Homework 5

1. The data that have already been collected for some other purpose are known as ***primary /*** ***secondary data.***

2. Fill in blanks in the following diagram showing types of secondary data:



 …………………………. ………………………………… ………………………………….



3. …………………………………. secondary data include written materials such as notices, correspondence (including emails), minutes of meetings, reports to shareholders, diaries, transcripts of speeches and administrative and public records.

4. Non-written materials such as voice and video recordings, pictures, drawings, films and television programmes, DVDs and CD-ROMs are ………………………………………….. secondary data.

5. **………………………………………….** secondary datarefers to data collected using a survey strategy, usually by questionnaires.

6. ***Surveys / Censuses*** are usually carried out by governments and are unique because, unlike ***surveys/ censuses***, participation is obligatory.

7. ***Ad hoc surveys / continuous and regular surveys*** are those surveys, excluding censuses, that are repeated over time.

8. …………………………..surveys are usually one-off surveys and are far more specific in their subject matter. They include data from questionnaires that have been undertaken by independent researchers as well as interviews undertaken by organisations and governments.

9. ………………………………………..secondary datacan be based entirely on documentary or on survey secondary data, or can be an amalgam of the two. The key factor is that different data sets have been combined to form another data set prior to your accessing the data.

10. The data that have both time and cross section dimensions are called ***time series / cohort /longitudinal*** data.

11. Secondary data must be viewed with the same caution as any primary data that you collect. ***True / False***

12. Which is not a part of *overall* suitability of any secondary data:

A) Coverage B) Measurment validity C) Measurement bias D)Unmeasured variables

13. Reliability and validity are aspects of ***overall / precise*** suitability.

14. Judge whether to use data based on an assessment of ……………………….. and ………………………….. in comparison to alternative sources.

15. Evaluate precise suitability of data for analyses needed to answer research question(s) and meet objectives. *Pay particular attention to:*

A)…………………………………. B)…………………………………… C)………………………………………………

16. The other important suitability criterion is coverage. You need to be sure that the secondary data …………………………. the population about which you need data.

17. For all secondary data sets ***measurement validit /coverage/ cost*** will be concerned with two issues:

i. ensuring that unwanted data are or can be excluded;

ii. ensuring that sufficient data remain for analyses to be undertaken once unwanted

 data have been excluded.

18. You can make a quick assessment of the reliability of secondary data by looking at the ……………………………. of the data.

19. ***Measurement validity /measurement bias / measurement error*** can occur for two reasons: i) deliberate or intentional distortion of data; ii) changes in the way data are collected.

20. **……………………………. distortion** occurs when data are recorded inaccurately on purpose.

21. Changes in the way in which data were collected ***can also / can not*** introduce changes in measurement bias.

22. Provided that the method of collecting data remains constant in terms of

the people collecting it and the procedures used, the measurement biases ***should / should not*** remain constant.

23.The final criterion for assessing secondary data is a comparison of the …………………. of acquiring them with the ……………………. they will bring.

24. Which questions are related with overall (**O**) suitability, which ones with precise (**P**) suitability?

( ) Does the data set contain the information you require to answer your research

 question(s) and meet your objectives?

( ) How reliable is the data set you are thinking of using?

( )Do the measures used match those you require?

( ) Is the data set a proxy for the data you really need?

( ) How credible is the data source?

( ) Do the data have an associated copyright statement?

( ) Does the data set cover the population that is the subject of your research?

( ) Is it clear what the source of the data is?

25. ***Structured /Participant*** observation is qualitative and derives from the work of social anthropology earlyin the twentieth century. Its emphasis is on discovering the meanings that people attach totheir actions. By contrast, ***Structured /Participant*** observationis quantitative and ismore concerned with the frequency of those actions.

26. Ernest Hemingway wrote his novel “*For whom the bell tolls*?” by actively taking part in the war revealing his identity. He is a ***complete observer / complete participant/participant as observer / observer as participant.***

27. Participant observation has its roots in ***management and business research / social anthropology.***

28. ***Complete observer / complete participant/participant as observer / observer as participant*** involve you as the researcher in concealing your identity.

29. The a ***complete observer / complete participant/participant as observer / observer as participant*** role sees you as the researcher attempting to become a member of the group in which you are performing research. You do not reveal your true purpose to the group members.

30. The degree to which you reveal your identity as the researcher ***will be / will not be*** dictated by ethical considerations.

31. The closeness of the researcher to the situation being observed can lead to significant ***observer bias / measurement bias***.

32. The participant observer role is a very ***easy /demanding*** one, to which ***all /not all*** researchers will be suited.

33. In contrast to ***participant / structured*** observation,  ***participant / structured*** observation is systematic and has a high level of predetermined structure.

34. Your concern would be in quantifying behaviour. As such, …………………………….. observation may form only a part of your data collection approach because its function is to tell you how often things happen rather than why they happen.

35. One of the key decisions you will need to make before undertaking structured observation is whether you use an ……………………………… coding schedule or ………………… your own.