longitudinal research
- b) triangulation
- c) exploratory research
- d) case-study research
- e) cross-sectional research

Answer (e): See 3.5.1. The investigation will be done only once.

6. What type of research is done in the following example?

To determine the relationship between attendance of a drug rehabilitation programme and a drug free community X

- a) a descriptive research
- b) b triangulation
- c) c exploratory research
- d) d case-study research
- e) e correlational research

Answer (e): See Table 3.2 and section 3.4. The investigation will draw a relationship between the drug rehabilitation programme and a drug free community.

7. During the Easter weekend the volume of traffic on our roads is extremely high and many serious motor-vehicle accidents occur. In an effort to keep the number of accidents and consequently the number of deaths and injuries to a minimum, more traffic officers are deployed along our main roads and freeways during this

period. Constant feedback is provided on the conditions and the (previously) identified problem areas to ensure an optimal employment of manpower. Also, statistics from previous years can be used to indicate whether the “project” was successful and to highlight aspects that need more attention.

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What category of research should be used in this particular instance?

Applied research should be undertaken in this case to provide feedback on the conditions and the (previously) identified problem areas as well as to determine employment of manpower. Also, statistics from previous years can be used to indicate whether the “project” was successful and to highlight aspects that need more attention.

8. Identify at least eight differences between qualitative and quantitative research.

Characteristics	Quantitative research	Qualitative research
Philosophical origin	Logical positivism	Naturalism, interpretivism and humanism
Focus	Concise, objective, reductionistic	Broad, subjective, holistic
Reasoning	Logistic, deductive	Dialectic, inductive
Basis of knowledge	Cause-effect relationship, prediction about social reality	Meaning, discovery and understanding, constructing detailed descriptions of social reality
Theoretical focus	Tests theory, seeks to control phenomena	Develops theory, seeks to understand phenomena
Researcher involvement	Controls phenomena. Begins with preconceived ideas about how concepts are interrelated	Shared interpretation, capture context in its entirety. Few preconceived ideas with emphasis on participants' interpretations of events and circumstances
Researcher participation	Does not participate in events under investigation, most likely to collect data from a real distance	Involves sustained interaction with the participants in their own language and in their natural setting
Concepts	Concepts are converted into operational definitions. Focus is on a relatively small number of concepts (concise and narrow)	Participants' natural language is used to come to an understanding of their world (complex and broad)
Research design	Standardised and replicable	Flexible and unique
Data collection	Systematically in a standardised manner	Data sources are determined by information richness to enrich understanding
Units of analysis	Variables which are elements that form part of the whole	Holistic, concentrating on the relationships between elements, contexts, words. Whole is always more than the sum
Methods of analysis	Statistical analysis	Individual interpretation
Findings	Generalisation, accept or reject theoretical propositions	Uniqueness, dynamic understanding of phenomena, and new theory

TEST YOURSELF QUESTIONS AND ANSWERS p120-121

Read the following statements and decide whether (from an ethical point of view) they should be regarded as true or false. Also make notes to explain why you selected the one and not the other.

1. Researchers ought to recognise the limitations of their abilities and not attempt a research study that is beyond their personal abilities.

As an ethical principle, this statement is true. However, it may be difficult to apply in practice. This is because until we actually undertake research we may not know the limitations of our abilities or we may be unaware of the competencies which the particular research study requires.

2. Researchers may not accept financial favours or grants.

This statement is true only if, by accepting financial favours or grants, we violate another ethical principle. (For example, if accepting the financial grant means that the researcher's honesty and objectivity are influenced.) In other words, it is ethically acceptable to receive financial grants providing this is acknowledged and no other ethical principles are violated.

3. *"When in doubt, ask for permission."* This should be a general guideline for any social researcher.

As a general rule of thumb, this is true. We discussed the importance of securing informed consent from participants in section 4.3.2. But obtaining permission could also include permission to quote long passages from other published works, or using a measuring instrument designed and copyrighted by others.

4. If the benefits of a research study outweigh the potential harm to participants, the study can be considered to be ethical.

Not knowing what the benefits are, or what the potential harm involves, it is impossible to decide whether this statement is true or false. However, because it is virtually impossible in the social sciences to calculate (quantify) a cost-benefit ratio, we judge this statement to be false.

5. A hospital is a public setting. It is therefore ethically permissible to observe patients' behaviour without them being aware of such observation.

We can argue that "a hospital is a public setting" is true. However, whether it is ethically permissible to observe patients' behaviour without their prior consent is debatable. It would depend on whether the participants' anonymity can be guaranteed and whether we can eventually obtain their consent (during debriefing interviews) to use and publish the data. It would also depend on what kind of behaviour was observed.

6. You conduct an experiment in which you want to observe children's reaction after watching a television programme that contains acts of physical violence. Your experimental group is exposed to a programme that portrays physical violence, whereas the control group watches a programme that deals with caring for pets and that contains no violence. This experiment is ethical.

There is no definite "true" or "false" answer to the experiment described. Whether or not the experiment is ethical depends on the potential harm which the violent television programme could have on the children, whether the harm is reversible and whether it may have a post-

experimental duration. As we have commented throughout this study unit, there are no clear or simple guidelines that tell us what is right and wrong in all research work. This is yet another example in which the ethical justification of an experiment depends on the researcher's judgment.

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TEST YOURSELF QUESTIONS AND ANSWERS p143-146

1. Which of the following threats to internal validity is most likely to be associated with a lack of randomisation?
 - 1) regression effect
 - 2) history
 - 3) selection
 - 4) testing effect

Option (3) is the correct answer, because selection of the subjects for their assignment could bias the study if there are important differences between the subjects in each group that could influence the outcome of the study. If subjects are not randomly assigned to the groups, it is difficult to know if the groups are similar to begin with. Regression effect (1), history (2) and testing effect (4) are threats to internal validity that would occur if the study includes a pretest.

2. A study is internally valid if
 - 1) all alternative explanations of results can be ruled out
 - 2) an experimental design was used
 - 3) there is a control group
 - 4) randomisation was used

Option (1) is the correct answer, because all alternative explanations of results need to be ruled out before the researcher can determine if the hypothesised relationship exists. Even if an experimental design was used (2), there might still be some threats to the internal validity, because the level of control in the different designs varies. If there is a control group (3), this does not necessarily mean that subjects were assigned randomly to the groups, in which case selection might still be a threat. Even if randomisation was used (4), it will help to control for some but not all threats to internal validity. Think, for example, of mortality.

3. Research which involves randomisation and the manipulation of variables is called a(n)
 - 1) pre-experiment
 - 2) quasi-experiment
 - 3) true experiment
 - 4) a survey study

The characteristics of the true experimental design is that the researcher manipulates the treatment conditions and that there is random assignment of the subjects to the treatment conditions or groups. Option (3) is therefore the correct answer. Neither of the designs in options (1) and (2) include both these characteristics and in the case of a survey study (4), control is achieved statistically rather than by assigning subjects to different groups.

4. Which of the following designs would be most appropriate in trying to determine if patients' condition improved after using a new drug for depression?
 - 1) *ex post facto* research

- 2) quasi-experimental design
- 3) pretest-posttest control group design
- 4) one group pretest-posttest design

The correct answer is option (3): pretest-posttest control group design. It is important to evaluate the patients' condition before and after they used the new drug and *ex post facto* research (1) does not provide the researcher with the control to do this. A one group pretest-posttest design (4) would not control for the possibility of other factors leading to changes in the patients' condition. It is therefore necessary to have a control group which does not receive the new drug. Although a comparison group can be used in a quasi-experimental design (2), there is no randomisation and the groups might not be equivalent.

5. Which of the following is not a characteristic of qualitative research?
- 1) focus on human subjectivity
 - 2) relationship with the researched
 - 3) a linear research design
 - 4) research within a natural setting

Qualitative research designs are relatively open and flexible. This type of research is nonsequential and a linear research design (3) is therefore not a characteristic of qualitative research. The other three options are all characteristics of qualitative research where the researcher aims to come close to individuals to understand how they experience their world.

Indicate which of the following statements are true and which are false. True False

- 1) The steps in the research process need not always be done in sequence.

A design that is open and flexible is often more suitable when doing qualitative research. This type of research is nonsequential, meaning that the original design can be changed while doing the research. The statement is therefore true.

- 2) Research design is not relevant to qualitative research.

The statement that research design is not relevant to qualitative research is false. Because this type of research is relatively unstructured, it is important to set out a broad framework in advance. The design should allow flexibility, but the researcher needs to continually reflect on the research process and refine the design to ensure valid conclusions.

- 3) A pretest-posttest design means that two groups are used.

The statement is false. One type of pre-experimental research involves a group of subjects whose behaviour is measured both before and after the treatment. Only one group is involved in this type of study and, although a pretest as well as a posttest can be administered for both an experimental group and a control group, it is not necessary to use two groups.

- 4) The dependent variable is the variable measured by the researcher.

This statement is true because the researcher changes the independent variable and measures the effect of this change on the dependent variable.

- 5) A description of a phenomenon should explain the processes underlying the phenomenon.

Although it is not always easy to tell where description ends and interpretation begins, description and interpretation are two different processes. Description involves saying what a phenomenon is like; interpretation involves explaining why it is like that. Although a description can help the researcher to better understand a phenomenon, the description will still need to be interpreted according to a theory that explains the processes underlying the description. The statement is therefore false.

TEST YOURSELF QUESTIONS AND ANSWERS p166-168

Match the relevant statement from column B to each term in column A.

COLUMN A	COLUMN B
1. Sampling	a. comprehensive list from which elements are selected for a study
2. Population	b. selected group of elements who participate in a study
3. Sample	c. unit or case about which information is obtained
4. Sampling Frame	d. entire group of persons or sets of objects a researcher is interested in
	e. the process by which elements are selected for participation in a study

ANSWERS

1.	e.
2.	d.
3.	b.
4.	a.

5. Which of the following are characteristics of a representative sample? It
- a) allows for accurate generalisation of results
 - b) can be obtained through probability sampling
 - c) replicates population properties
 - d) is a specified variable obtained by studying all the elements of a population
 - e) is always obtained through nonprobability sampling
- 1) a b c
 - 2) a c d
 - 3) b d e
 - 4) c d e
 - 5) a b c d e

(1) Statements “a”, “b” and “c” are correct (see 6.2.6). The statement made under “d” refers to a parameter (see 6.2.3). With regard to statement “e”: nonprobability sampling does not always ensure representativeness of a sample (see 6.4.2).

6. Sampling bias ...

- a) can be limited by the researcher
 - b) limits generalisability of results
 - c) allows for generalisability of results
 - d) means that the sample is not representative of the population
 - e) means that the sample is representative of the population
- 1) a b d
 - 2) a c d
 - 3) a e
 - 4) b d
 - 5) c e

(1) Statements “a”, “b” and “d” are correct (see 6.2.8). With regard to statement “c”: research results cannot be generalised if the sample is not representative of the population

7. Which of the following statements are correct? Probability sampling ...

- a) involves random selection of elements from the population
 - b) allows each element an equal chance to be included in the population
 - c) involves nonrandom selection of elements from the population
 - d) decreases the likelihood of a representative sample
 - e) allows each element an equal chance to be included in the sample
- 1) a b
 - 2) a e
 - 3) b c
 - 4) b d
 - 5) b e

(2) Statements “a” and “e” are correct (see 6.4.1). Statement “b” is incorrect in that the last word of the statement (... population) should read sample. With regard to statement “c”: probability sampling involves random selection and not nonrandom selection of elements from the population. With regard to statement “d”: refer to 6.2.6 and 6.4.1. A representative sample is a sample that resembles the population and therefore increases the representativeness.

Match to each sampling technique in Column A the most appropriate statement in Column B.

COLUMN A	COLUMN B
1. stratified random sampling	a. selecting a sample using a multi-stage approach
2. purposive sampling	b. selecting elements that are close at hand at a particular point in time

3. simple random sampling	c. random sampling is done from various strata	246
4. convenience sampling	d. drawing every fth element from a sampling frame	
5. systematic sampling	e. selecting elements according to researcher's judgement	
	f. drawing numbers representing elements from a container	

ANSWERS

1.	c.
2.	e.
3.	f.
4.	b.
5.	d.

TEST YOURSELF QUESTIONS AND ANSWERS p208-212

1. The following are examples of secondary sources:

- 1) archival films and responses to in-depth interviews
- 2) responses to questionnaires and magazines
- 3) current books dealing with past histories
- 4) diaries and responses in focus-group interviews

Option (3) is the key (or correct answer), because current books written about the past are written by journalists and authors who were not necessarily personally involved with what is recorded. In-depth interviews (1), responses to questionnaires (2) and responses in focus-group interviews (4) are primary sources of data.

2. The data derived from the following scale can be counted to determine frequency only:

- 1) nominal
- 2) ordinal
- 3) interval
- 4) ratio

Option (1) is the key, because the nominal level of measure consists of categories that are discontinuous, discrete, mutually exclusive and exhaustive. When measuring gender, for example, the nominal scale will provide answers to the questions: "How many of the respondents are men?" and "How many are women?". The reasons why options (2), (3) and (4) are not correct lies in the word "only" that appears in the stem of the item. These scales can also be used to calculate frequency, but they are normally used for other reasons, such as to rank the order of what is measured, to determine the distance or difference between two scores and to draw conclusions about the ratios of numbers. The nominal scale cannot

be used for any of the last three purposes.

As a general guideline, you should always be on the look-out for qualifiers in the stem of multiple-choice items, such as “always”, “constantly”, “never”, “sometimes”, “any”, “all”, “none” or — as in this example — “only”. Such a qualifier tells you that a specific limitation applies to the statement or question. Compare, for example, the following two statements:

- The data derived from the following scale can be counted to determine frequency.
- The data derived from the following scale can be counted to determine frequency only.

3. You undertake a survey to determine registered voters' preferences among the DA, the ANC and COPE as three political parties. What level of measurement would you use to construct a scale?

- 1) nominal
- 2) ordinal
- 3) interval
- 4) ratio

The ordinal scale, option 2, is the correct answer, because the ordinal scale will enable you to rank the preferences of political parties as first preference, second preference and third preference. The other options are incorrect for the following reasons. Firstly, nominal scales do not enable us to arrange observations in a rank order. Secondly, preferences between the “first”, “second”, and “third” intervals cannot be quantified, as is the case with the interval scale. And thirdly, a ratio scale has a true zero point. People's preferences (likes and dislikes) are qualitative attributes and cannot be reduced to a zero point.

4. You want to compare the duration of married women's versus married men's extramarital relationships. Which level of measurement would you use?

- 1) nominal
- 2) ordinal
- 3) interval
- 4) ratio

Ratio measurement (option 4) is the only measure which makes provision for:

- a comparison (eg a ratio of 2:1, if men on an average have such relationships for 4 years, when compared with women's relationships that last 2 years); and
- a zero point (for those men and women who have never had such relationships).

Option (1), nominal level, would be appropriate to distinguish between men and women, but this level of measurement does not enable you to make a comparison between lengths of time (duration in weeks, months or years).

The reliability of a measuring instrument can be defined as the degree to which a scale yields consistent results.

The following two multiple-choice questions are based on the above statement.

5. You want to estimate the internal consistency among different items on a questionnaire; you would therefore use the method.
- 1) test-retest
 - 2) alternate-forms
 - 3) split-half
 - 4) intercoder

Option (3) is the correct answer, because the internal consistency among different items is assessed and correlated. The other methods do not assess internal consistency as a component of reliability.

6. You want to measure the stability of a measuring instrument; you would therefore use the method.
- 1) test-retest
 - 2) alternate-forms
 - 3) split-half method
 - 4) intercoder

Option (1) is the correct answer, because the stability, as a component of reliability, can only be estimated by testing and retesting the same questionnaire or measuring instrument over a period of time. None of the other options involve testing a measuring instrument in one single form.

7. If a measurement scale is, it means that a researcher who uses the same scale at another time would come up with similar results.
- 1) accurate
 - 2) systematic
 - 3) valid
 - 4) reliable

Option (4) is the key, because a reliable scale enables the same or any other researcher to repeat the research and come up with similar results (providing that conditions have not changed). The other options, although relevant, are not applicable in this statement. Accordingly: (1) all research should endeavour to be accurate; (2) research is a systematically planned process; and (3) a scale is valid if it measures what it claims to measure.

8. You want to determine teenagers' perception of the construct "democracy" and would therefore use a scale.
- 1) semantic differential
 - 2) Thurstone
 - 3) Likert
 - 4) Guttman

Option (1) is correct because a semantic differential scale is best suited to test the meaning(s) of objects, people and abstract concepts, such as "democracy", on a seven-point (semantic) spatial continuum. Options (2), (3) and (4) are best suited to test attitudes, or to

test the extent to which people agree or disagree with a particular viewpoint.

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9. "It is easier to end a telephone call than to refuse to be interviewed by someone who stands in front of you." This statement refers to the following limitation in survey research:
- 1) sampling bias
 - 2) response rate
 - 3) reliability
 - 4) validity

In section 7.5.6 we indicated that telephone surveys tend to result in a 5 per cent response rate lower than face-to-face interviews, probably because of the statement made in this item. Option (2) is therefore the most correct option, because it is a limitation in telephone surveys. Option (1) could occur in surveys, but sampling bias is not necessarily a limitation which is unique to surveys. Option (3) and (4) are red herrings and do not apply in the context described in the item.

10. In the context of field observation, the means or method of data collection refers to ...
- 1) whether or not the observations are structured
 - 2) the active participation of the observer
 - 3) the use of audiotapes and making field notes
 - 4) both reactive and nonreactive observations

Option (3) is the key (or correct option) because the means or methods of data collection include hardware (eg audiotapes, videotapes) as well as software (eg checklists, questionnaire or making field notes). Options (1), (2) and (4) serve as distractors, because of the following reasons. Above methods of data collection are used irrespective of whether or not the

- observations are structured or unstructured
- observer participates actively
- observations are reactive and nonreactive

11. You have compiled a checklist to be used in nonreactive research which consists of six categories. Because your observations or data fall in the six categories, these categories are ...
- 1) discrete
 - 2) mutually exclusive
 - 3) exhaustive
 - 4) extraneous

Although the six categories (1) may have been discrete, it is more correct to describe categories as being (2) mutually exclusive, because observations or data fall in one particular category. Option (2) is therefore the key. As the qualitative nature of the categories was not identified, it is impossible to judge whether they are exhaustive (3). A category is exhaustive when all possible variations of what is observed are included. For example, an operational definition of "violence" as a category must make use of subcategories to provide

for all variations, such as physical violence, the use of instruments (eg a knife), and self-inflicted violence (eg attempted suicide). Whilst collecting data, the observer may find an unexpected category of violence emerging (eg verbal abuse), in which case the categories are not exhaustive and another subcategory has to be introduced. Option (4) contains a red herring, because the term “extraneous” is normally used to describe variables that are present in natural settings, which are not the focus of a particular study and, in such settings, cannot be controlled by the researcher.

12. The following question appears as an item in a questionnaire. What problem(s) exist in the wording of this question?

Background information: An advertising company, *The Agency*, inserted 1,4 million postcards in South African Sunday newspapers in June 1999, inviting readers to write farewell messages to President Nelson Mandela, and to post them completely free of charge.

Question: “Do you agree that this is an appropriate way to bid the President farewell?”

The question above represents the following problem(s):

- 1) the agents of action are vague
- 2) one logical answer can be given
- 3) it is a leading question
- 4) it is incomplete

Option (3) is the key, because “Do you agree ...?” is a leading question. The other options do not apply because the following problems do not apply to the question: the agents of action are vague (1); one logical answer can be given (2); or it is incomplete (3).

13. You do a literature survey and conclude that people enjoy watching soap operas because the themes always relate the eternal love triangle. You want to establish whether this conclusion corresponds with television viewers' motivations for watching soap operas. You draw a random sample of ten thousand viewers living in a particular province (eg Gauteng).

Which one of the following methods would you use to collect the data for your survey?

- 1) self-administered questionnaires
- 2) telephone interviews
- 3) face-to-face interviews
- 4) focus group interviews

Options (2), (3) and (4) are not appropriate for the following reasons. Names and addresses of television licence holders do not necessarily contain telephone numbers. Therefore not all the respondents in the sample can be contacted telephonically. Both face-to-face interviews and focus group interviews require the physical presence of an interviewer or moderator. The time and costs involved in getting access to and actually interviewing ten thousand people make these two options impractical. Option (1) is the key because you have access to the respondents' postal addresses and can therefore post the self-administered questionnaires to the respondents in the sample. If the response rate is low, you can also conduct follow-ups.

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The following distribution of illness was obtained for a group of patients in the same medical ward.

Frequency distribution table for illness

Disorder	Frequency	Percentage
Asthma	8	
Blood disorder	2	
Chest pain	4	
Diabetes	3	
Gout	1	
Physical injury	5	
Pneumonia	4	
Stroke	1	
Thyroid	2	
	<u>n = 30</u>	

1. Calculate the percentages for this distribution and complete the last column of this table.

When we calculate percentages, we round our answers to the nearest whole number. The percentage for asthma is therefore calculated as follows: 8 (frequency) divided by 30 (number of cases) and multiplied by 100. The answer is 26,6, and we round this to the nearest whole number which is 27. In the case of chest pain the answer is 13,3 and we round this to 13.

Frequency distribution table for illness

Disorder	Frequency	Percentage
Asthma	8	27%
Blood disorder	2	7%
Chest pain	4	13%
Diabetes	3	10%
Gout	1	3%
Physical injury	5	17%
Pneumonia	4	13%
Stroke	1	3%
Thyroid	2	7%
	<u>n = 30</u>	

2. What type of illness was presented by the largest percentage of patients?

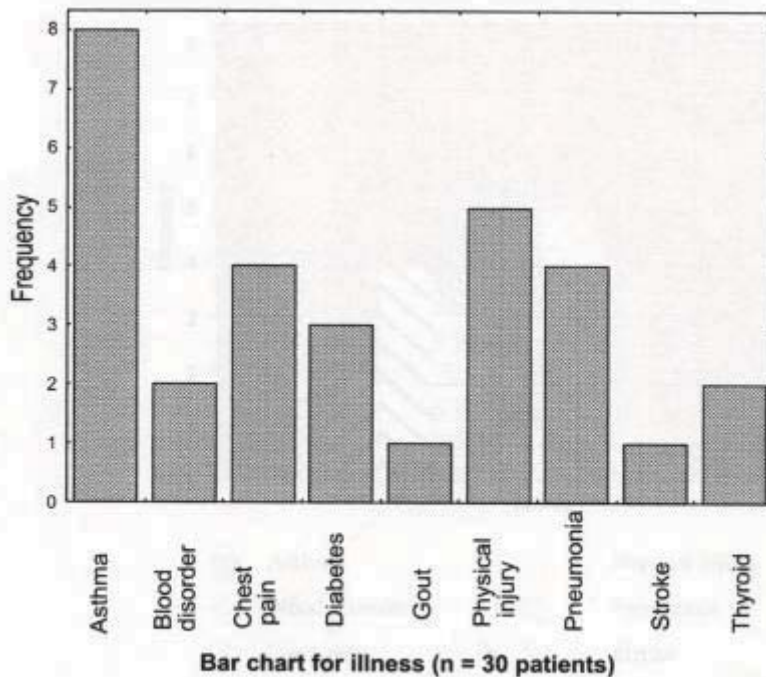
The largest percentage of patients had asthma (27%).

3. What percentage of patients had a physical injury?

Seventeen per cent of the patients had a physical injury.

4. Draw a graph for this frequency distribution and use the graphic presentation to see what type of illness was presented by the smallest number of patients.

You know that you use a bar chart to represent categorical data. If we look at the bar chart it is clear that the same number of patients presented with gout and stroke, and that these were the categories with the smallest number of patients.



Bar chart for illness (n = 30 patients)

Identify the option which is the most correct, or most appropriate in the following multiple-choice questions.

1. Statistics that are used to summarise numerical data from a sample are called
 - 1) popular statistics
 - 2) descriptive statistics
 - 3) inferential statistics
 - 4) none of the above

Option (2) is the correct answer, because we use descriptive statistics to organise, summarise and visualise quantitative data. We have said that we can distinguish between descriptive and inferential statistics. Option (1) is therefore not the answer. Because we collect our data from a sample and not from the population, option (3) is not correct either.

2. Statistics that are used to generalise from a small, known sample to a larger, unknown population are known as
 - 1) population statistics
 - 2) descriptive statistics
 - 3) inferential statistics
 - 4) assumptional statistics

We use the results based on a sample to make inferences about the attributes of the population and the methods used to do this are called inferential statistics (3). We have seen that descriptive statistics (2) are used to organise the data based on a sample and options (1) and (4) are not statistical methods.

3. Which of the following is not a purpose of descriptive statistics?
 - 1) enabling the researcher to predict performance
 - 2) organising and summarising a data set

- 3) making data more meaningful and easier to understand
- 4) enabling the researcher to identify patterns and trends

Option (1) is the correct answer. Options (2), (3) and (4) are all purposes of descriptive statistics: we organise our data in order to identify underlying patterns in the data and to understand the data better. However, the researcher cannot use descriptive statistics to predict performance, since this requires information on two or more variables and the use of inferential statistics.

4. Which of the following is considered a measure of central tendency?

- 1) mean
- 2) range
- 3) percentage
- 4) all of the above

Option (1) is correct, because the mean indicates which value is central to a distribution of interval or ratio data. The range (2) is a measure of variability and percentage (3) refers to the proportion of a sample which gave a specific response.

5. What is the median in the following set of data?

22 30 30 45 45 45 60 62 62

- 1) 30
- 2) 62
- 3) 50
- 4) 45

The median of this set of data is 45. Option (4) is therefore the correct answer. Four observations (half of the observations) fall above 45 and four below it. Have you noted that the mode of this data set is also 45 since this is the value that occurs most?

6. Which of the following correlation coefficients indicates the weakest relationship?

- 1) 0,95
- 2) -0,60
- 3) 0,29
- 4) -0,33

Option (3) is the correct answer, because this is the correlation coefficient with the smallest numerical size (0,29). The other coefficients (1), (2), (4) are all closer to 1 (be it -1 or +1) indicating stronger relationships. Remember the sign indicates the direction of the relationship and not the strength.

Indicate which of the following statements are true and which are false.

1. Nominal and ordinal data are best represented as histograms.

This statement is false. We use a bar chart to represent categorical or discrete data, whereas the histogram is used for continuous data.

2. The cumulative frequency indicates how many individuals in a sample have scored below a certain value.

The cumulative frequency is the number of cases in the specified interval plus all the cases in the previous intervals. In other words, it is the number of cases that falls below the lower

limit of the next interval. This statement is therefore true.

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3. The standard deviation of ratings of health care in the Western Cape is 5,8 and in KwaZulu-Natal it is 8,8. People in KwaZulu-Natal were more consistent in their ratings.

Measures of variability (such as standard deviation) indicate the extent to which the scores in the sample differ from each other and how far they deviate from the central value. This statement is false because there were greater differences between the people in KwaZulu-Natal in their health-care ratings. (Their ratings were more spread out.)

4. Given interval or ratio data, the mean is usually chosen as a measure of central tendency.

All three measures of central tendency can be used in the case of interval and ratio data. Because all the values of the variable are used to calculate the mean, this is a more appropriate measure for this type of data. The way this statement was worded makes it true: we did not say that the mean must be used or that there are no exceptions. Do you remember what these exceptions were? (Refer to activity 8.4.)

TEST YOURSELF QUESTIONS AND ANSWERS p251-253

Read the following statements and indicate if they are true or false. Briefly motivate your answer.

1. Qualitative research means any type of research that produces findings not arrived at by statistical procedures or other means of quantification.

This statement is true, because according to Strauss and Corbin (1998:10–11), qualitative research means any type of research that produces findings not arrived at by statistical procedures or other means of quantification.

2. Qualitative research, amongst others, refers to research about persons' lives, lived experiences, emotions and feelings.

It is true because qualitative research amongst others refers to research about persons' lives, lived experiences, emotions and feelings.

3. Qualitative researchers, amongst other, view their task as coming to understand and interpret how the various participants in a social setting construct the world around them.

This statement is true as qualitative researchers, amongst other, view their task as coming to understand and interpret how the various participants in a social setting construct the world around them.

4. Qualitative research aims to give privilege to the perspectives of the research participants and to illuminate the subjective meaning, action and context of those being researched.

This statement is true as qualitative research aims to give privilege to the perspectives of the research participants and to illuminate the subjective meaning, action and context of those

being researched.

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5. Qualitative data analysis requires working with data, organising it, breaking it into meaningful units, synthesising it, searching for patterns, discovering what is important and what is to be learnt, and deciding what to tell others.

This statement is true. Qualitative data analysis indeed requires working with data, organising it, breaking it into meaningful units, synthesising it, searching for patterns, discovering what is important and what is to be learnt, and deciding what to tell others.

6. Qualitative data analysis is all about the “taking apart” or de-contextualising, sifting, and sorting the masses of information acquired during the process of data collection, and organising or re-contextualising it.

This is true. Qualitative data analysis is all about the “taking apart” or de-contextualising, sifting, and sorting the masses of information acquired during the process of data collection, and organising or re-contextualising it.

7. The major task in the qualitative data analysis process consists of “taking apart” or dissecting the masses of information into smaller pieces and re-contextualising it so that the final goal of the emergence of a larger, consolidated picture can be realised.

This statement is true because the major task in the qualitative data analysis process consists of “taking apart” or *dissecting the masses of information* into smaller pieces and re-contextualising it so that the final goal of the emergence of a larger, consolidated picture can be realised.

8. An inductive process entails moving from observations or data towards generalisations, hypotheses or theory.

True. An inductive process entails moving from observations or data towards generalisations, hypotheses or theory. (Whittaker 2002:259)

9. Coding and analysis are synonyms.

This statement is false. Basit (2003:145) explains that coding and analysis are not synonyms, though coding is a crucial aspect of analysis (Basit 2003:145).

10. In qualitative research, the process of data analysis begins when the process of data collections begins.

This statement is true.

MULTIPLE CHOICE QUESTIONS

11. Identify the correct option(s).

The process of data analysis is

- a) Eclectic
- b) Linear
- c) Cyclic

Options (a) and (c) are correct. The process of qualitative data analysis is eclectic, and there

is no “right way”.

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12. Identify the correct option(s).

Codes are

- a) tags or labels assigned to meaning units
- b) codes are short-hand methods or ways of identifying themes/categories in a transcription.
- c) codes typically take the form of strings of letters and/symbols

All three statements are correct. Codes are tags or labels assigned to meaning units (Neuman 2006:460). According to Tutty et al (1996:105), a code is a short-hand method or way of identifying the theme/category in a transcription. Codes typically take the form of strings of letters and/symbols.

13. Identify the correct option(s).

Meaning units

- a) are segments (or chunks) of information that are the building blocks of a classification scheme.
- b) can consist of a single word, a partial or complete sentence, a paragraph or more.
- c) It is a piece of the transcript that you consider to be meaningful by itself.

All three statements are correct. Meaning units are segments (or chunks) of information that are the building blocks of a classification scheme. A unit can consist of a single word, a partial or complete sentence, a paragraph or more. It is a piece of the transcript that you consider to be meaningful by itself (Tutty et al 1996:101).

14. Identify the correct option(s).

An interpretation is

- a) not found in the data but interpretations are made throughout the qualitative research process based on what was deduced from the data and by making sense of what is heard and observed during the data gathering and then building understanding of the meaning of the data through data analysis.
- b) a productive process that sets forth the multiple meaning of an event, object, experience, or test.
- c) Transformation as it illuminates, throws light on experience and it brings out, and refines, as when butter is clarified, the meaning that can be sifted from the text, an object, or slice of experience.

All three statements are correct. Interpretations are not found in the data but these are made throughout the qualitative research process based on what was deduced from the data and by making sense of what is heard and observed during the data gathering and then building understanding of the meaning of the data through data analysis. (Ezzy 2002:73 and Fossey et al 2002:729–730). Denzin (in Corbin & Strauss 2008:49) writes the following about interpretation: “Interpretation is a productive process that sets forth the multiple meaning of an event, object, experience, or test. Interpretation is transformation. It illuminates, throws light on experience. It brings out, and refines, as when butter is clarified, the meaning that can be sifted from the text, an object, or slice of experience.”

15. Identify the correct option(s).

“First-level coding” or “open coding” refers to

- a) a combination of identifying meaning units, fitting them into themes/categories and assigning codes to the themes/categories.
- b) re-examining initial categories and the links between them.

Statement (a) is correct in that “first-level coding” or “open coding refers to a combination of identifying meaning units, fitting them into themes/categories and assigning codes to the themes/categories.” Statement B refers to “axial coding”. With axial coding the initial categories are re-examined as well as the links between them.

TEST YOURSELF QUESTIONS AND ANSWERS p282-284

1. Which of the following does not belong in your interpretation and discussion sections of your research report?

- 1) correlation with previous research
- 2) relationship between findings and theory
- 3) evaluation of methodology
- 4) importance of your findings

Option (3) is correct. The purpose of the interpretation and discussion in your report is to reflect on what your research revealed. Since options (1), (2) and (4) all relate to the findings of your research, they can be eliminated as the possible keys. The method used is evaluated (option 3) by establishing reliability and validity. Reliability and validity are usually associated with data collection.

2. Which of the following types of research report should contain the most detailed description of your research?

- 1) commissioned research
- 2) oral presentation
- 3) journal article
- 4) dissertation

Option (4) is correct. Of all the types of research reports that we discussed in this study unit, it is the dissertation, along with the thesis, that requires the most detailed description.

3. A discussion of any constraints on your research is best put in the section relating to ...

- 1) your research problem
- 2) interpretation and discussion
- 3) data collection
- 4) the results

Option (2) is correct. As limitations could have a decisive effect on the findings of your research, the best place to discuss those limitations is with the interpretation section. You could argue that limitations could be discussed as part of data collection (option 3), but this would not represent the best possible location.

4. As sampling is to data collection, so theory is to the ...

- 1) literature review
- 2) method
- 3) research question
- 4) findings

Option (1) is correct. In the first part of the stem, we relate the concept of “sampling” to “data collection”. In other words, we usually find the discussion of the sampling used in the section of your report relating to data collection. In this question, therefore, we need to identify the section of research report where we would put a discussion of the supporting theory. This is usually put in the section that deals with the literature review.

5. When describing the sample in a research report intended as a journal article, which of the following tenses should be used?

- 1) past tense
- 2) present tense
- 3) present perfect tense
- 4) future tense

Option (1) is correct. When we describe our sampling procedure, we are, in fact, talking about part of the method used, an event which has already occurred at a specific time in the past. We must therefore use the past tense to describe in our report. Please refer back to table 10.2 if you are not sure about the use of tenses in a research report.

6. You have recently completed an experiment on your company's marketing techniques. You want to write up the experiment and submit it to the *Journal of Marketing Research* for publication. Which of the following types of report would you choose?

- 1) dissertation
- 2) presentation
- 3) commissioned research
- 4) journal article

Option (4) is correct. Although you may have been originally commissioned (option 3) by your employer to undertake the research, and may have presented the findings of your research to company executives (option 2), when submitting a report for possible publication by an academic journal you would select the journal article (option 4) for your research report. As this is not an academic exercise, we can eliminate the dissertation (option 1).

Read the following statements and decide whether they should be regarded as true or false. Also make notes to justify your answer.

7. The format of a research report selected for dissemination of your research is largely determined by the intended audience.

The keyword in this statement is "format". The concept "format" relates to the conventions you use to set out your report, such as line spacing, paragraph indentation, and so on. As these conventions are determined by the editors, in the case of academic journals, you can argue that the statement is true, since the editors form part of the intended audience. However, if we were to substitute "type" for "format", then the statement would, without any doubt, be true.

8. One purpose of the introduction is to entice readers into reading the body of the report.

This statement is true. The main function of the introduction in any type of report is to attract the attention of your intended audience, without disclosing too much detail of your research, in the hopes that they will continue to read or listen to your report.

9. The complexity of the research problem will determine the degree of detail contained in the report.

The nature of the problem being investigated will determine, to some extent, the degree of detail contained in a report. But this is not the only factor that determines the amount of detail contained in your report. Aspects such as the purpose of the research and intended audience also need to be considered. You can therefore argue that the statement is false.

10. It is not necessary to discuss the reliability and validity of your research.

In this statement you are provided with insufficient information to declare the statement as either true or false. The need to discuss, or mention, reliability and validity depends on the type of report used. We discussed this in section 10.4.2 of this study unit.

11. The amount of detail given to describing the method used to collect and analyse your data depends on the intended audience.

This statement is true. For example, reports intended to be published as academic articles should contain more detailed information about data collection than a commissioned report.

12. The evaluation of a research report is an objective exercise.

Ideally, the evaluation of a research report should be as objective as possible. But it is not possible to be one hundred percent objective in this sort of exercise. Even if you use the checklist we provided in this study unit, you are still required to make a judgment. Thus there is an element of subjectivity in the process of evaluation that cannot be completely eliminated. This makes the statement false.