

### **Chapter 3: Qualitative Research Design and Data Collection**

Multiple choice answers (correct answers in bold):

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