



Worksheet 2: Developing explanations of strengths and limitations answers

- 2 Explain **one** strength and **one** limitation of unstructured interviews.

Identify a feature of unstructured interviews: *The researcher asks open questions.*

Develop by saying how or why it is a strength: *Open questions give qualitative data in participants' own words which is rich in detail and high in validity.*

Identify a feature of unstructured interviews: *There is an interviewer present.*

Develop by saying how or why it is a limitation: *This increases the chance of the Interviewer Effect taking place where the presence of the interviewer affects the responses given, having a negative effect on the validity of data.*

- 3 Explain **one** strength and **one** limitation of quantitative data.

Other features of quantitative data could be:

- *it is a type of data preferred by positivists*
- *the data is often presented in graphs, charts and tables.*

Identify a feature of quantitative data: *It is data in numerical form.*

Explain by saying how or why it is a strength: *This is very useful for positivists whose research aims at measuring how much or the extent of something, for example the amount of crime in society.*

Identify a feature of quantitative data: *The data is not in word form.*

Explain by saying how or why it is a limitation: *The data comes from closed questions so participants cannot go into depth and detail about their thoughts and feelings, meaning that while the data can give numbers it cannot give the reasons behind them.*



4 Explain **one** strength and **one** limitation of random sampling.

Other features of random sampling could be:

- everyone in a population has an equal chance of being selected in the sample
- it does not require any knowledge of how to sub-divide a research population
- the researcher needs a sampling frame from which to select their sample.

Identify a feature of random sampling: Participants are selected completely randomly from a research population.

Develop by saying how or why it is a strength: This means that there can be no researcher bias in the selection of the sample and therefore it is seen as a fair method of getting a sample, as everyone has the same chance of being selected.

Identify a feature of random sampling: The researcher needs a sampling frame from which to select their sample.

Develop by saying how or why it is a limitation: Sampling frames may not be available for the target population. For example, there is no existing sampling frame for drug users and so it is impossible to create a random sample of such people.