

**TEST BANK  
MASTER VERSION QUESTIONS**

*The How To Of Qualitative Research*  
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**Chapter 2**

**How to Conceptualize Research: Getting Started and Advancing Ongoing Projects**

**Multiple choice**

1. What does 'conceptualization' involve?
  - a. Moving from a general topic to one or two concrete research questions
  - b. Shifting from a specific topic to a more general topic
  - c. Testing a hypothesis and then refuting it with evidence
  - d. None of the above
2. What are the 3 steps for conceptualization?
  - a. What are the data? Why should anyone care about my problem? What is the issue?
  - b. What is the topic? What is my problem? Why should anyone care about my problem?
  - c. What is the issue? Where are my data? What is my unit of analyses?
  - d. What is my method? Where are my data? What is my unit of analyses?
3. What are the sources for inspiration for conceptualizing research questions?
  - a. Secondary sources and primary sources
  - b. Micro-level sources
  - c. Third-hand sources and second-hand sources
  - d. Mixed-methods sources
4. Which of the following are NOT examples of primary sources?
  - a. Findings published in academic journal articles
  - b. A time diary produced by people under study
  - c. A blog posting by a group under study
  - d. Brochures created by an organization under study
5. Which of the following are examples of secondary sources?
  - a. A time diary produced by people under study
  - b. A blog posting by a group under study

- c. Graffiti and garbage found at a research site
  - d. Findings published in academic journal articles
- 6. What does a comprehensive understanding of existing literature include?
  - a. Identifying what is not known, problematic, or missing
  - b. Readings every single article on a given topic
  - c. Reading only the latest articles on a given topic
  - d. Reading only the oldest articles on a topic
- 7. Which of the following are examples of raw data?
  - a. Online materials including websites
  - b. Archival materials such as diaries or pictures
  - c. Media reports and magazines
  - d. All of the above
- 8. What is the purpose of a pilot project?
  - a. To help shape the scope and direction of a project
  - b. To answer your research questions
  - c. To investigate trends
  - d. To examine causal relationships
- 9. What is early mapping?
  - a. Data analysis
  - b. Data collection including conducting interviews or focus groups
  - c. To articulate what is known about the topic, and theoretically possible in existing relationships
  - d. A literature review
- 10. Why should we consider the 'who cares?' question?
  - a. To provide a sound rationale for our concept map
  - b. To engage policy makers
  - c. To provide a sound rationale for our research and consider potential criticism
  - d. All of the above

### **Short Answer Questions**

1. Compare the differences between mind maps and concept mapping.
2. List the steps needed to use literature for developing conceptualization.
3. Why is conceptualization important for developing a research question and research problem?