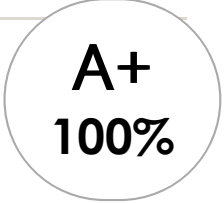


## 25 Multiple choice questions



**A+**  
**100%**

1. questions that can be answered with a short, simple response such as "yes" or "no"
  - a. case studies
  - b. **CORRECT: closed questions**
  - c. observations
  - d. open-ended questions
  
2. a conversation in which the interview has been planned with a set of predetermined questions developed by the researcher
  - a. unstructured interviews
  - b. closed questions
  - c. **CORRECT: structured interviews**
  - d. literature reviews
  
3. subjective data that comes from research that collects information about people's beliefs, feelings, attitudes and opinions
  - a. quantitative data
  - b. **CORRECT: qualitative data**
  - c. secondary data
  - d. primary data
  
4. data in the form of numerical items that can then be analysed by counting, measuring and graphing
  - a. primary data
  - b. secondary data
  - c. **CORRECT: quantitative data**
  - d. qualitative data
  
5. a problem, question or statement that one proposes to test through research
  - a. bias
  - b. ethics
  - c. sample size
  - d. **CORRECT: hypothesis**

6. the consistency of measurement
  - a. sampling
  - b. **CORRECT: reliability**
  - c. anonymity
  - d. validity
  
7. data collected firsthand by the researcher
  - a. secondary data
  - b. **CORRECT: primary data**
  - c. qualitative data
  - d. validity
  
8. a deep analysis of a situation
  - a. **CORRECT: case studies**
  - b. sample size
  - c. print sources
  - d. ethics
  
9. the process of choosing the people, place and time to collect primary data
  - a. validity
  - b. **CORRECT: sampling**
  - c. sample size
  - d. sample
  
10. a process of watching and recording behaviour of participants
  - a. case studies
  - b. sampling
  - c. bias
  - d. **CORRECT: observations**
  
11. data that has been gathered and recorded by someone else, other than the researcher
  - a. qualitative data
  - b. **CORRECT: secondary data**
  - c. anonymity
  - d. primary data

12. a logical and methodical way of organising the existing body of knowledge about a topic
- unstructured interviews
  - case studies
  - structured interviews
  - CORRECT: literature reviews**
13. a discussion in which the interview is more informal, with the interviewer planning areas for discussion without developing the actual questions in advance
- literature reviews
  - CORRECT: unstructured interviews**
  - case studies
  - structured interviews
14. books, journals, magazines, newspapers etc.
- ethics
  - CORRECT: print sources**
  - digital sources
  - case studies
15. measurement that accurately reflects what it was intended to measure
- reliability
  - anonymity
  - sampling
  - CORRECT: validity**
16. a system of moral principles or standards or right and wrong governing the appropriate conduct for an individual or group in a specific situation
- hypothesis
  - bias
  - CORRECT: ethics**
  - sample

17. unfair preference or distortion of the truth
  - a. sample
  - b. **CORRECT: bias**
  - c. sampling
  - d. ethics
  
18. a subset of the population selected for measurement, observing or questioning so as to provide statistical information about the population
  - a. sampling
  - b. ethics
  - c. **CORRECT: sample**
  - d. sample size
  
19. a privileged communication that cannot be revealed to another person
  - a. **CORRECT: confidentiality**
  - b. reliability
  - c. anonymity
  - d. validity
  
20. questions that require more than one word answers
  - a. closed questions
  - b. **CORRECT: open-ended questions**
  - c. observations
  - d. literature reviews
  
21. the internet, computer, television, radio, podcasts etc.
  - a. questionnaires
  - b. **CORRECT: digital sources**
  - c. case studies
  - d. print sources

22. a set of formally prepared questions that seek information on a person's knowledge, feelings, beliefs and opinions
- CORRECT: questionnaires**
  - hypothesis
  - ethics
  - case studies
23. the number of participants included in the research study
- sampling
  - CORRECT: sample size**
  - sample
  - validity
24. a detailed list of all the sources used in researching a project
- validity
  - reliability
  - bias
  - CORRECT: bibliography**
25. being free from being identified
- sampling
  - CORRECT: anonymity**
  - ethics
  - validity