



Worksheet 8: Understanding data collection answers

- 1 In a structured interview, questions are presented by the interviewer in a fixed order.
- 2 In questionnaires, using open questions will produce qualitative data.
- 3 A score on a psychometric test such as an IQ test will produce quantitative data.
- 4 Participant observations in which a researcher is involved in the social setting they are observing may produce subjective data.
- 5 'Do you use social media?' is an example of a closed question.
- 6 Behavioural categories should be operationalised in an observational study.