Chapter 2 Designing Qualitative Research

2.1 Multiple Choice Questions

1) Common tendencies that represent typical and expected forms of action are _____.
   A) laws
   B) patterns
   C) concepts
   D) propositions

Answer: B
Diff: 1 *Page Ref: 19*
Skill: Comprehension

2) The goal of chapter 2 is to _____.
   A) provide a strategy for creating ideas, research, and planning research design
   B) contrast theoretical frameworks
   C) teach researchers how to match research to social laws
   D) create a basis for statistical data analysis

Answer: A
Diff: 1 *Page Ref: 19*
Skill: Comprehension

3) Systems of logical statements that explain the relationship between two or more variables are _____.
   A) theories
   B) propositions
   C) concepts
   D) hypotheses

Answer: A
Diff: 1 *Page Ref: 20*
Skill: Comprehension

4) Statements about the relationships between concepts are _____.
   A) laws
   B) propositions
   C) theories
   D) hypotheses

Answer: B
Diff: 1 *Page Ref: 20*
Skill: Comprehension

5) Symbolic elements that represent objects, properties, or phenomena, and create foundation for communication and thought are _____.
   A) theories
   B) patterns
   C) concepts
   D) propositions

Answer: C
Diff: 1 *Page Ref: 21*
Skill: Comprehension

6) Testable concept clusters about the relationship among our research concepts are _____.
   A) laws
   B) propositions
   C) theories
   D) hypotheses

Answer: D
Diff: 1 *Page Ref: 22*
Skill: Comprehension

7) A nurse observes other nurses coming to work inebriated, and wonders what might be causing employees of this profession to be coming to work under the influence. The nurse searches online for terms including "drunk nurses" and "alcohol abuse among health care workers" to gain knowledge. She seeks to confirm her idea that stress leads nurses to drink by sifting through previous studies. What research model is this an example of?
   A) Research-before-theory
   B) Theory-before-research
   C) Linear progression
   D) Spiral model

Answer: B
Diff: 4 *Page Ref: 24*
Skill: Application

8) The research model that Berg/Lune advocate is the _____ approach.
   A) research-before-theory
   B) theory-before-research
   C) linear progression
   D) spiral model

Answer: D
Diff: 1 *Page Ref: 25*
Skill: Comprehension

9) When locating sources for a literature review, the researcher should be wary of which source?
   A) Databases
   B) Periodicals
   C) Books
   D) Internet references

Answer: D
Diff: 1 *Page Ref: 28*
Skill: Comprehension

10) When completing initial discovery of research for literature review, which quality should search areas have?
   A) They should be narrow.
   B) They should be cryptic.
   C) They should be restricted.
   D) They should be varied.

Answer: D
Diff: 2 *Page Ref: 28*
Skill: Comprehension

11) A pitfall of Internet based research is _____.
   A) lack of legitimacy and missed physical journal resources
   B) fast results
   C) incomplete cross referencing
   D) enormous amount of data

Answer: A
Diff: 1 *Page Ref: 28*
Skill: Comprehension

12) When you download a peer-reviewed scientific article, this is an example of the Internet working as a _____.
A) document cross referencing database
B) document repository
C) document delivery service
D) document publisher

Answer: C
Diff: 3 Page Ref: 28
Skill: Comprehension

13) When you consult Wikipedia to find the definition of a concept for your research literature review, this is an example of the Internet working as a _____.
A) document cross referencing database
B) document repository
C) document delivery service
D) document publisher

Answer: B
Diff: 4 Page Ref: 28-29
Skill: Application

14) Which type of Internet function is deemed valid and useful, as opposed to suspect and unreliable?
A) document cross referencing database
B) document repository
C) document delivery service
D) document publisher

Answer: C
Diff: 4 Page Ref: 29
Skill: Comprehension

15) Close your eyes, and imagine yourself standing on a railroad track with a train engine speeding toward you. Then imagine raising your hands and stopping the train in motion, as if you are a superhero. What kind of reality is this an example of?
A) Sensory
B) Cognitive
C) Physical
D) Objective

Answer: B
Diff: 3 Page Ref: 37
Skill: Application

16) An operational definition is composed of two parts: _____.
A) Concrete meaning used in study and criteria to empirically measure concept
B) Problem statement and research questions
C) Cognitive reality and physical reality
D) Research and literature review

Answer: A
Diff: 3 Page Ref: 39
Skill: Comprehension

17) Which example is NOT a reason that concepts must be clearly defined?
A) Without clear definition, concepts are not applicable and have no meaning.
B) Interpretive research seeks to discover naturally arising meanings in populations.
C) Undefined concepts cannot fit into a body of knowledge with defined concepts.
D) Ambiguous definitions create difficulty answering research questions.

Answer: B
Diff: 4 Page Ref: 41
Skill: Knowledge

18) When creating a concept map, the connections between concepts are represented by _____.
A) nodes
B) lines
C) descriptions
D) labels

Answer: B
Diff: 1 Page Ref: 44
Skill: Comprehension

19) A sampling technique that chooses a subset of the population mathematically to represent the entire population is _____.
A) simple random sampling
B) probability sampling
C) purposive sampling
D) snowball sampling

Answer: B
Diff: 2 Page Ref: 50
Skill: Comprehension

20) A sampling technique that requires every element of the entire population studied to be enumerated is _____.
A) simple random sampling
B) probability sampling
C) purposive sampling
D) snowball sampling

Answer: A
Diff: 2 Page Ref: 50
Skill: Comprehension

21) A sampling technique that allows researchers with special expertise about a group to select subjects who represent the population is _____.
A) accidental sampling
B) judgmental sampling
C) chain referral sampling
D) quota sampling

Answer: B
Diff: 2 Page Ref: 52
Skill: Comprehension

22) A sampling technique that relies on subjects that are easily accessible is _____.
A) accidental sampling
B) purposive sampling
C) snowball sampling
D) quota sampling

Answer: A
Diff: 2 Page Ref: 50
Skill: Comprehension

23) A sampling technique that obtains subjects through referrals from a small group of a difficult to access population is _____.
A) availability sampling
B) simple random sampling
C) snowball sampling
D) probability sampling

Answer: C
Diff: 2 Page Ref: 52
Skill: Comprehension

24) A sampling technique that uses a matrix to determine a proportion of an attribute in the population, and then attempts to match that proportional distribution in the sample is _____.
A) purposive sampling
B) simple random sampling
C) quota sampling
D) probability sampling

Answer: C
Diff: 2 Page Ref: 53
Skill: Comprehension

25) A sampling technique that is not widely generalizable, but can provide rich descriptions of a target population is _____.
A) purposive sampling
B) convenience sampling
C) snowball sampling
D) quota sampling

Answer: A
Diff: 2 Page Ref: 52
Skill: Comprehension

26) A sampling technique that is excellent for obtaining fast and inexpensive results in a preliminary investigation is _____.
A) purposive sampling
B) convenience sampling
C) snowball sampling
D) quota sampling

Answer: B
Diff: 2 Page Ref: 51
Skill: Comprehension

27) The phase in data analysis in which you code and transform data to focus and simplify is _____.
A) conclusion
B) data display
C) dissemination
D) data reduction

Answer: D
Diff: 2 Page Ref: 55
Skill: Comprehension

28) The phase in data analysis in which you present your data in tally sheets and tables to understand patterns is _____.
A) data reduction
B) data display
C) conclusion
D) data dissemination

Answer: B
Diff: 2 Page Ref: 56
Skill: Comprehension

29) The phase in data analysis in which you verify the patterns apparent in data against another researcher's check or through retracing your steps is _____.
   A) conclusion
   B) data reduction
   C) data display
   D) data dissemination

Answer: A
Diff: 2 Page Ref: 56
Skill: Comprehension

30) The phase in data analysis in which you make your work worthwhile and complete by adding it to the existing body of knowledge is _____.
   A) data reduction
   B) data dissemination
   C) conclusion
   D) data display

Answer: B
Diff: 2 Page Ref: 57
Skill: Comprehension

2.2 Essay Questions

1) What are some criteria you can use to help establish a Web site as valid?

Answer: Examine whose Web site it is and what's in the URL (Uniform Resource Locator). Personal Web sites should be used with caution. Look at the nature of the domain. An official government Web site is more credible than a private or special purpose group Web site. Check to see if the material is current or dated. If the links are expired and the content is old, it may not be valid for your research. Consult other resources to determine if the information found on the Web site can be corroborated. If it is not supported by any other source, it is not reliable.
Diff: 4 Page Ref: 29–31

2) What steps can you take to ensure that you are taking good notes when researching for your literature review?

Answer: When you are researching, break your workload into two parts. First examine what the material you are reading is trying to say. Second, determine how the research relates to your research topic. When taking notes, record the full citation and identify the major claims of the work. As you read, write out the best parts of the work that make it unique. You should take note of exact quotes and definitions with page numbers that you can easily pick up and use in your paper. Read with an eye for what separates these research findings from any other research. Do not paraphrase when you are taking notes to avoid misconstruing the author's original intentions. Finally, save key words with your notes for each source. These will allow you to sort your notes summaries quickly into different categories, to establish a sequence of materials, and to see if multiple authors have made similar statements.
Diff: 5 Page Ref: 31–32

3) Explain the purpose of a literature review and what you should accomplish.

Answer: A literature review is designed to bring your readers up to speed on the material they need to know to educate them on the subject matter your research covers. It allows them to appreciate the need for your research, and the conceptual framework behind it. You should be introducing the concepts that are relevant to and motivating your research. At the end of the literature review, the reader should be in suspense to find out what results your project has yielded. There are several things to accomplish in a good literature review: Dispel myths about your subject matter; explain competing conceptual frameworks; clarify the perspective you will take in your research; and justify assumptions that you make in your research.
Diff: 3 Page Ref: 34-35

4) Explain the difference between cognitive reality and sensory reality, and how the social scientist uses both forms when creating a research design.

Answer: Cognitive reality is the reality within your own mind. It is composed of your thoughts, and is a realm where anything is possible, even stopping a speeding train by sheer force of will. Physical, or sensory reality, is the reality experienced in the world around you. It is not in your control; it is full of sounds, scents, and things perceived by the senses. Sensory reality has clear limitations of what is possible. As researchers, social scientists move back and forth between the cognitive and sensory realms when creating and framing a research question. Conceiving the research idea occurs in the cognitive realm. Research and creation of the literature review happens in sensory reality. The research question or problem is created in cognitive reality using the theory and concepts you found. Then the research problem is framed in sensory reality, where the research will take place.

Diff: 6 *Page Ref: 37*

5) Explain why operational definitions can be crucial to a research design, or not required. Defend your answer.

Answer: An operational definition makes the meaning intended by the concept in your study concrete. It also creates criteria for empirically measuring the concept investigated. Several definitions can exist in the research and literature review, as long as readers know which definition you're using in the current paper. The operational definition is used to define how your concept will be identified and measured. For less tangible qualities, it can be used to create a list of observable qualities that are associated with the definition of the concept. An operational definition is crucial to most qualitative research because failure to define concepts will make results meaningless. Another researcher could not reproduce your research. It would be unclear where in the existing body of work your research fits, and explanations would lack concrete meaning. The only time that an operational definition would not be required is in interpretive, or phenomenological, research where the researcher attempts to discover naturally arising meanings among members of the study population.

Diff: 6 *Page Ref: 39-41*

6) What are questions that you need to consider when planning your research design?

Answer: When planning a research design, there are a number of questions that you need to answer in order to create a detailed plan for how the research project will flow to avoid unforeseen problems.

- What type of information will be gathered and through what forms of data-collection technologies?
- Where will the research be undertaken and among what group or groups of people? (site, setting, and sample)
- Will you use a single data-collection strategy or combine several strategies (data triangulation)?
- Will you undertake the study alone or with the assistance of others (multiple investigator triangulation)?
- Will you frame the study by a single overarching theory or several related theories (theoretical triangulation)?
- How much will your project cost in time and money and how much can you afford?
- Are the data-collection strategies appropriate for the research questions being addressed?
- What will the data (physically) look like once they have been collected?
- How will the data be organized and analyzed?

Diff: 1 *Page Ref: 42-43*

7) What ethical considerations should be kept in mind when planning your research design?

Answer: In the social sciences, research is most often conducted on human research subjects. As such, their safety and protection must be considered. Subjects cannot encounter harm and should be guaranteed privacy. The properties to consider in the design phase are: honesty; openness of intent; respect for subjects; issues of privacy, anonymity, and confidentiality; the intent of the research; and the willingness of subjects to participate voluntarily.

Diff: 3 *Page Ref: 43*

8) How would you go about creating a concept map?

Answer: There are several parts to a concept map: nodes, connecting lines, and labels that identify the nodes. A concept map cannot be created in one sitting. Prior to creating the concept map, you must read documents on your proposed subject, and pick ten to twelve concepts or ideas that you will map. The first step to creating the map is to list out the concepts all on one page (digitally or written out). Next you should rearrange the concepts you have listed in order from most abstract to most specific. Then group concepts into columns or stacks of concepts and assign one label or concept name to each grouping. Move the concept columns into clusters (these will be the nodes) with space in between to draw connective lines. Then review the literature and assign appropriate descriptions to the clusters you have created. Add additional pictures and descriptions to the concept clusters that further illuminate their meaning. By this point the relationship between the clusters should be visibly apparent. Finally, show your concept map to others and continue to refine it as you learn more and obtain more opinions.

Diff: 6 *Page Ref: 46–47*

9) What should you consider when selecting a study setting?

Answer: When choosing a setting for a research topic, you must select a site that is reasonable in size and complexity to be able to complete in the time you have allowed in the budget available. To help you look for an appropriate setting, there are four helpful guidelines. First, you must be able to gain entry or access to the setting. The target population, or the people you hope to study, should likely be available in the setting. There should be a high probability that the focuses of the study (people, processes, programs, interactions, and structures) that impact the research question are available to the investigator. Finally, the setting should be one that allows research to be conducted effectively by one or more individuals during the study.

Diff: 6 *Page Ref: 47-48*

10) Choose one non-probability sampling technique, define it, and explain a situation when this would be the best technique to use.

Answer: Convenience sampling (also accidental or availability sampling) is a sampling technique that relies on subjects who are close at hand or easy to access. This technique is most useful when seeking an inexpensive, fast means to do exploratory research on a new topic. Purposive sampling (also judgmental sampling) is a sampling technique in which researchers use their special knowledge or expertise to select subjects who are representative of the studied population. This type of sampling is not widely generalizable, so is best used to obtain rich, detailed description from a population. Snowball sampling (also chain referral sampling or respondent driven sampling) is a sampling technique in which a small group of subjects provides referrals to more subjects with similar characteristics. Eventually the group grows to a large enough size or snowballs, as more subjects are obtained who provide more referrals. This technique is best used when investigating a sensitive topic like drug use or prostitution, in which people who engage in this behavior may not be willing to come forth due to censure. It is also useful when investigating a hard to reach population. Quota sampling is a sampling technique in which a table is filled with attributes. A percentage of the target population is determined who possess those attributes. The sample is then made up of numbers of people who match the percentages seen in the entire target population. This technique is very useful when trying to capture data on age cohorts.

Diff: 5 *Page Ref: 50-53*