RESEARCH METHODS AND SAMPLE DESIGNS

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Contents

- Ethno methodology – Reflective and evaluative research – Sample surveys – Various sampling methods - Importance of proper sampling design – Sampling and non-sampling errors

1.Ethnomethodology focuses on:

    a) Rules of grammar

    b) Social norms and daily practices

    c) Economic patterns

    d) Legal structures

2. The founder of ethnomethodology is:

    a) Durkheim

    b) Karl Marx

    c) Harold Garfinkel

    d) Max Weber

3. Ethnomethodology studies:

a) Large-scale data

b) Everyday interactions

c) Past civilizations

d) Social surveys

4. "Breaching experiments" are used to:

    a) Violate norms to study reactions

    b) Measure IQ

    c) Train participants

    d) Conduct surveys

5. Ethnomethodology is part of:

    a) Economics

    b) Sociology

    c) Anthropology

    d) Biology

6. Ethnomethodologists believe social order is:

    a) Natural

    b) Imposed by law

    c) Achieved through interaction

    d) Government-controlled

7. The term "ethnomethodology" literally means:

    a) Study of people's methods

    b) Study of ethics

    c) Study of ethnicities

    d) Study of laws

8. Which method is commonly used in ethnomethodology?

    a) Surveys

    b) Participant observation

    c) Statistical analysis

    d) Random sampling

9. Garfinkel's famous study involved:

a) Crime rates

b) Hospital patients

c) Conversation disruptions

d) Language change

10. Ethnomethodology sees language as:

   a) A barrier

   b) A tool for social order

   c) Irrelevant

   d) A fixed system

11.Reflective research mainly focuses on:

a) Numbers

b) Data analysis

c) Self-inquiry and critical thinking

d) Hypothesis testing

12. Evaluative research aims to:

    a) Explore unknown phenomena

    b) Test theories

    c) Determine the worth or value of something

    d) Generalize data

13. Reflective research is most commonly used in:

    a) Engineering

    b) Clinical trials

    c) Social sciences and education

    d) Meteorology

14. Evaluative research is generally conducted:

    a) Without criteria

    b) Using objective benchmarks

    c) Based on intuition

    d) Without any data

15. A common tool in reflective research is:

    a) Surveys

    b) Personal journals

    c) Observation only

    d) Measurement scales

16. Evaluative research is used extensively in:

    a) Literature writing

    b) Monitoring and assessment programs

    c) Algorithm design

    d) Space exploration

17. The first step in reflective research is:

    a) Data coding

    b) Sampling

    c) Self-reflection and identifying experience

    d) Data interpretation

18. Which of the following is true about evaluative research?

   a) It always includes interviews

   b) It cannot be quantitative

   c) It can be qualitative, quantitative, or mixed-method

   d) It does not involve stakeholders

19. Reflective research helps improve:

    a) Physical strength

    b) Programming skills

    c) Professional practices

    d) Mathematical equations

20. A limitation of reflective research is:

a) Involves large samples

b) Very expensive

c) Subjectivity and bias

d) Time-efficient

21.Sample surveys collect data from:

    a) The entire population

    b) A subset of the population

    c) Only experts

    d) None of these

22. A census differs from a sample survey because:

    a) It uses random samples

    b) It uses smaller groups

    c) It covers the entire population

    d) It is qualitative

23. Sample surveys are best suited for:

a) Rare events

b) Fast and cost-effective data collection

c) Deep case study

d) Experiments only

24. The key advantage of a sample survey is:

    a) Accuracy

    b) Cost and time efficiency

    c) Bias

    d) Elimination of sampling error

25. Sample size in a survey depends on:

    a) The color of data

    b) Researcher's mood

    c) Population size and desired accuracy

    d) Number of graphs used

26. A major limitation of sample surveys is:

    a) Objectivity

    b) Generalizability

    c) Sampling bias

    d) Use of graphs

27. Stratified sampling is useful in surveys because:

    a) It reduces bias

    b) It increases errors

    c) It ignores subgroups

    d) It is outdated

28. Non-response in surveys leads to:

    a) Better accuracy

    b) More complete data

    c) Non-sampling error

    d) None of the above

29. Pilot surveys are conducted to:

   a) Increase sample size

   b) Improve airline safety

   c) Test survey design and tools

   d) Replace main surveys

30. Online surveys are an example of:

    a) Personal interviews

    b) Telephonic surveys

    c) Self-administered questionnaires

    d) Field experiments

31.Which of the following is a probability sampling method?

a) Convenience sampling

b) Snowball sampling

c) Simple random sampling

d) Judgmental sampling

32. Stratified sampling is useful when:

    a) Population is homogeneous

    b) Population has distinct groups

    c) Data is missing

    d) Sample size is large

33. Cluster sampling involves:

    a) Random individuals

    b) Pre-selected experts

    c) Selecting entire groups or clusters

    d) Only urban samples

34. Systematic sampling selects:

    a) People randomly from strata

    b) Every kth element from the list

    c) Only volunteers

    d) Based on judgment

35. A non-probability sampling method is:

    a) Simple random sampling

    b) Stratified sampling

    c) Snowball sampling

    d) Cluster sampling

36. In purposive sampling, the researcher:

a) Chooses randomly

b) Uses statistics

c) Selects based on purpose and judgment

d) Uses software

37. Which is not a probability sampling method?

    a) Systematic sampling

    b) Quota sampling

    c) Cluster sampling

    d) Stratified sampling

38. Snowball sampling is often used in:

   a) Population studies

   b) Hard-to-reach or hidden populations

   c) Big data

   d) Corporate surveys

39. Which method uses equal chance of selection?

    a) Convenience sampling

    b) Simple random sampling

    c) Judgmental sampling

    d) Quota sampling

40. Which of the following sampling method is least time-consuming?

   a) Simple random

   b) Stratified

   c) Cluster

   d) Systematic

41.A good sampling design ensures:

a) Skewed data

b) Representative and reliable data

c) Expensive research

d) Complex statistics

42. Poor sampling design leads to:

    a) Higher precision

    b) Biased results

    c) Larger populations

    d) More questionnaires

43. A properly designed sample helps in:

    a) Reducing sample size

    b) Cost optimization

    c) Increasing population

    d) Avoiding analysis

44. Sample representativeness depends on:

   a) Size of research team

   b) Sampling design

   c) Number of graphs

   d) Budget only

45. Probability sampling improves:

    a) Response rate

    b) Random error

    c) Representativeness

    d) Data entry

46. The first step in sampling design is:

a) Writing conclusion

b) Identifying population

c) Printing forms

d) Cleaning data

47. Poor sampling affects:

    a) Weather forecasting

    b) Reliability and validity

    c) File formats

    d) Data cleaning

48. Which of the following improves sampling quality?

    a) Convenience selection

    b) Ignoring diversity

    c) Using stratified sampling

    d) Reducing budget

49. Proper sampling design reduces:

    a) Population

    b) Non-response rate

    c) Sampling error

    d) Sample size

50. Pre-tests or pilot studies help in:

a) Increasing cost

b) Testing sampling adequacy

c) Analyzing hypothesis

d) Reducing sample

51.Sampling error arises due to:

    a) Faulty instruments

    b) Surveyor bias

    c) Studying a sample instead of the population

    d) Data entry

52. Non-sampling errors include:

   a) Selection error

   b) Interviewer bias

   c) Random variation

   d) Sampling bias only

53. Increasing sample size helps in:

   a) Reducing non-sampling error

   b) Increasing error

   c) Reducing sampling error

   d) Both a and c

54. Which is a non-sampling error?

    a) Measurement error

    b) Random variation

    c) Sampling error

    d) None of the above

55. Sampling errors can be:

   a) Removed entirely

   b) Estimated and minimized

   c) Ignored

   d) Non-random

56. Which of the following is not a sampling error?

 a) Selection bias

 b) Data processing error

 c) Undercoverage

 d) Overcoverage

57. A response error is an example of:

    a) Sampling error

    b) Non-sampling error

    c) Design error

    d) No error

58. Non-sampling errors can occur:
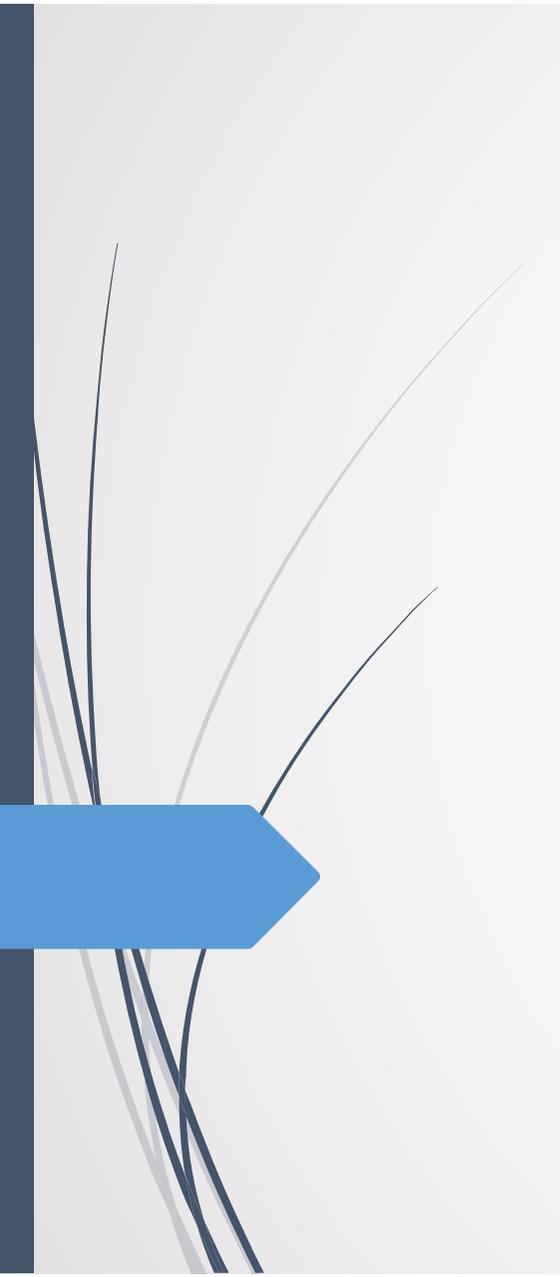
    a) Only in interviews

    b) At any stage of survey

    c) Only during sampling

    d) Only due to respondents

59. Sampling errors decrease when:

    a) Sample size increases

    b) Questions increase

    c) Response rate drops

    d) Population increases

60. Non-response error is a:

    a) Sampling error

    b) Non-sampling error

    c) Coding error

    d) Systematic error only

THANK YOU