



# RESEARCH METHODOLOGY

a step-by-step guide for beginners



## Testbank

By Stephanie Fleischer

### Using these guidelines

This testbank is designed to be used in conjunction with Kumar. R. (2014). *Research Methodology, 4<sup>th</sup> Edition*, London: SAGE. Correct answers are indicated in **bold**.

**About the Author:** Stephanie Fleischer is a Senior Lecturer at the School of Applied Social Science at the University of Brighton which she joined in 2005 as a Researcher. From the start she was involved in delivering research methods teaching for undergraduates and postgraduate students. Her research interests are in investigating financial circumstances of students at the University of Brighton as well as absenteeism and first year student experiences. Having moved into a teaching position she focuses on designing innovative ways of delivering quantitative research methods.

### Table of contents:

- Chapter 1: A Way of Thinking
- Chapter 2: The Research Process: A Quick Glance
- Chapter 3: Reviewing the literature
- Chapter 4: Formulating a Research Problem
- Chapter 5: Identifying Variables
- Chapter 6: Constructing Hypotheses
- Chapter 7: The Research Design
- Chapter 8: Selecting a Study Design
- Chapter 9: Selecting a Data Collection Method
- Chapter 10: Collecting Data Using Attitudinal Scales
- Chapter 11: Establishing the Validity and Reliability of a Research Instrument
- Chapter 12: Selecting a Sample
- Chapter 13: Writing a Research Proposal
- Chapter 14 Considering Ethical Issues in Data Collection
- Chapter 15 Processing Data
- Chapter 16: Displaying Data
- Chapter 17: Writing a Research Report



## Chapter 1: Research: A way of thinking

1. Your philosophical orientation may stem from one of the several paradigms and approaches in research – positivist, interpretive, phenomenology, action or participatory, feminist, qualitative, quantitative, mixed methods – and the academic discipline in which you have been trained.
  - a) **True**
  - b) False
  
2. Which of the following is incorrect? Undertaking a research study to find answers to a question implies that the process being applied is \_\_\_\_\_
  - a) Being undertaken within a framework of philosophy.
  - b) Using procedures, methods and techniques that have been tested for validity and reliability.
  - c) **Attempting to conceal a vested interest in the research.**
  - d) Designed to be unbiased and objective.
  
3. Which of the following quotes is incorrect? Research \_\_\_\_\_
  - a) Is a structured inquiry that utilises acceptable scientific methodology to solve problems and creates new knowledge that is generally applicable.
  - b) Can be a very simple activity designed to provide answers to very simple questions relating to day-to-day activities.
  - c) Is primarily committed to establishing systematic, reliable and valid knowledge about the social world.
  - d) **Is none of the above.**
  
4. Which in is not a type of research approach in the social sciences?
  - a) **Quarantine**
  - b) Quantitative
  - c) Qualitative
  - d) Mixed Methods
  
5. A quantitative approach \_\_\_\_\_
  - a) Follows an open , flexible and unstructured approach
  - b) Emphasises description, narration and feelings
  - c) **Believes in substantiation on the basis of a larger sample size**
  - d) Communicates findings in a descriptive rather than analytical manner
  
6. A qualitative approach \_\_\_\_\_
  - a) **Explores diversity**



- b) Follows a rigid, structured and predetermined set of procedures
  - c) Involves numerical data
  - d) Is rooted in the philosophy of rationalism
7. A mixed methods approach aims to select the best methods, irrespective of qualitative-quantitative divide, and combines both approaches or use more than one method.
- a) True**
  - b) False
8. The use of statistics is necessary part of a mixed methods study?
- a) True
  - b) False**
9. When would you not use a mixed methods approach?
- a) When you want to explore from both perspectives
  - b) When you undertake a study with multiple objectives
  - c) When accurate and complete information from one source exists**
  - d) When you need to find explanations to your findings
10. What is an advantage in using mixed methods approach?
- a) Better for more complex situations**
  - b) Requires additional and diverse skills
  - c) Contacting two study populations
  - d) All of the above



## Chapter 2: The Research Process: A Quick Glance

1. In brief, what the researcher wants to find out is called the
  - a) Research proposal
  - b) Questionnaire
  - c) Research question**
  - d) Research instrument
  
2. The last step of the eight step research process is
  - a) Conceptualising a research design
  - b) Writing a research proposal
  - c) Constructing an instrument for data collection
  - d) Writing a research report**
  
3. Which of the following characteristic is not associated with quantitative research?
  - a) Rationalism: "That human beings achieve knowledge because of their capacity to reason" (Bernard 1994:2)
  - b) Empiricism: "The only knowledge that human beings acquire is from sensory experiences" (Bernard 1994:2)**
  - c) Drawing inferences and conclusions
  - d) Testing magnitude and strength of relationships
  
4. Which of the following is related to qualitative research?
  - a) Emphasis on some form of either measurement or classification of variables
  - b) Fewer cases**
  - c) Subjects variables to frequency distributions, crosstabulations or other statistical procedures
  - d) The quantity of extent of variation in a phenomenon, situation, issue
  
5. What separates qualitative and quantitative research?
  - a) Philosophy**
  - b) Formulating a research problem
  - c) Writing a research proposal
  - d) Writing a research report
  
6. It is important to evaluate the research problem in light of financial resources and time available as well as your research expertise and knowledge of the field of study
  - a) True**
  - b) False
  
7. The selection of an appropriate research design is crucial in enabling you to arrive at valid findings, comparisons and conclusions.
  - a) True**



- b) False
8. Which of the following is not a data collection instrument
- a) **Paradigm**
  - b) Observation
  - c) Questionnaire
  - d) Interview schedule
9. What would you not find in a research proposal?
- a) What you are proposing to do
  - b) How you plan to proceed
  - c) Why you selected the proposed strategy
  - d) **What you have found**
10. Research methods, procedure and models of research methodology will help you best achieve your
- a) **Research objectives**
  - b) Research design
  - c) Variables
  - d) Data display
11. An interview schedule is a
- a) Research objective
  - b) **Data collection method**
  - c) Sampling method
  - d) Variable