OUTCOMES-

Data Collection:

1. **Secondary Data:**
    - **Definition:** Secondary data is information that has already been collected, processed, and published for some other purpose.
    - **Sources:** Examples include books, articles, government reports, websites, and databases.
2. **Primary Data:**
    - **Definition:** Primary data is original data collected for a specific research purpose.
    - **Collection Methods:**
        - **Observation:** Directly watching and recording behaviors.
        - **Questionnaire:** Distributing a set of questions to respondents to gather information.
        - **Interviewing:** Conducting face-to-face or remote conversations to collect information.

Designing of Questionnaire:

1. **Objective:**
    - Clearly define the purpose of the questionnaire.
2. **Structure:**
    - Organize questions logically.
    - Use a mix of question types (open-ended, closed-ended).
3. **Clarity:**
    - Ensure questions are clear and unambiguous.
4. **Length:**
    - Keep the questionnaire concise to avoid respondent fatigue.

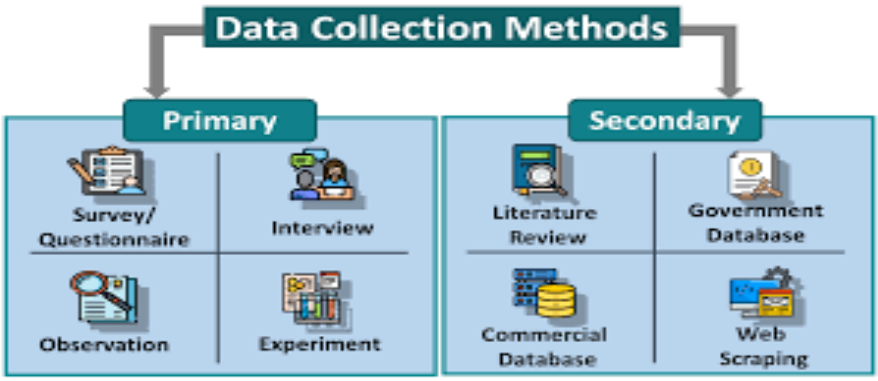
Interviewing:

1. **Types:**
    - **Structured:** Follows a predetermined set of questions.
    - **Unstructured:** Allows for a more conversational, open-ended approach.
2. **Skills:**
    - Effective communication, active listening, and probing.

Data Processing and Tabulation:

1. **Editing:**
    - **Definition:** Reviewing data for errors and inconsistencies.
    - **Problems:** Missing data, outliers, inaccuracies.
2. **Coding:**
    - **Definition:** Assigning numerical or alphanumeric codes to responses.
    - **Purpose:** Facilitates it.

Data Collection: is a common data collection methods include surveys, interviews, observations, focus groups, experiments, and secondary data analysis. The data collected through these methods can then be analyzed and used to support or refute research hypotheses and draw conclusions about the study's subject matter.



1. Secondary Data:

Definition: Data that has already been collected and published or processed by someone else for a different purpose.

Sources: Books, articles, government reports, websites, etc.

1.Primary Data:

Definition: Data collected firsthand for a specific research goal.

Primary Data Collection Methods

Primary data is the type of data that has not been around before. Primary data is unique findings of your research. Primary data collection and analysis typically requires more time and effort to conduct compared to the secondary data research. Primary data collection methods can be divided into two groups: **quantitative and qualitative.**

-**Quantitative data collection methods** are based on mathematical calculations in various formats. Methods of quantitative data collection and analysis include questionnaires with closed-ended questions, methods of correlation and regression, mean, mode and median and others.

-**Quantitative methods** are cheaper to apply and they can be applied within shorter duration of time compared to qualitative methods. Moreover, due to a high level of standardisation of quantitative methods, it is easy to make comparisons of findings.

-**Qualitative research methods**, on the contrary, do not involve numbers or mathematical calculations. Qualitative research is closely associated with words, sounds, feeling, emotions, colours and other elements that are non-quantifiable.

-**Qualitative studies aim to** ensure greater level of depth of understanding and qualitative data collection methods include interviews, questionnaires with open-ended questions, focus groups, observation, game or role-playing, case studies etc.

-**choice between quantitative or qualitative methods of data collection depends on the area of your research and the nature of research aims and objectives.**

2. Secondary Data:

Definition: Data that has already been collected and published or processed by someone else for a different purpose.

Sources:

Secondary Data Collection Methods

Secondary data is data collected by someone other than the actual user. It means that the information is already available, and someone analyses it. The secondary data includes magazines, newspapers, books, journals, etc. It may be either published data or unpublished data.

Published data are available in various resources including

- Government publications
- Public records
- Historical and statistical documents
- Business documents
- Technical and trade journals

Unpublished data includes

- Diaries
- Letters
- Unpublished biographies, etc.

Books, articles, government reports, websites, etc.

Secondary Data Collection Methods

Secondary data is a type of data that has already been published in books, newspapers, magazines, journals, online portals etc. There is an abundance of data available in these sources about your research area in business studies, almost regardless of the nature of the research area. Therefore, application of appropriate set of criteria to select secondary data to be used in the study plays an important role in terms of increasing the levels of research validity and reliability.

-These criteria include, but not limited to date of publication, credential of the author, reliability of the source, quality of discussions, depth of analyses, the extent of

contribution of the text to the development of the research area etc. Secondary data collection is discussed in greater depth in Literature Review chapter.

-Secondary data collection methods offer a range of advantages such as saving time, effort and expenses. However they have a major disadvantage. Specifically, secondary research does not make contribution to the expansion of the literature by producing fresh (new) data.

Collection Methods:

Observation: Systematic watching and recording of behavior or phenomena.

Questinterviews. Only highly structured interviews with closed-ended questions can be used for quantitative data collection. Interviews can be conducted in one of the following formats:

1.Face-to-face interviews,

2.Telephone interviews,

3. Computer-Assisted Personal Interviewing (CAPI).

Questionnaires (surveys). Again, questionnaires only with closed-ended questions can be used as quantitative data collection method. The following are popular formats for questionnaires:

1.Internet-based questionnaire;

2.Mail questionnaire;

3.Face-to-face survey.

Observations. The type of observation that can be used to collect quantitative data is systematic, where the researcher counts the number of occurrences of phenomenon.

onnaire: A set of pre-determined questions administered to respondents.

Interviewing: Direct conversation between the researcher and the respondent.

3. Designing Questionnaire:

Steps:

Observation Method

Observation method is used when the study relates to behavioural science. This method is planned systematically. It is subject to many controls and checks. The different types of observations are:

- Structured and unstructured observation
- Controlled and uncontrolled observation
- Participant, non-participant and disguised observation

Interview Method

The method of collecting data in terms of verbal responses. It is achieved in two ways, such as

- Personal Interview – In this method, a person known as an interviewer is required to ask questions face to face to the other person. The personal interview can be structured or unstructured, direct investigation, focused conversation, etc.
- Telephonic Interview – In this method, an interviewer obtains information by contacting people on the telephone to ask the questions or views, verbally.

Questionnaire Method

In this method, the set of questions are mailed to the respondent. They should read, reply and subsequently return the questionnaire. The questions are printed in the definite order on the form. A good survey should have the following features:

- Short and simple
- Should follow a logical sequence
- Provide adequate space for answers
- Avoid technical terms

- Should have good physical appearance such as colour, quality of the paper to attract the attention of the respondent

Schedules

This method is similar to the questionnaire method with a slight difference. The enumerations are specially appointed for the purpose of filling the schedules. It explains the aims and objects of the investigation and may remove misunderstandings, if any have come up. Enumerators should be trained to perform their job with hard work and patience.

1.Clearly define the research objectives.

2.Identify the target respondents.

3.Develop clear and concise questions.

4.Organize questions in a logical order.

5.Pre-test the questionnaire to identify and rectify issues.

Data Processing and Tabulation:

1. Editing:

Definition: Reviewing data for accuracy and completeness.

Coding: Assigning numerical codes or labels to data for easier analysis.

2.Problems in Editing:

1.Missing data.

2.Inconsistent responses.

3.Outliers.

2. Tabulation:

Definition: Summarizing and presenting data in a systematic, organized form.

Steps:

1.Grouping data into categories.

2.Creating tables.

3.Calculating frequencies and percentages.

Quantitative Data Analysis

In quantitative data analysis you are expected to turn raw numbers into meaningful data through the application of rational and critical thinking. Quantitative data analysis may include the calculation of frequencies of variables and differences between variables. A quantitative approach is usually associated with finding evidence to either support or reject hypotheses you have formulated at the earlier stages of your research process.

The same figure within data set can be interpreted in many different ways; therefore it is important to apply fair and careful judgement.

For example, questionnaire findings of a research titled "A study into the impacts of informal management-employee communication on the levels of employee motivation: a case study of Agro Bravo Enterprise" may indicate that the majority 52% of respondents assess communication skills of their immediate supervisors as inadequate.

This specific piece of primary data findings needs to be critically analyzed and objectively interpreted through comparing it to other findings within the framework of the same research. For example, organizational culture of Agro Bravo Enterprise, leadership style, the levels of frequency of management-employee communications need to be taken into account during the data analysis.

Moreover, literature review findings conducted at the earlier stages of the research process need to be referred to in order to reflect the viewpoints of other authors regarding the causes of employee dissatisfaction with management communication. Also, secondary data needs to be integrated in data analysis in a logical and unbiased manner.

Let's take another example. You are writing a dissertation exploring the impacts of foreign direct investment (FDI) on the levels of economic growth in Vietnam using correlation quantitative data analysis method. You have specified FDI and GDP as variables for your research and correlation tests produced correlation coefficient of 0.9.

In this case simply stating that there is a strong positive correlation between FDI and GDP would not suffice; you have to provide explanation about the manners in which the growth on the levels of FDI may contribute to the growth of GDP by referring to the findings of the literature review and applying your own critical and rational reasoning skills.

A set of analytical software can be used to assist with analysis of quantitative data. The following table illustrates the advantages and disadvantages of three popular quantitative data analysis software: Microsoft Excel, Microsoft Access and SPSS.

Q-1 What are the 4 methods of data collection?

The 4 methods of data collection are:
Observation method
Interview method
Questionnaire method
Schedules

Q-2 What is data collection and its types?

Data collection is a process of gathering information from all the relevant sources to find a solution to the research problem. It helps to estimate the outcome of the situation. The data collection methods enable you to conclude an answer to the relevant question. Some of the data collection types include surveys,technique, focus groups, interviews and so on.

Q3 What are the primary data collection methods?

As we know, the primary data collection is expensive and time consuming. The primary data collection methods are:
Observation method
Interview method
Questionnaire method
Schedules
Surveys

Q4 What are data collection tools?

The devices or instruments used to collect the data are called data collection tools. The tools are questionnaires on papers or system based (virtual form) interviews, checklists, interviews, etc.

Q5 What are quantitative data collection methods?

Quantitative data collection methods are a part of the primary data, i.e. a type of information that is obtained directly from the first-hand source through experiments, surveys, or observations.
Excel Spreadsheet

Advantages and disadvantages of popular quantitative analytical software

Quantitative data analysis with the application of statistical software consists of the following stages

-Preparing and checking the data. Input of data into computer.

-Selecting the most appropriate tables and diagrams to use according to your research objectives.

-Selecting the most appropriate statistics to describe your data.

-Selecting the most appropriate statistics to examine relationships and trends in your data.

-It is important to note that while the application of various statistical software and programs are invaluable to avoid drawing charts by hand or undertake calculations manually, it is easy to use them incorrectly. In other words, quantitative data analysis is "a field where it is not at all difficult to carry out an analysis which is simply wrong, or inappropriate for your data or purposes. And the negative side of readily available specialist statistical software is that it becomes that much easier to generate elegantly presented rubbish".

Sampling

Sampling can be explained as a specific principle used to select members of population to be included in the study. It has been rightly noted that "because many populations of interest are too large to work with directly, techniques of statistical sampling have been devised to obtain samples taken from larger populations."

In other words, due to the large size of target population, researchers have no choice but to study the a number of cases of elements within the population to represent the population and to reach conclusions about the population.

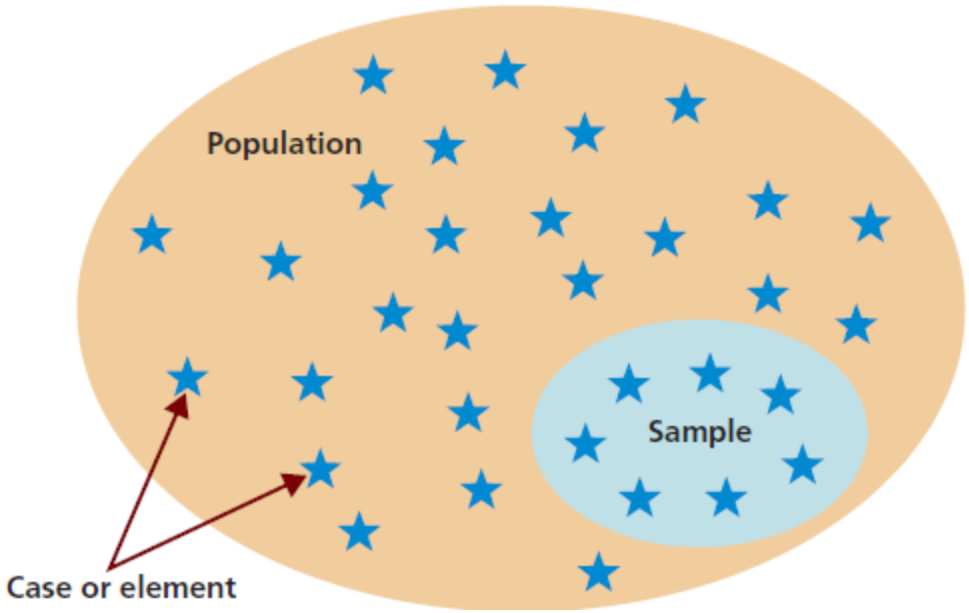


Figure 1. Population, sample and individual cases[2]

Brown (2006) summarizes the advantages of sampling in the following points[3]:
a) Makes the research of any type and size manageable;
b) Significantly saves the costs of the research;
c) Results in more accurate research findings;
d) Provides an opportunity to process the information in a more efficient way;
e) Accelerates the speed of primary data collection.

The Process of Sampling in Primary Data Collection

The process of sampling in primary data collection involves the following stages:

1. Defining target population. Target population represent specific segment within wider population that are best positioned to serve as a primary data source for the research. For example, for a dissertation entitled '*Impact of social networking sites on time management practices amongst university students in the UK*" target population would consist of individuals residing in the UK.

2. Choosing sampling frame. Sampling frame can be explained as a list of people within the target population who can contribute to the research.

***3. Determining sampling size*.** This is the number of individuals from the sampling frame who will participate in the primary data collection process. The following observations need to be taken into account when determining sample size:

a) The magnitude of sampling error can be diminished by increasing the sample size.

b) There are greater sample size requirements in survey-based studies than in experimental studies.

c) Large initial sample size has to be provisioned for mailed questionnaires, because the percentage of responses can be as low as 20 to 30 per cent.

d) The most important factors in determining the sample size include subject availability and cost factors.

4. Selecting a sampling method. This relates to a specific method according to which 200 university students in the UK are going to be selected to participate in research named above.

5. Applying the chosen sampling method in practice.

Types of Sampling in Primary Data Collection

Sampling methods are broadly divided into two categories: probability and non-probability.

In probability sampling every member of population has a known chance of participating in the study. Probability sampling methods include simple, stratified systematic, multistage, and cluster sampling methods.

In non-probability sampling, on the other hand, sampling group members are selected on non-random manner, therefore not each population member has a chance to participate in the study. Non-probability sampling methods include purposive, quota, convenience and snowball sampling methods. The Figure 2 below illustrates specific sampling methods belonging to each category:

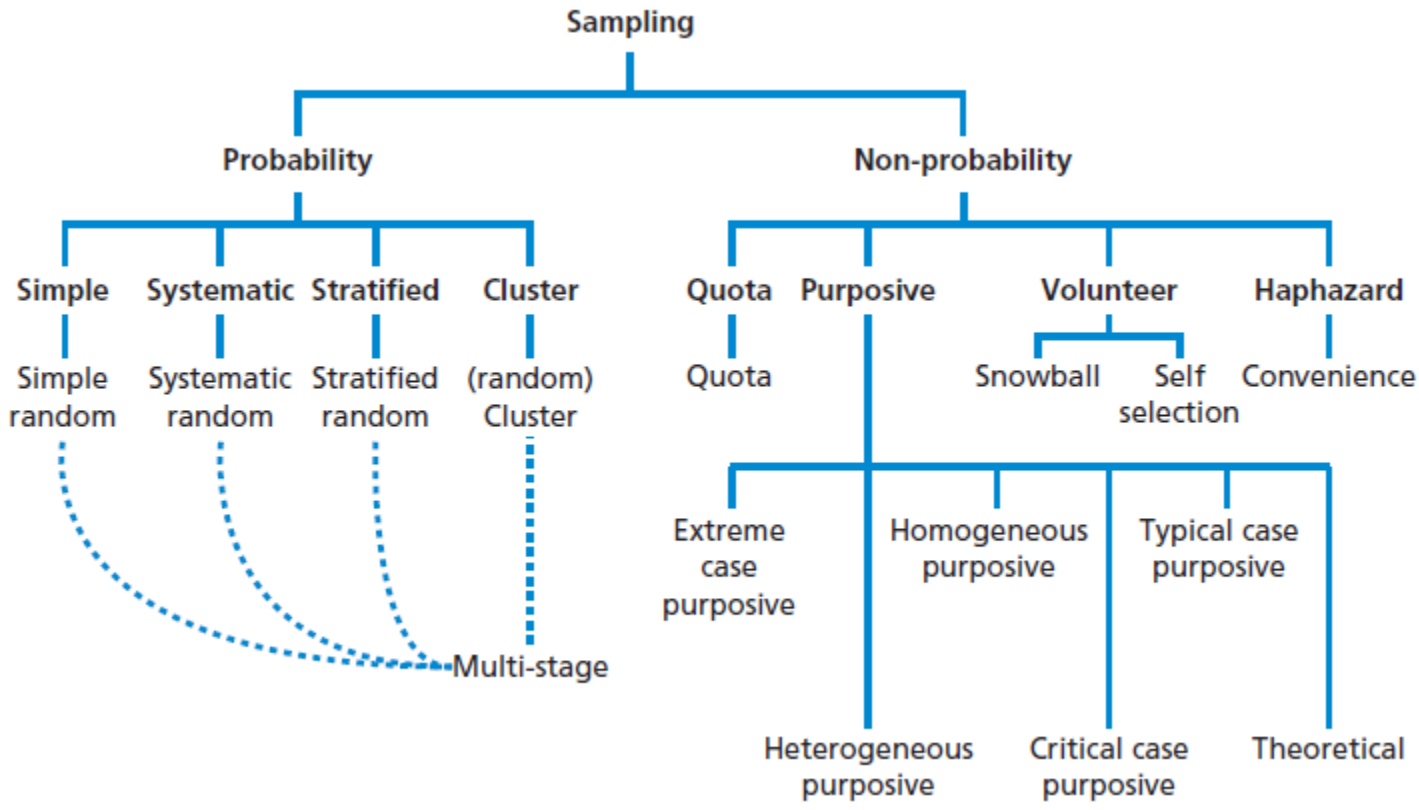


Figure 2. Categorisation of sampling techniques

Editing:

Definition: Editing is the process of reviewing collected data for accuracy, completeness, and consistency. It involves identifying and rectifying errors or inconsistencies in the data.

Coding:

Definition: Coding is the process of assigning numerical or alphanumeric codes to data for easier analysis and categorization.

Problems in Editing:

1.Missing Data:

-Issue: Some respondents may not provide answers to certain questions.

-Solution: Follow up with respondents to complete missing information or use statistical imputation techniques.

2.Inconsistent Responses:

-Issue: Respondents may provide conflicting or contradictory information.

-Solution: Cross-check responses, validate with additional questions, or clarify ambiguous questions during the data collection phase.

3.Outliers:

-Issue: Extreme values that deviate significantly from the majority of the data.

-Solution: Investigate outliers to determine if they are valid data points or result from errors. Decide whether to exclude or adjust them based on the investigation.

Tabulation:

Definition: Tabulation involves organizing and presenting data in a structured form, typically using tables. It facilitates a clear and concise summary of the main findings in the dataset.

Steps in Tabulation:

- **Grouping Data:**

Process: Group data into categories based on relevant characteristics or variables.

Purpose: Simplifies the presentation and analysis of data.

- **Creating Tables:**

Process: Construct tables to display the grouped data in a clear and organized manner.

Purpose: Enhances readability and understanding of data patterns.

- **Calculating Frequencies and Percentages:**

Process: Determine the frequency of occurrences for each category and express them as percentages of the total.

Purpose: Provides insights into the distribution and relative importance of different categories.

Ethical Considerations

1 .Ethical Considerations can be specified as one of the most important parts of the research. Dissertations may even be doomed to failure if this part is missing.

2.Research participants should not be subjected to harm in any ways whatsoever.

3. Respect for the dignity of research participants should be prioritised.

4. Full consent should be obtained from the participants prior to the study.

5. The protection of the privacy of research participants has to be ensured.

6 .Adequate level of confidentiality of the research data should be ensured.

7. Anonymity of individuals and organisation participating in the research has to be ensured.

8.Any deception or exaggeration about the aims and objectives of the research must be avoided.

9.Affiliations in any forms, sources of funding, as well as any possible conflicts of interests have to be declared.

10.Any type of communication in relation to the research should be done with honesty and transparency.

11.Any type of misleading information, as well as representation of primary data findings in a biased way must be avoided

QUESTIONNAIRE

A good questionnaire should be valid, reliable, clear, succinct and interesting. It is important to design the questionnaire based on a conceptual framework, each question for relevance and clarity, and think of the analysis you are going to perform at the end of the day.

What is the design of a questionnaire?

Questionnaire design is the process of designing the format and questions in the survey instrument that will be used to collect data about a particular phenomenon. In designing a questionnaire, all the various stages of survey design and implementation should be considered.

The Questionnaire Development Process

Most marketing researchers follow the following step process when developing questionnaires:

Step 1: Determine the Survey Objectives, Resources, and Time Constraints

Once the decision has been made to conduct a survey, the marketer and marketing researchers must agree on the survey objectives, or what information the survey is to collect. In addition to establishing the goals of the survey, a budget and timetable must be established.

Step 2: Determine How The Questionnaire Will Be Administered

As previously stated, marketing researchers can administer surveys in a variety of ways. Researchers administer surveys online, through the mail, on the telephone, or by face-to-face interviews. Each method has its strengths and weaknesses:

Face-to-Face Interviews

Face-to-face interviews were once the most commonly used method of administering surveys. Seventy years ago it was not uncommon for interviewers to visit neighborhoods and knock on potential respondents doors. When researchers administer a questionnaire with a face-to-face interview they now use mall-intercept interviews. Mall-intercept interviews are conducted at shopping malls. The interviewer approaches a shopper who appears to meet the definition of the desired respondent. After the interviewer determines that the potential respondent is an appropriate respondent, the interview can be given on the spot or the person is invited to a facility located in the mall to complete the questionnaire.

Mall-intercept interviews are very popular. It is estimated that nearly two-thirds of marketing research questionnaires are completed at shopping malls.

Telephone Surveys

A telephone survey is another method of survey administration. With this method, potential respondents are contacted by telephone. The phone numbers are selected using a random dialing system or other computer techniques designed to ensure the random selection of the respondents and the most likely time to reach them at home. This method is commonly used in public opinion surveys. Telephone interviews have a high response rate and the researchers can ask follow-up questions. They are, however, expensive to conduct. A disadvantage of telephone surveys is that the research cannot use visual stimuli.

Mail Surveys

For mail surveys, the questionnaires are delivered through the mail. Market researchers use two types of mail surveys: **Ad Hoc Mail Surveys** and **Mail Panels**. These questionnaires are self-administered by the respondent; which is to say, there is no interviewer.

With *ad hoc* mail surveys, questionnaires are mailed to random people with whom the researchers have no relationship. These names may have been acquired through purchased mailing lists. The marketing researchers contact these potential respondents once. Mail panel surveys are composed of respondents who have been pre-screened. Members of the mail panel have agreed to participate in regularly administered surveys.

Online Surveys

Self-administered surveys delivered through the Internet are rapidly growing. They offer advantages, which many researchers think outweigh some serious disadvantages.

Among the advantages of online surveys are:

1. **Rapid deployment** of the questionnaires
2. **Rapid analysis** of the results: Respondents perform the data entry for the researcher. This saves time and money. Online surveys often use software that can summarize the results. And, data from online surveys can be automatically imported into statistical programs like SPSS and database programs like Microsoft Access.
3. **Reduced cost**: With no printing and postage, Internet surveys are far less expensive than mail surveys. And, tabulating the results of an online survey is much faster and less expensive than telephone surveys.
4. **Higher response rates** than mail or telephone surveys: Online surveys are faster to complete than telephone or mail surveys, which lead to higher response rates.

The disadvantages of online surveys include:

1. **Sample Bias:** Internet access is still not universal. This raises the issue of whether online surveys represent the population of interest. This is a problem because the researchers cannot be certain of the demographics, psychographics, and usage patterns of the person completing the survey.
2. **Measurement Error:** Research suggests that online surveys may have low reliability and validity. These concerns stem from studies that administered the same questionnaire online and offline with significantly different results. [2]
3. **Non-Response Bias:** Respondents who answer online questionnaires have very different demographics and attitudes than those who do not respond. [3]
4. **Response rates**: Response rates for online fall sharply when questionnaires exceed 15 questions. [4] At present, expert opinion suggests that online surveys should take no longer than 7 minutes to complete.[5] A 5 to 7 minute survey typically has between 11 to 15 questions.

Step 3: Determine the Question Format

Open-Ended Questions

Open-ended questions are like the questions used with Exploratory Research. Respondents answer the question using their own words. Open-ended questions to not contain a set list of answers.

What is An Interview?

An interview is a way to get information from a person by asking questions and hearing their answers.

An interview is a question-and-answer session where one person asks questions, and the other person answers those questions. It can be a one-on-one, two-way conversation, or there can be more than one interviewer and more than one participant.

The interview is the most important part of the whole selection bias process. It is used to decide if a person should be interviewed further, hired, or taken out of consideration. It is the main way to learn more about applicants and the basis for judging their job-related knowledge, research skills, and abilities.

Fundamental Types of Interviews in Research

A researcher has to conduct interviews with a group of participants at a juncture in the research where information can only be obtained by meeting and personally connecting with a section of their target audience. Interviews offer the researchers a platform to prompt their participants and obtain inputs in the desired detail. There are three fundamental types of interviews in research:

1. Structured Interviews:

Structured interviews are defined as research tools that could be more flexible in their operations are allow more or no scope of prompting the participants to obtain and analyze results. It is thus also known as a standardized interview and is significantly quantitative in its approach.

Questions in this interview are pre-decided according to the required detail of information. This can be used in a focus group interview and an in-person interview.

These interviews are excessively used in survey research with the intention of maintaining uniformity throughout all the interview sessions.

They can be closed-ended and open-ended – according to the type of target population. Closed-ended questions can be included to understand user preferences from a collection of answer options. In contrast, open-ended ones can be included to gain details about a particular section in the interview.

Example of a structured interview question:

Here's an example of a structured question for a job interview for a customer service job:

- Can you talk about what it was like to work in customer service?

- How do you deal with an angry or upset customer?
- How do you ensure that the information you give customers is correct?
- Tell us about when you went out of your way to help a customer.
- How do you handle a lot of customers or tasks at once?
- Can you talk about how you've used software or tools for customer service?
- How do you set priorities and use your time well while giving good customer service?
- Can you tell us about when you had to get a customer to calm down?
- How do you deal with a customer who wants something that goes against your company's rules?
- Tell me about a time when you had to deal with a hard customer or coworker.

Advantages of structured interviews:

- It focuses on the accuracy of different responses, due to which extremely organized data can be collected. Different respondents have different types of answers to the same structure of questions – answers obtained can be collectively analyzed.
- They can be used to get in touch with a large sample of the target population.
- The interview procedure is made easy due to the standardization offered by it.
- Replication across multiple samples becomes easy due to the same structure of the interview.
- As the scope of detail is already considered while designing the interview questions, better information can be obtained. The researcher can analyze the research problem comprehensively by asking accurate research questions.
- Since the structure of the interview is fixed, it often generates reliable results and is quick to execute.

Disadvantages of structured interviews:

- The limited scope of assessment of obtained results.
- The accuracy of information overpowers the detail of information.
- Respondents are forced to select from the provided answer options.
- The researcher is expected to always adhere to the list of decided questions, irrespective of how interesting the conversation is turning out to be with the participants.

- A significant amount of time is required for a structured interview.

2. Semi-Structured Types of Interviews:

Semi-structured interviews offer a considerable amount of leeway to the researcher to probe the respondents, along with maintaining a basic interview structure. Even if it is a guided conversation between researchers and interviewees – appreciable flexibility is offered to the researchers. A researcher can be assured that multiple interview rounds will not be required in the presence of structure in this type of research interview.

Keeping the structure in mind, the researcher can follow any idea or take creative advantage of the entire interview. Additional respondent probing is always necessary to garner information for a research study. The best application of semi-structured interviews is when the researcher doesn't have time to conduct research and requires detailed information about the topic.

Example of a semi-structured interview question:

- Can you tell us about the marketing work you've done?
- What do you think are the most important parts of a marketing campaign that works?
- Tell me about a campaign you worked on that you're very proud of.
- How do you do research on the market and look at data to help you make marketing decisions?
- Can you tell us about a time when you had to change your marketing plan because of something that didn't go as planned?
- How do you figure out if a marketing campaign worked?
- Can you talk about how you've used social media to market?
- How do you ensure your marketing message gets through to the people you want to hear it?
- Can you tell us about a time when you had to run a marketing campaign on a small budget?
- How do you keep up with changes and trends in marketing?

Advantages of semi-structured interviews:

- Questions from semi-structured interview questions are prepared before the scheduled interview, giving the researcher time to prepare and analyze the questions.

- It is flexible to an extent while maintaining the research guidelines.
- Unlike a structured interview, researchers can express the interview questions in the preferred format.
- Reliable qualitative data can be collected via these interviews.
- The flexible structure of the interview.

Disadvantages of semi-structured interviews:

- Participants may question the reliability factor of these interviews due to the flexibility offered.
- Comparing two different answers becomes difficult as the guideline for conducting interviews is not entirely followed. No two questions will have the exact same structure, and the result will be an inability to compare are infer results.

3. Unstructured Interviews:

Unstructured interviews are usually described as conversations held with a purpose in mind – to gather data about the research study. These interviews have the least number of questions as they lean more towards a normal conversation but with an underlying subject.

The main objective of most researchers using unstructured interviews is to build a bond with the respondents, due to which there is a high chance that the respondents will be 100% truthful with their answers. There are no guidelines for the researchers to follow. So they can approach the participants ethically to gain as much information as possible about their research topic.

For a researcher to obtain the desired outcome, he/she must keep the following factors in mind:

- The intent of the interview.
- The interview should primarily take into consideration the participant's interests and skills.
- All the conversations should be conducted within the permissible limits of research, and the researcher should try and stick by these limits.
- The researcher's skills and knowledge should match the interview's purpose.
- Researchers should understand the dos and don'ts of it.

Example of an unstructured interview question:

- Can you tell me about when you had to deal with something hard and how you did it?
- What are some of the things you're most proud of, and what did you learn from them?
- How do you deal with ambiguity or not knowing what to do at work?
- Can you describe how you lead and how you get your team going?
- Tell me about a time when you had to take a chance and how it turned out.
- What do you think are the most important qualities for success in this role?
- How do you deal with setbacks or failures, and what do you learn from them?
- Can you tell me about a time when you had to solve a problem by thinking outside the box?
- What do you think makes you different from the other people who want this job?
- Can you tell me about a time when you had to make a hard choice and how you made that choice?

Advantages of Unstructured Interviews:

- Due to this type of interview's informal nature, it becomes extremely easy for researchers to try and develop a friendly rapport with the participants. This leads to gaining insights in extreme detail without much conscious effort.
- The participants can clarify all their doubts about the questions, and the researcher can take each opportunity to explain his/her intention for better answers.
- There are no questions that the researcher has to abide by, and this usually increases the flexibility of the entire research process.

Disadvantages of Unstructured Interviews:

- Researchers take time to execute these interviews because there is no structure to the interview process.
- The absence of a standardized set of questions and guidelines indicates that its reliability of it is questionable.
- The ethics involved in these interviews are often considered borderline upsetting

Other Types of Interviews

Behavioral Interview

During this type of interview, candidates are asked to give specific examples of how they have acted in the past. The idea behind this kind of interview is that what someone did in the past can be a sign of how they will act in the future. And by this interview, the company can also understand the interviewee's behavior through body language.

Panel Interview

During a panel interview, three or more interviewers usually ask questions and evaluate the candidate's answers as a group. This is a good way to get a full picture of a candidate's skills and suitability for the job.

Group Types of Interviews

Multiple people are interviewed at the same time in group interviews. This form of interview often focus groups that are utilized on entry-level positions or employment in customer service to examine how well candidates get along with others and function as a team.

Case Interview

During a case interview, candidates are given a business problem or scenario and asked to think about how to solve it. In the consulting and finance fields, this kind of interview is common.

Technical Interview

A candidate's technical skills and knowledge are tested during a technical interview, usually in fields like engineering or software development. Most of the time, candidates are asked to solve problems or complete technical tasks.

Stress Interview

During a stress interview, candidates are put under pressure or asked difficult or confrontational questions on purpose to see how they react in stressful

situations. This kind of interview is used to see how well a candidate can deal with stress and hard situations.

Methods of Research Interviews:

There are four methods to conduct research interviews, each of which is peculiar in its application and can be used according to the research study requirement.

Personal Interviews:

Personal interviews are one of the most used types of interviews, where the questions are asked personally directly to the respondent as a form of an individual interview. One of the many in-person interviews is a lunch interview, which is frequently better suited for casual inquiries and discussions.

For this, a researcher can have a guide to online surveys to take note of the answers. A researcher can design his/her survey in such a way that they take

notes of the comments or points of view that stands out from the interviewee. It can be a one-on-one interview as well.

Advantage:

- Higher response rate.
- When the interviewees and respondents are face-to-face, there is a way to adapt the questions if this is not understood.
- More complete answers can be obtained if there is doubt on both sides or a remarkable piece of information is detected.
- The researcher has an opportunity to detect and analyze the interviewee's body language at the time of asking the questions and taking notes about it.

Disadvantages:

- They are time-consuming and extremely expensive.
- They can generate distrust on the part of the interviewee since they may be self-conscious and not answer truthfully.
- Contacting the interviewees can be a real headache, either scheduling an appointment in workplaces or going from house to house and not finding anyone.
- Therefore, many interviews are conducted in public places like shopping centers or parks. Even consumer studies take advantage of these sites to conduct interviews or surveys and give incentives, gifts, and coupons. In short, There are great opportunities for online research in shopping centers.
- Among the advantages of conducting such types of interviews is that the respondents will have more fresh information if the interview is conducted in the context and with the appropriate stimuli so that researchers can have data from their experience at the scene of the events immediately and first hand. The interviewer can use an online survey through a mobile device that will undoubtedly facilitate the entire process.

Telephonic Type of Interviews:

Phonic interviews are widely used and easily combined with online surveys to conduct research effectively.

Advantages:

- To find the interviewees, it is enough to have their phone numbers on hand.
- They are usually lower cost.
- The information is collected quickly.
- Having a personal contact can also clarify doubts or give more details of the questions.

Disadvantages:

- Many times researchers observe that people do not answer phone calls because it is an unknown number for the respondent or simply already changed their place of residence and they cannot locate it, which causes a bias in the interview.
- Researchers also face that they simply do not want to answer and resort to pretexts such as they are busy to answer, they are sick, they do not have the authority to answer the questions asked, they have no interest in answering, or they are afraid of putting their security at risk.
- One of the aspects that should be taken care of in these types of interviews is the kindness with which the interviewers address the respondents in order to get them to cooperate more easily with their answers. Good communication is vital for the generation of better answers.

Email or Web Page Types of Interviews:

Online research is growing more and more because consumers are migrating to a more virtual world, and it is best for each researcher to adapt to this change.

The increase in people with Internet access has made it popular that interviews via email or web page stand out among the types of interviews most used today. For this nothing better than an online survey.

More and more consumers are turning to online shopping, which is why they are a great niche to be able to carry out an interview that will generate information for the correct decision-making.

Advantages of email surveys:

- Speed in obtaining data
- The respondents respond according to their time, when they want, and where they decide.
- Online surveys can be mixed with other research methods or using some of the previous interview models. They are tools that can perfectly complement and pay for the project.
- A researcher can use a variety of questions and logic to create graphs and reports immediately.

Disadvantages of email survey:

- Low response rates
- Limited access to certain populations
- Potential for spam filters
- Lack of personal touch

Data Processing and Tabulation: Editing coding, problems in editing, tabulation.

After collecting data, the method of converting raw data into meaningful statement; includes data processing, data analysis, and data interpretation and presentation.

Data reduction or processing mainly involves various manipulations necessary for preparing the data for analysis. The process (of manipulation) could be manual or electronic. It involves editing, categorizing the open-ended questions, coding, computerization and preparation of tables and diagrams.

Data Processing: Editing, Coding, Tabulating

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editing, categorizing the open-ended questions, coding, computerization and preparation of tables and diagrams.

Editing data

Information gathered during data collection may lack uniformity. Example: Data collected through questionnaire and schedules may have answers which may not be ticked at proper places, or some questions may be left unanswered. Sometimes information may be given in a form which needs reconstruction in a category designed for analysis, e.g., converting daily/monthly income in annual income and so on. The researcher has to take a decision as to how to edit it.

Editing also needs that data are relevant and appropriate and errors are modified. Occasionally, the investigator makes a mistake and records and impossible answer. “How much red chilies do you use in a month” The answer is written as “4 kilos”. Can a family of three members use four kilo chilies in a month? The correct answer could be “0.4 kilo”.

Care should be taken in editing (re-arranging) answers to open-ended questions. Example: Sometimes “don’t know” answer is edited as “no response”. This is wrong. “Don’t know” means that the respondent is not sure and is in a double mind about his reaction or considers the questions personal and does not want to answer it. “No response” means that the respondent is not familiar with the situation/object/event/individual about which he is asked.

Coding of data:

Coding is translating answers into numerical values or assigning numbers to the various categories of a variable to be used in data analysis. Coding is done by using a code book, code sheet, and a computer card. Coding is done on the basis of the instructions given in the codebook. The code book gives a numerical code for each variable.

Now-a-days, codes are assigned before going to the field while constructing the questionnaire/schedule. Pose data collection; pre-coded items are fed to the computer for processing and analysis. For open-ended questions, however, post-coding is necessary. In such cases, all answers to open-ended questions are placed in categories and each category is assigned a code.

Manual processing is employed when qualitative methods are used or when in quantitative studies, a small sample is used, or when the questionnaire/schedule has a large number of open-ended questions, or when accessibility to computers is difficult or inappropriate. However, coding is done in manual processing also.

Data classification/distribution: **distribution of data as a form of classification of scores obtained for the various categories or a particular variable. There are four types of distributions:**

1. Frequency distribution
2. Percentage distribution
3. Cumulative distribution
4. Statistical distributions

1. Frequency distribution:

In social science research, frequency distribution is very common. It presents the frequency of occurrences of certain categories. This distribution appears in two forms:

Ungrouped: Here, the scores are not collapsed into categories, e.g., distribution of ages of the students of a BJ (MC) class, each age value (e.g., 18, 19, 20, and so on) will be presented separately in the distribution.

Grouped: Here, the scores are collapsed into categories, so that 2 or 3 scores are presented together as a group. For example, in the above age distribution groups like 18-20, 21-22 etc., can be formed)

2. Percentage distribution:

It is also possible to give frequencies not in absolute numbers but in percentages. For instance instead of saying 200 respondents of total 2000 had a monthly income of less than Rs. 500, we can say 10% of the respondents have a monthly income of less than Rs. 500.

3. Cumulative distribution:

It tells how often the value of the random variable is less than or equal to a particular reference value.

4. Statistical data distribution:

In this type of data distribution, some measure of average is found out of a sample of respondents. Several kind of averages are available (mean, median, mode) and the researcher must decide which is most suitable to his purpose. Once the average has been calculated, the question arises: how representative a figure it is, i.e., how closely the answers are bunched around it. Are most of them very close to it or is there a wide range of variation?

Tabulation of data:

After editing, which ensures that the information on the schedule is accurate and categorized in a suitable form, the data are put together in some kinds of tables and may also undergo some other forms of statistical analysis.

Table can be prepared manually and/or by computers. For a small study of 100 to 200 persons, there may be little point in tabulating by computer since this necessitates putting the data on punched cards. But for a survey analysis involving a large number of respondents and requiring cross tabulation involving more than two variables, hand tabulation will be inappropriate and time consuming.

Usefulness of tables:

Tables are useful to the researchers and the readers in three ways:

1. The present an overall view of findings in a simpler way.
2. They identify trends.
3. They display relationships in a comparable way between parts of the findings.

IMPORTANT QUESTIONS-

Q-1 What are the 4 methods of data collection?

The 4 methods of data collection are:
Observation method
Interview method
Questionnaire method
Schedules

Q-2 What is data collection and its types?

Data collection is a process of gathering information from all the relevant sources to find a solution to the research problem. It helps to estimate the outcome of the situation. The data collection methods enable you to conclude an answer to the relevant question. Some of the data collection types include surveys, delphi technique, focus groups, interviews and so on.

Q-3 What are the primary data collection methods?

As we know, the primary data collection is expensive and time consuming. The primary data collection methods are:
1.Observation method
2.Interview method
3.Questionnaire method

4.Schedules
5.Surveys

Q-4What are data collection tools?

The devices or instruments used to collect the data are called data collection tools. The tools are questionnaires on papers or system based (virtual form) interviews, checklists, interviews, etc.

Q-5 What are quantitative data collection methods?

Quantitative data collection methods are a part of the primary data, i.e. a type of information that is obtained directly from the first-hand source through experiments, surveys, or observations.

MCQS

Q-1. What are the types of tables in data processing?

Simple table

Complex/ crosstable

Only b

Both a and b

Q-2. Following are parts in the tabulation of data

Title of the table

Subheadings, arrangement of items in rows and columns

Size and demarcation of columns

Footnotes

All the above

Q-3. After the data has been processed and analysed, the research process requires:

Interpretation of data

Presentation of data

Reporting of data

Testing of data

Q-4. Under descriptive analysis statistical tools used are:

Calculus

Percentage

Mean

Only and a and b

Only b and c

Q-5. Highlight the statistical tools that are available to a researcher in the research process:

Measure central tendency

Measure of dispersion

Measure of asymmetry

Measure of relationship

All the above

Q-6. Data processing involves the following steps:

Editing

Coding

Classification

Tabulation

All of the above

Q-7. In a bar diagram each bar indicates the value of the variable

1. True

2. False

Q-8. Through data interpretation one understands what the given research findings really mean and what is the underlying generalization which is manifested thought the data collected.

True

False

Q-9. In a complex table there is one variant only.

True

False

Q-10. Scientific analysis and interpretation of data is data analysis.

True

False

Q-11. What is one dimensional analysis?

Descriptive analysis with one variable

Descriptive analysis with only one-sided approach

Q-12. The researcher should keep a clear set of_____ formulated at the very start of the research which will lead to clearer actions and better data collection as well as analysis:

Hypothesis

Research design

Limitations

Q-13. A hypothesis which is tested for possible rejection is known as:

Positive hypotheses

Absolute hypotheses

Null hypotheses

Q-14. Which of the following are the diagrammatic representations in research:

Graph

Bar diagram

Pie chart

All the above

16. Bar diagrams can be drawn:

Either vertically

Horizontally

Both vertically and horizontally

17. One of the primary advantages of statistics is:

Reducing large data to manageable size

18. Which chart is presented in the form of a circle with each category occupying a segment that is proportional according to the size of its data:

Bar diagram

Pie chart

Graph

19. The measure of central tendency indicates:

Measure of asymmetry

Measure of average

Measure of variables

None of the above

20. The method of standard deviation is used in:

Measure of relationship

Measure of asymmetry

Measure of dispersion

21.The sample is a representative unit of the population. Is this statement true or false?
True

False

Answer: True.

Q-22. In ……..every unit falling after a chosen gap of units is included in the sample.

Interval sampling

Simple random sampling

Purposive sampling

Cluster sampling

Answer: Interval sampling

Q- 23. Division of the entire population into different groups and then selection of sample on the basis of proportion of each group in the entire population is called as _____.

Stratified sampling

Sequential sampling

Cluster sampling

Quota sampling

Answer: Quota sampling

Q-24. For the study of any population, sampling is conducted because it is _____.

Expensive

Difficult

time-efficient

Biased

Answer: time-efficient

25. A researcher divides a heterogeneous population into homogeneous groups. And then draws samples from each group. Which sampling technique is the researcher using?

Cluster sampling

Stratified sampling

Non-probability sampling

Quota sampling

Answer: Stratified sampling

26. What is a sample called if it represents one or few characteristics of the population more than the others?

Good sample

Bad sample

Biased sample

Ineffective sample

Answer: Biased sample

27. What are the various classifications of sampling?

Random and purposive

Stratified and cluster

Probability and non-probability

Multi-stage and sequential

Answer: Probability and non-probability

Q-28. Simple random sampling cannot be used in _____.

Large population

Homogeneous population

Heterogeneous population

Legal research

29. In _____, all the units of the universe have an equal chance of being included in the sample.

Non-probability sampling

Probability sampling

Judgment sampling

Interval sampling

Answer: Probability sampling

30. Research can never be without any non-sampling errors, but sampling errors can always be avoided.

Is the above statement true or false?

True

False

Answer: False

Q-31. Why are sampling traits important in sampling?

They help us in deciding the sample size.

They help us to differentiate between useless units and useful units.

They form the basis of the research questions.

They are the deciding factor in inclusion of a unit in the sample.

Answer: They are the deciding factor in inclusion of a unit in the sample.

Q-32. Characteristics to be studied and the size of the population have no effect on selecting a sampling technique. Is this statement true or false?

True

False

33. Sampling can only be effectively conducted in a homogeneous population which is finite and not in an infinite universe with heterogeneous population.

Is the above statement true or false?

True

False

Answer: False

34. There are least chances of sampling error in a heterogeneous population. Is this statement true or false?

True

False

Answer: False

35. Studying a sample is a cost-effective method of studying a population. Is this statement true or false?

True

False

Answer: True

36. It is not necessary for a sample to show the same characteristics as the population. Is this statement true or false?

True

False

Answer: False

37. Selection of a sampling unit from a population should be dependent upon the inclusion of another sampling unit. Is this statement true or false?

True

False

Answer: False

38. Population is called as _____ where the members are identical to one another.

Universe

Heterogeneous population

Homogeneous population

Finite universe

Answer: Homogeneous population

40. Which is the odd one out?

Modern qualitative research can generally involve a detailed study of:

Psychological characteristics of interesting individuals.

Media content.

Text.

Conversational exchanges between people and interviews.

Q-41. Which of the following is *incorrect*?

In producing an interview guide for interviewing a group of sex offenders what will the researcher consider?

Using the same language for all the participants.

Not just incorporating questions which relate to theory but basic demographic questions too.

Structuring the interview guide in a sensible order.

Modifying the interview guide as issues are highlighted and more interviews conducted.

Q-42. Which is the odd one out?

In-depth interviews place a lot of responsibility on the interviewer in terms of:

The questioning process.

Ensuring that all the issues are covered in great detail.

Dealing with the emotions of the participant.

Preventing the participant from drifting onto other topics.

Q-43. What is the important practical consideration for researchers conducting interviews?

The equipment being used.

The number of researchers carrying out the interview.

The setting of the interview in terms of locality, privacy, etc.

All of these are considerations.

Q-44. How would you best judge the fruitfulness of research?

The fruitfulness of any research can best be judged according to whether or not the results are significant.

The fruitfulness of any research could be judged by assessing the impact of the research on the public or other researchers.

Fruitfulness of the research is probably best judged in terms of the number of new ideas and insights it offers. This is not easily catalogued; rather it is easy to spot when research lacks novel insight and ideas.

All of these.

Q-45. It is acceptable to consider the application of research findings as an indication of the value of some research. Why does this prove difficult with qualitative research?

Because qualitative research is never used in applied psychology.

Because qualitative research cannot be used effectively to solve a problem.

Because qualitative research is subjective and this undermines its impact.

Because quantitative research is better than qualitative research when it comes to applied psychology.

46. Why does validity pose a problem for qualitative research?

Because the measurement of validity implies that there is something fixed which can be measured.

Because there isn't any quantitative data on which to assess validity.

Because the validity of interviews cannot be measured.

Because validity is only an issue in quantitative research.

Q-47. Qualitative research is often exploratory and has all of the following characteristics except:

It is typically used when a great deal is already known about the topic of interest

It relies on the collection of nonnumerical data such as words and pictures

It is used to generate hypotheses and develop theory about phenomena in the world

It uses the inductive scientific method

Q-48. Research in which the researcher uses the qualitative paradigm for one phase and the quantitative paradigm for another phase is known as _____.

Action research

Basic research

Quantitative research

Mixed method research

Q-49. Which of the following includes examples of quantitative variables?

Age, temperature, income, height

Grade point average, anxiety level, reading performance

Gender, religion, ethnic group

Both a and b

Q-50. Which of the following is characteristic of qualitative research?

1.Generalization to the population

2.Random sampling

3.Unique case orientation

4.Standardized tests and measures

Q-51. Some features are thought to distinguish quantitative from qualitative research *styles*. Considering this, which of the following is incorrect?

1.Qualitative researchers are more willing to accept the post-positivist position that whatever reality is studied our knowledge of it can only be approximate.

2.Quantitative and qualitative methods are both based on positivism and many qualitative researchers apply positivist ideas to messy data.

3.Quantitative researchers often treat reality as a system of causes and effects and appear to regard the quest of research as being generalisable knowledge.

4.For both quantitative and qualitative researchers, language would be regarded as reflecting reality.

Q-52. Which of the following is a characteristic of qualitative research?

1.Design flexibility

2.Inductive analysis

3.Context sensitivity

4.All of the above

Q-53. Qualitative research methods can be thought of as:

1.Parallel with the physical sciences.

2.Methods used to search for the nature of reality.

3.A stark alternative to quantitative research.

4.A preliminary stage in the research which can contribute to the development of adequate quantification.

Q-54. An interest in qualitative methods has increased in terms of analysis of:
1.Language based data.
2.Categorizations.
3.Interest in qualitative is actually on the decline.
4.Laboratory experiments.

Q-55. Which of the following is not a source of data which is appropriate for qualitative study?
Participant observations.

Biographies.

Experiments.

Historical records.

Q-56. A researcher asks three groups of 6 depressed individuals from 3 different mental health units how they think they are stigmatized by society given their mental health. Each group discusses the topic. What type of method of data collection is this?

1.Experiment.

2.Focus groups.

3.Participant observation.

4.Structured interviews.

Q57 . Which of these is an important dimension that identifies different forms of participant observation?

1.Explanation to participants as to the purpose of the research can be given in full, partial, not at all, or is misleading.

2.The participant's knowledge of the observations are either overt or covert.

3.Some observers are outside of the group, others are full members in the group.

4.All of these.

Q-58 One major characteristic of participant observation is:

Richness of data.

Like day-time television discussion where groups debate issues amongst themselves.

A diverse situation with limited common strategy used between researchers.

Being immersed in a social setting.

Q59. Deciding what data is best for your research analysis depends upon which of the following?

The nature of the participants.

The researcher's personal preferences.

The research question.

All of these.

Q-60. A good conclusion can be:

1. A repetition of the researcher's work

2. One line.

3. Blue-print of the research.

4. All the above.

Q-61 A Conclusion should just repeat what the researcher has said in the Research.

True

False

4. The Conclusion is a good place to add in all the extra ideas the researcher could not fit in his research.

True

False

Q-62. The Conclusion should bring all ideas of the researcher together to justify his/her final view on the topic.

1.**True**

2. False

Q-63 The Conclusion is a great place to put all the favorite quotes of the researcher from the book that could fit in the research.

1. **True**

2. False

Q-64 The Conclusion is a good place to give suggestions how one can take action or change one's ideas based on the issues discussed in the research.

1. True

2. **False**

Q-65. A Researcher should give his/her own opinion in the Research.

1. **True**

2.False

Q-66 A Researcher should explain why he/she feels the stated way about the text/topic, referring to the ideas in the research.

1. True

2. **False**

Q-67. A good Conclusion could be just one line.

1. **True**

2. False

Q-68. A Conclusion should use the key words from the Research.

1. **True**

2. False

Q-69. According to David Bunton, A well written conclusion should not –

1. Present the last word on the issues you raised in your paper.

2. Summarize the Research.

3. Ignore the importance of the Researcher's ideas.

4. Introduce the new ways or expanded ways of thinking on the issue.

Q-70 A Good Conclusion will refer to the objectives of the research to bring the research to a clear end.

1. **True**

2. False

Q-71. A Good Conclusion should not be:

1. Clear

2. Simple

3. Precise

4. **Ambiguous**

Q-72 While drawing conclusion, the method used should be :

1. **Induction**

2. Deduction

3. Both the methods

4. None of the Methods

Q73 A Researcher should avoid which of the following things while writing a conclusion:

1. Unnecessary information

2. Ignoring the negative results

3. Providing a clear summary

4. It should match with the objectives

Q-74 According to Martyn Shuttleworth, a research should draw conclusion on the basis of which of the following points:

1. Learning that has been done in the Research

2. Evaluation of the Flaws

3.Benefits of the Research

4. All the above

Q-75. The most important role played by a good Conclusion is:

1. It generates the aspects for future research.

2. It does not summarise the research.

3. It is not a blue-print of the research.

4. It does not pave way for new research.

Q-76. A conclusion should:

1. Not convey the last words.

2. Not identify how a gap has been addressed in literature.

3. Not give importance to the researcher's ideas.

4. None of the above

Q-77 In conclusion, a researcher cannot:

1. Add new ideas that did not fit in research.

2. Use Key words.

3. Give his own opinion.

4. Summarize his research.

Q78 Every researcher views all societal problems in the same picture. Is this statement true or false?
a. True
b. **False**

Q-79 The two important components of research responsibility are: sincerity in work and avoiding _____.
a. **Plagiarism**
b. Writing the thesis
c. Research techniques
d. Confidentiality

Q-80 Which of the following options most appropriately explains 'Research Ethics'?
a. It states how to write a research report flawlessly.
b. It gives the methodology of researching within social norms
c. It governs the prevention of plagiarism
d. It provides a common set of dos and don'ts of conducting an ethical research

Q-81 Which of the following factors make the compliance of research ethics difficult?
a. Societal norms
b. Respect for confidentiality
c. Lack of Checks
d. Self-check

Q-82 Which among the following is not a kind of plagiarism?
a. Patch Writing
b. Untainted Plagiarism
c. Indirect Plagiarism
d. Direct Plagiarism

Q-83 Plagiarism is against the principles of morality, but no legal action can be taken against the plagiariser.
a. True
b. False

Q-84 Research emerges from the societal problems and the observation of a researcher.
a. **True**
b. False

Q-85 In the capacity of a researcher, how can you solve the problems that exist in the society?
a. Eradicate unethical people from the society.
b. Request the research institute to form a body of members for solving the problems.
c. Participate in the activities of a suitable NGO to help in fighting the problems.
d. None of the above.

Q-86 The interplay of imagination and innovation on a researcher's part creates a unique research report.
a. True
b. False

Q-87 Ethics in research lays the bounds of discipline for a researcher.
a. True
b. False

Q-88 Standard research ethics changes from person to person.
a. True
b. False

Q-89 Following standard research ethics is the sole responsibility of the Institute.
a. True
b. False

Q-90 Where a researcher publishes previously published material by himself, it is not plagiarism.
a. True
b. False

Q-91 The final aim of every research is a
a. Ethical research
b. Research report
c. Sponsorship
d. Future research

Q-92 Before beginning research, the researcher must obtain authorization to research from the participants to be researched and the…
a. Researcher's parents
b. Research library
c. Research Institute
d. Sponsors

Q-93 Copying the work of other authors in whole pieces is called as
a. Self-plagiarism
b. Indirect plagiarism
c. Direct plagiarism
d. PLAGIARISM

Q-94 A hypothesis which is tested for possible rejection is known as:
1.Positive hypotheses
2.Absolute hypotheses
3.Null hypotheses

Q-95. Which of the following are the diagrammatic representations in research:
1.Graph
2. Bar diagram
3. Pie chart
4.All the above

Q-96 A good Conclusion could be just one line.

1. **True**

2. False

Q-97 A Conclusion should use the key words from the Research.

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2. False

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4. Introduce the new ways or expanded ways of thinking on the issue.

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2. False

Q-100 A Good Conclusion should not be:

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2. Simple

3. Precise

4. **Ambiguous**