UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER 2018

TITLE OF PAPER:	RESEARCH METHODS
COURSE CODE:	ST 332
TIME ALLOCATED:	2 (TWO) HOURS
INSTRUCTION:	ANSWER ANY 4 (FOUR) QUESTIONS OF YOUR CHOICE. ALL QUESTIONS CARRY THE MARKS AS INDICATED WITHIN THE PARENTHESIS

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

QUESTION ONE [20 MARKS]

a) **Researchers conducted an *independent measures design* experiment in a local coffee bar, investigating whether receiving physical contact from someone increases their rating on friendliness. The experiment took place between 11am and 2pm on a Wednesday. As members of the public left the coffee bar after paying, some were touched lightly on the upper arm by the cashier, whereas others were not. Outside the coffee bar, members of the public were asked how friendly they thought the staff were on a scale of 1 *('not very friendly')* to 10 *('extremely friendly')*.**

i. What is the dependent variable and state what it is in this study? **(2)**

ii. Outline one strength and one weakness of the way that the dependent variable (DV) has been measured in this study. **(2)**

iii. Identify the sampling technique used to obtain participants in the study. **(1)**

iv. Suggest **two** weaknesses with the sampling method used in this study. **(2)**

v. What is an ***'independent measures design'***? **(2)**

vi. Identify two controls that could have been used in this study and explain why they would have been needed. **(4)**

b) **A researcher conducted a study using the participant observation method, to investigate the behaviour of people waiting in a bus queue. The observation took place on a week day between 8am and 10am using event sampling. The table below shows the number of times different behaviours were observed.**

Reading (magazine, newspaper, book etc)	Talking to other people	Listening to music through headphones	Using a mobile phone	Waiting quietly doing nothing
31	**11**	**18**	**26**	**8**

i. What is participant observation? **(1)**

ii. Identify one strength and one weakness of using the participant observation method in this study. **(2)**

iii. What is event sampling? **(1)**

iv. Sketch an appropriate graph or chart to display the findings from this study. **(3)**

QUESTION TWO [20 MARKS]

Discuss the following pairs of terms

a) Explanatory Research **(4)**

b) Qualitative research **(4)**

c) Schedule Method **(4)**

d) Random Sampling **(4)**

e) Difference between Null and Alternate hypothesis **(4)**

QUESTION THREE [20 MARKS]

a) Discuss briefly the different components of research proposal. **(10)**

b) Identify the three potential sources of problems for a social sciences research and elaborate on them further. **(10)**

QUESTION FOUR [20 MARKS]

a) Discuss two advantages and two disadvantages of each of the following methods of collecting data:

i. Face-to-face interviews. **(4)**

ii. Postal questionnaires. **(4)**

iii. Internet surveys. **(4)**

b) Discuss four benefits and four drawbacks of the use of secondary data instead of primary data collection, using examples to illustrate your points. **(8)**

QUESTION FIVE [20 MARKS]

a) Briefly explain the difference between a census and a sample survey. **(2)**

b) Briefly describe three ways in which a sampling frame might be inadequate. **(3)**

c) Briefly describe a sample survey in a country of your choice. Identify the sampling frame used and describe two steps that could be taken to maximise its adequacy. **(5)**

d) A village in a remote country consists of 36 houses built around a central area. A researcher wants to survey people in this village by carrying out six lengthy face-to-face interviews. In order to do this she wants to select six of the 36 houses at random. Someone has suggested the 'spin the bottle' method. This involves standing at the centre of the village and spinning a bottle on the sandy ground. The house whose direction is nearest to the direction in which the neck of the bottle points is selected, provided that it is not already in the sample.

i. Describe a village layout where this method might give approximately random sampling. **(1)**

ii. Describe a village layout where it would be difficult to obtain a random sample using this method. **(1)**

iii. Explain what is meant by a table of random numbers in the range 00 to 99. **(2)**

iv. Describe a more scientific method of obtaining a simple random sample of six of the 36 houses in this village, and explain why your method would work equally well for each of your village layouts described in parts *(i)* and *(ii)*. **(6)**

END OF EXAMINATION