

Chapter 3: Qualitative Research Design and Data Collection

Multiple choice questions:

1. Qualitative research engages with concerns over validity in a number of ways. Which of the following is NOT one of those ways?

- A. Participants are free to question and correct the researcher's assumptions
- B. Researchers can control for extraneous variables by using standardised questionnaires
- C. Researchers can obtain feedback on their study's findings from participants
- D. The practice of reflexivity ensures that the researcher continuously reviews their role in the research

2. Ethical procedures are important to follow during research, what should happen after a study has finished?

- A. Informed consent should be collected
- B. Participants should not be told the true aims of a study
- C. Researchers should debrief their participants
- D. Researchers should share all information received from and about their participants

3. A good qualitative research question is typically...?

- A. Open-ended
- B. Based on existing theory and prior research
- C. A claim that can be tested against empirical evidence
- D. One that can be answered with a simple 'yes' or 'no'

4. Interviewees can be encouraged to produce more detailed and rich accounts, which of the following are NOT typically used to prompt participants' discussions:

- A. Film clips
- B. Photographs or images
- C. An item of significance for participants
- D. Another interviewee's transcript

5. Which of the following is NOT typically used to define different types of observation?

- A. The extent to which the observation is covert
- B. The extent to which the researcher takes part in the activities being observed
- C. Whether the observation takes place in a natural setting
- D. The number of people being observed

6. It is a good idea for the researcher to collect diary entries regularly, which of the following is NOT one of the benefits of regular contact:

- A. Maintain contact with participants
- B. To answer questions regularly
- C. To monitor participants and stop them withdrawing from the study
- D. To motivate participants to continue keeping the diary

7. A homogenous focus group is where:

- A. The participants share key features
- B. The group is pre-existing and made up of friends
- C. The participants have a stake in the subject matter
- D. The participants do not have any particular commitment in relation to the subject matter

8. A benefit of using the internet in qualitative data collection is:

- A. The hidden identity of participants
- B. The data is likely to have high ecological validity
- C. The exclusion of non-verbal communication
- D. There is no need to establish rapport