Worksheet 9: Matching methods to concepts answers

For each of the methods in the table place the concepts to show whether the method is high or low for the list of concepts.

- validity
- reliability
- objectivity
- representativeness
- ethics

Method	High	Low
Questionnaire	• reliability • objectivity • representativeness • ethics	• validity
Structured interview	• reliability • objectivity • representativeness • ethics	• validity
Unstructured interview	• validity	• reliability • objectivity • representativeness • ethics
Laboratory experiment	• reliability • objectivity	• reliability • objectivity • representativeness • ethics
Covert participant observation	• validity	• reliability • representativeness • ethics
Questionnaire	• reliability • objectivity • representativeness • ethics	• reliability • objectivity • representativeness • ethics