



## Worksheet 8: Concepts and approaches to research

Complete each concept or approach by inserting the missing words.

### 1 Validity

Data is valid if it presents a \_\_\_\_\_ and \_\_\_\_\_ description. \_\_\_\_\_ data is more likely to be valid. Methods such as \_\_\_\_\_ and \_\_\_\_\_ are likely to give valid data.

**true    participant    accurate    interviews    unstructured    Qualitative    observation**

### 2 Reliability

Data is reliable if another \_\_\_\_\_ using the same \_\_\_\_\_ would gain the same \_\_\_\_\_. \_\_\_\_\_ data is more likely to be reliable. Methods such as \_\_\_\_\_ and \_\_\_\_\_ are likely to give reliable data.

**questionnaires    laboratory    results    method    Quantitative    researcher  
experiments**

### 3 Positivism

Positivists prefer \_\_\_\_\_ data. The use of \_\_\_\_\_ can show links or \_\_\_\_\_ between factors. Positivists will make \_\_\_\_\_ based on these links. A \_\_\_\_\_ sample is needed. This is a sample that reflects the \_\_\_\_\_.

**correlations    research    generalisations    quantitative    representative  
statistics    population**

### 4 Interpretivism

Interpretivists prefer \_\_\_\_\_ data. They focus on the \_\_\_\_\_ people give to behaviour. Research should be done in \_\_\_\_\_. Interpretivists favour \_\_\_\_\_ and \_\_\_\_\_ methods to gain \_\_\_\_\_ research.

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