



Worksheet 8: Concepts and approaches to research answers

Complete each concept or approach by inserting the missing words.

1 Validity

Data is valid if it presents a **true** and **accurate** description. **Qualitative** data is more likely to be valid. Methods such as **unstructured interviews** and **participant observation** are likely to give valid data.

true **participant** **accurate** **interviews** **unstructured** **Qualitative** **observation**

2 Reliability

Data is reliable if another **researcher** using the same **method** would gain the same **results**. **Quantitative** data is more likely to be reliable. Methods such as **questionnaires** and **laboratory experiments** are likely to give reliable data.

questionnaires **laboratory** **results** **method** **Quantitative** **researcher**
experiments

3 Positivism

Positives prefer **quantitative** data. The use of **statistics** can show links or **correlations** between factors. Positivists will make **generalisations** based on these links. A **representative** sample is needed. This is a sample that reflects the **research population**.

correlations **research** **generalisations** **quantitative** **representative**
statistics **population**

4 Interpretivism

Interpretivists prefer **qualitative** data. They focus on the **meanings** people give to behaviour. Research should be done in **natural situations**. Interpretivists favour **participant observation** and **unstructured interview** methods to gain **in-depth** research.

interview **situations** **observation** **in-depth** **unstructured** **qualitative**
participant **natural** **meanings**