



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

Positives 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**