



Worksheet 2: Developing explanations of strengths and limitations

For **Question 1** and **Question 2** choose a feature of each method/type of data/sample from the list, then explain how or why it is a strength or limitation. The first one has been completed for you.

- 1** Explain **one** strength and **one** limitation of covert participant observation.

Features of covert participant observation:

- the researcher takes part in the activities of the group
- the researcher must keep their identity and purpose a secret
- the participants do not know they are being studied.

Identify a feature of covert participant observation:

The participants do not know they are being studied.

Develop by saying how or why it is a strength:

This means they will be unaffected by the presence of the researcher (Hawthorne Effect), therefore acting normally which gives the researcher more valid data.

Identify a feature of covert participant observation:

The researcher must keep their identity and purpose a secret.

Explain by saying how or why it is a limitation:

This breaches ethics as the participants cannot give informed consent and such research will be unlikely to gain any findings.

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

Features of unstructured interviews:

- the researcher has no pre-set questions
- the researcher asks open questions
- there is an interviewer present.

Identify a feature of unstructured interviews:

Explain by saying how or why it is a strength:

Identify a feature of unstructured interviews:

Explain by saying how or why it is a limitation:



For **Question 3** and **Question 4** you need to first identify more features of the method, before choosing one to explain as a strength and one to explain as a weakness.

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

Some features of quantitative data:

- it is data in numerical form
- the data is not in word form
- ?

Identify a feature of quantitative data:

Explain by saying how or why it is a strength:

Identify a feature of quantitative data:

Explain by saying how or why it is a limitation:

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

Some features of random sampling could be:

- participants are selected completely randomly from a population
- ?
- ?

Identify a feature of random sampling:

Explain by saying how or why it is a strength:

Identify a feature of random sampling:

Explain by saying how or why it is a limitation: