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**Q1 a)** **Probationary Research & Review Stages**

Stages:

Probation period:

The probation period duration is either:

* one year (MD, PsyD, and full-time PhD and MPhil programmes)

or

* two years (part-time PhD and MPhil programmes)

Research students on these programmes must complete a probation review which will be used to determine whether you have made satisfactory progress in your research degree over the probation period and can satisfy the probation review panel that you have the ability to complete your research degree within the relevant maximum registration period.

The probation review comprises two parts:

* written reports by you and your supervisory team
* a presentation and defence of your work to a probation review panel

Probation Review Report:

Your Department will tell you when you are required to complete the written report for your probation review. Normally this will be around ten months (MD, PsyD, and full-time PhD and MPhil) or twenty months (part-time PhD and MPhil) after your initial registration.

Your written report will comprise two parts:

* a substantive piece of writing (5,000 to 10,000 words) - the format that this will take will depend on your discipline and your Department will tell you what is required; usually though it will involve a statement of what it is your research will address and how you intend to do this together with a literature review that establishes the context for your work
* supporting documents, including:
- a work plan for completing your thesis over the remaining period of your degree
- a record of the skills and career development training that you have completed to date
- records of all the formal supervisory meetings that have been held to date

Probation Review Meeting:

The written reports by you and your supervisory team will both be considered by your probation review panel. Your probation review panel will normally comprise two members of the University’s academic staff. Members of your supervisory team are not allowed to be members of your probation review panel.

Your probation review panel will invite you to a probation review meeting. Normally this will take place eleven months (MD, PsyD, and full-time PhD and MPhil) or twenty-two months (part-time PhD and MPhil) after your initial registration.

Your Department will tell you what type of format is used in your discipline, but regardless of the type of format used you will be expected to:

* discuss your research and the context for this
* your work so far
* your plans for completing your thesis

You are strongly encouraged to prepare for your probation review meeting by practising responses to the types of questions that your probation review panel might ask. You should practice speaking your responses - perhaps on your own or with a friend. Your supervisors may also be able to run a practice review meeting with you.

As you practice your responses, think particularly how you might answer questions such as:

* What is the original contribution to knowledge that you hope to make?
* What is the research context for your work?
* What methodology are you using? Are there any limitations with this and, if so, how are will you address these?
* Are there alternative methodological approaches? What benefits and limitations are associated with these?
* What is the timeline for completing your research and your thesis? Is this feasible?

Probation Criteria:

The probation review panel will make a decision on whether you have successfully completed probation.

You will be deemed to have successfully completed probation if it is the academic judgement of the probation review panel that:

* your overall performance demonstrates appropriate progress to date

and

* there are no serious doubts about your ability to achieve the degree for which you are registered

To make that decision, the probation review panel will consider your overall performance and look to see whether you can demonstrate appropriate performance across a number of defined aspects:

#### Skills Development

* research and other skills appropriate for research degree level study
* appropriate standard of spoken and written English language skills

#### Personal Performance

* the ability to defend their research ideas and plans
* the ability to accept constructive criticism
* satisfactory attendance at formal supervisory meetings

#### Research Management and Progress

* the conception and development of a viable research topic or, if they are working on a pre-determined research topic, an appropriate contribution to the development of the research project
* a standard of work appropriate for research degree level study – including appropriate progress to date and the ability to plan and manage their own work within the supervisory framework
* appropriate knowledge of relevant literature and/or source materials and an ability to reflect critically on these
* appropriate use and referencing of relevant literature and/or source materials
* the development and/or application of appropriate research methodology
* the development of a viable plan for completing and submitting the thesis within the specified maximum registration period
* Different degrees have different time/duration of submission depending upon their university deadline given to student

Probation Review Outcomes:

In most cases the probation review panel will be able to tell you immediately following the end of the probation review meeting what recommendation they intend to make.

The probation review panel may make one of the following recommendations:

* that you should be allowed to continue with your research degree programme
* that you should continue on probation for a period of no more than six months and complete a further and final probation review before the end of that period
* that you should be transferred to a lower research degree programme
* that your registration should be terminated

**Successful Completion of Probation**

You will be deemed to have successfully completed the probation review if it is the academic judgement of the probation review panel that:

* your overall performance demonstrates appropriate progress to date
* there are no serious doubts about your ability to achieve the degree for which you are registered

If you successfully complete probation, you will be allowed to continue with your research degree programme.

**Continuation of Probation**

Your probation period will be continued if it is the academic judgement of the probation review panel that:

* you have not fully met the requirements for successful completion of probation
* you have demonstrated sufficient progress and ability to complete probation successfully within an additional period of no more than six months

If your probation period is continued, you will be allowed to register for the next year of your degree programme but will remain on probation. Before the end of the continued probation period you will be required to complete a further and final review.

This final probation review will follow the same format as the original review - that is, you will be required to complete a probation report and attend a probation meeting. Normally this will be with the same probation review panel.

Following the final probation review meeting, the probation review panel will make one of the following recommendations:

* that you should be allowed to continue with your research degree programme
* that you should be transferred to a lower research degree programme
* that your registration should be terminated

**Transfer to a Lower Degree**

This outcome is possible only for research students registered for the degree of PhD.

You will be transferred to a lower degree if it is the academic judgement of the probation review panel that:

* your overall performance does not demonstrate appropriate progress to date
* there are serious doubts about your ability to achieve a doctoral degree
* the panel agrees that you have demonstrated sufficient progress and ability to achieve the degree of MPhil

**Termination of Registration**

Your registration will be terminated if it is the academic judgement of the probation review panel that:

* your overall performance does not demonstrate appropriate progress to date
* there are serious doubts about your ability to achieve the degree for which you are registered
* transfer to a lower degree is not possible (research students registered for the degree of MD, PsyD, or MPhil) or there are serious doubts about your ability to achieve a lower degree

After The Probation Reviews:

At the end of the probation review, both you and your supervisory team will receive a copy of the probation review panel’s report. Even if you have successfully completed probation, you should discuss this report with your supervisory team as soon as possible and consider whether it identifies any concerns that you need to address.

Please note that successful completion of the probation period must not be taken as an assurance that you will be awarded a research degree – it is an academic judgement on your progress to date and the final decision whether to award a research degree will rest with your examining team and be made on the basis of your thesis and your performance in the viva voce examination.

You have the right of appeal if the probation review panel recommends that:

* you should remain on probation for a period of no more than six months and complete a further and final probation review before the end of that period
* you should be transferred to a lower research degree programme
* your registration should be terminated

**Q1 b) How do we produce the data for data analysis**

Data analysis is defined as a process of cleaning, transforming, and modeling data to discover useful information for business decision-making. The purpose of Data Analysis is to extract useful information from data and taking the decision based upon the data analysis

Data Analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data. ... An essential component of ensuring data integrity is the accurate and appropriate analysis of research findings.

The four types of data analysis are:

* Descriptive Analysis
* Diagnostic Analysis
* Predictive Analysis
* Prescriptive Analysis

Below, we will introduce each type and give examples of how they are utilized in business.

### [Descriptive Analysis](https://chartio.com/learn/data-analytics/types-of-data-analysis/%22%20%5Cl%20%22descriptive-analysis)

The first type of data analysis is descriptive analysis. It is at the foundation of all data insight. It is the simplest and most common use of data in business today. Descriptive analysis answers the “what happened” by summarizing past data, usually in the form of dashboards.

The biggest use of descriptive analysis in business is to track Key Performance Indicators (KPIs). KPIs describe how a business is performing based on chosen benchmarks.

Business applications of descriptive analysis include:

* KPI dashboards
* Monthly revenue reports
* Sales leads overview

### [Diagnostic Analysis](https://chartio.com/learn/data-analytics/types-of-data-analysis/%22%20%5Cl%20%22diagnostic-analysis)

After asking the main question of “what happened”, the next step is to dive deeper and ask why did it happen? This is where diagnostic analysis comes in.

Diagnostic analysis takes the insights found from descriptive analytics and drills down to find the causes of those outcomes. Organizations make use of this type of analytics as it creates more connections between data and identifies patterns of behavior.

A critical aspect of diagnostic analysis is creating detailed information. When new problems arise, it is possible you have already collected certain data pertaining to the issue. By already having the data at your disposal, it ends having to repeat work and makes all problems interconnected.

Business applications of diagnostic analysis include:

* A freight company investigating the cause of slow shipments in a certain region
* A SaaS company drilling down to determine which marketing activities increased trials

### [Predictive Analysis](https://chartio.com/learn/data-analytics/types-of-data-analysis/%22%20%5Cl%20%22predictive-analysis)

Predictive analysis attempts to answer the question “what is likely to happen”. This type of analytics utilizes previous data to make predictions about future outcomes.

This type of analysis is another step up from the descriptive and diagnostic analyses. Predictive analysis uses the data we have summarized to make logical predictions of the outcomes of events. This analysis relies on statistical modeling, which requires added technology and manpower to forecast. It is also important to understand that forecasting is only an estimate; the accuracy of predictions relies on quality and detailed data.

While descriptive and diagnostic analysis are common practices in business, predictive analysis is where many organizations begin show signs of difficulty. Some companies do not have the manpower to implement predictive analysis in every place they desire. Others are not yet willing to invest in analysis teams across every department or not prepared to educate current teams.

Business applications of predictive analysis include:

* Risk Assessment
* Sales Forecasting
* Using customer segmentation to determine which leads have the best chance of converting
* Predictive analytics in customer success teams

### [Prescriptive Analysis](https://chartio.com/learn/data-analytics/types-of-data-analysis/%22%20%5Cl%20%22prescriptive-analysis)

The final type of data analysis is the most sought after, but few organizations are truly equipped to perform it. [Prescriptive analysis](https://searchcio.techtarget.com/definition/Prescriptive-analytics) is the frontier of data analysis, combining the insight from all previous analyses to determine the course of action to take in a current problem or decision.

Prescriptive analysis utilizes state of the art technology and data practices. It is a huge organizational commitment and companies must be sure that they are ready and willing to put forth the effort and resources.

## Follow by example

The best thing to do is to find data analyses reports that you yourself find clear and easy to understand and to not just read them, but keep them on file. Then, when you’re writing up a report, pull out one that is close to what you’re trying to do and follow their example as closely as possible. This works surprisingly well, particularly if you’re not that confident what you’re doing is the right way to do things.

What’s more, if you do this a number of times without doing anything else, you’ll still start noticing underlying patterns and ideas that you can use.

## Don’t be afraid to ask

There are tons of very smart people online at such places as [Quora](https://www.quora.com/) and [Linkedin Groups](https://www.linkedin.com/help/linkedin/answer/186/finding-and-joining-a-group?lang=en) who are willing to answer even the most complicated questions, provided you’ve demonstrated you’ve at least tried to understand the concepts.

So no asking ‘how do I write a data report?’ as then people will call you lazy. If on the other hand, you want to know if you should use a regression or a Linear Model for a specific analysis, then they’ll gladly answer that for you.

## Pay attention to the right criticism

Note that quite often you’re going to get criticized. That’s just the name of the game. There are always people out there with opinions and the desire to share them. Make sure you pay attention to the right ones.

If the person delivering the criticism has no understanding of data or how to present it (and let’s face it, there are a lot of those) then you can generally simply say ‘thank you’ for them being so ‘kind’ as to give their opinions and move on. Of course, if the person that is doing the criticizing is paying for the report, that’s a different story. Unfortunately, then you’re going to have to accommodate their criticism.

## Know your content

When you’re going to write a data report, make sure that you know the content. With that, I mean that you’ve actually been the one to do the analysis. It should always be the person who has done the analyses that write the content. Only in that way can you be sure that the data presentation isn’t distorted.

**Q2 a) Differentiate Flexibility and versatility**

Flexibility: the degree, to which a system supports possible or future changes to its requirements. the ability of a system to respond to potential internal or external changes affecting its value delivery, in a timely and cost-effective manner

Versatility: The word versatility describes having many different skills or qualities. ... The noun versatility derives from the Latin word versatilis, meaning "turning, revolving, moving, capable of turning to varied subjects or tasks." Companies seek employees who have versatility so they can adapt to different work situations.

**Q2 b) Different types of interview**

**The Telephone Interview**

Often companies request an initial telephone interview before inviting you in for a face to face meeting in order to get a better understanding of the type of candidate you are. The one benefit of this is that you can have your notes out in front of you. You should do just as much preparation as you would for a face to face interview, and remember that your first impression is vital. Some people are better meeting in person than on the phone, so make sure that you speak confidently, with good pace and try to answer all the questions that are asked

**The Face-to-Face Interview**

This can be a meeting between you and one member of staff or even two members.

**The Panel Interview**

These interviews involve a number of people sitting as a panel with one as chairperson. This type of interview is popular within the public sector.

**The Group Interview**

Several candidates are present at this type of interview. You will be asked to interact with each other by usually a group discussion. You might even be given a task to do as a team, so make sure you speak up and give your opinion.

**The Sequential Interview**

These are several interviews in turn with a different interviewer each time. Usually, each interviewer asks questions to test different sets of competencies. However, if you are asked the same questions, just make sure you answer each one as fully as the previous time.

**The Lunch / Dinner Interview**

This type of interview gives the employer a chance to assess your communication and interpersonal skills as well as your table manners! So make sure you order wisely (no spaghetti bolognese) and make sure you don’t spill your drink (non-alcoholic of course!).

All these types of interviews can take on different question formats, so once you’ve checked with your potential employer which type of interview you’ll be attending, get preparing!

Here’s a list of interview formats that you should prepare your answers for;

**Competency Based Interviews**

These are structured to reflect the competencies the employer is seeking for the particular job. These will usually be detailed in the job spec so make sure you read it through, and have your answers ready for questions such as “Give me an example of a time you worked as a team to achieve a common goal.” For more examples of competency based questions click here.

**Formal / Informal Interviews**

Some interviews may be very formal, others may be very informal and seem like just a chat about your interests. However, it is important to remember that you are still being assessed, and topics should be friendly and clean!

**Portfolio Based Interviews**

In the design / digital or communications industry it is likely that you will be asked to take your portfolio along or show it online. Make sure all your work is up to date without too little or too much. Make sure that your images if in print are big enough for the interviewer to see properly, and always test your online portfolio on all Internet browsers before turning up.

**The Second Interview**

You’ve passed the first interview and you’ve had the call to arrange the second. Congratulations! But what else is there to prepare for? You did as much as you could for the first interview! Now is the time to look back and review. You may be asked the same questions you were asked before, so review them and brush up your answers. Review your research about the company; take a look at the ‘About Us’ section on their website, get to know their client base, search the latest news on the company and find out what the company is talking about.

**General Interview Questions**

Here’s a list of questions that you should consider your answers for when preparing…

• Why do you want this job?
• Why are you the best person for the job?
• What relevant experience do you have?
• Why are you interested in working for this company?
• What can you contribute to this company?
• What do you know about this company?
• What challenges are you looking for in a position?
• Why do you want to work for this company?
• Why should we hire you?
• What are your salary requirements?

**Whom to interview in qualitative research analysis**

Interviews are most effective for qualitative research:

They help you explain, better understand, and explore research subjects' opinions, behavior, experiences, phenomenon, etc. Interview questions are usually open-ended questions so that in-depth information will be collected.

So the candidate perfect in all the aspects mentioned above should be interviewed

. Q3 a) Qualities Of Good Interviewer

Here are some essential qualities of a good interviewer

1. Knowledge about the job.
2. Training and experience.
3. Listening attentively.
4. Emotional maturity.
5. Control of anger and aggression.
6. Empathetic attitude.
7. Ability to recognize uniqueness.
8. Stable personality.
9. Extrovert behavior.
10. Physical stamina.

## Knowledge about the job

* A good interviewer is one who has sufficient knowledge about the job for which he/she is taking the interview.
* If the interviewer lacks adequate knowledge regarding job duties, responsibilities, and qualifications required, it would not be possible for him to select the best candidate.

## Training and experience

* Interviewers should have adequate experience and necessary training to conduct an interview effectively and efficiently.

## Listening attentively

* Good interviewers are attentive listeners. They listen more than they talk.
* The listening tendency helps the interviewer to make a better evaluation. Many interviews fail because the interviewer talks more than listening.

## Emotional maturity

* The interviewer should be free from biases and undue emotions. He should have the ability to judge the situation based on logic and wisdom.

## Control of anger and aggression

* Control of anger, arrogance, or aggression is a very important trait of successful interviewers. They should not be aggressive or intimidating.
* They should neither miss-guide the candidate nor should react to the applicant’s comments. When the candidate strays from the track of inquiry, a good interviewer guides him back to the point.

## Empathetic attitude

* Empathy is the ability to understand or share the feelings or attitudes of others. The empathetic attitude of the interviewer helps to relieve the applicant’s anxiety and nervousness.
* Good interviewers show empathy to the interviewee using a friendly and warm tone.

## Ability to recognize the uniqueness

* Every interviewee is unique in his/her qualities, character, traits, and experience. The successful interviewer is one who can identify the best combination of individual talents and qualities for a particular job.

## Stable personality

* Personality is the way through which one can create an impression in the minds of others.
* Good interviewer possesses such a stable personality so that he/she can treat all the interviewees in the same general way. He should not show any inclination to any particular interviewee.

## Extrovert behavior

* Extrovert behavior is another quality of a good interviewer. This quality helps the interviewer to be conversational, frank, and friendly.

## Physical stamina

* The sound mind goes with good health. The interviewer should possess good physical and mental health so that he can work at stress with a huge number of interviewees.

Qualities Of Good Interviewee

Here are some essential points which an interviewee should adapt for conducting a successful interview, which every organization expect from an employee

## ARRIVE 15 MINUTES EARLY

To get your interview off on the right foot, make sure you arrive at least 15-20 minutes early. Monster suggests that you should prepare the night before by getting your interview outfit ready and going to bed early. Then the day of your interview, you’ll be that much more ahead of the game.

On the day of, give yourself adequate time to get there- factor in traffic, finding a parking space, checking in, and walking to and from between buildings. Since you never really know what to expect, it’s always good to get there early and have time to relax and observe how the workplace functions.

In your job interview preparation, being early for the interview shows that you are reliable and capable of getting to work when expected now and in the future.

## BE AWARE OF HOW YOU ARE PRESENTING YOURSELF

Like being on a first date, first impressions mean everything the moment you walk through the door. Be sure to be polite and friendly to everyone you come in contact with, from the janitor to the receptionist and your potential co-workers to the interviewer. Many times, the hiring manager will ask the others what they thought of you in making their final decision.

Keep in mind that you only have a few seconds to make an excellent first impression, so make sure you are well-dressed, stand up straight, smile, make clear eye contact, and offer a warm handshake. Be personable and[embrace small talk](http://money.usnews.com/money/careers/articles/2015/03/11/9-ways-to-be-an-incredibly-likable-interviewee) as your interviewer is looking for a way to relate to you. Ask yourself- are you coming across as someone you’d like to work with?

## BRING EXTRA COPIES OF YOUR RESUME

The hiring manager is a probably a busy person and maybe just glanced at your resume before scheduling your interview, so be sure to have a few copies handy to refer back to for your discussion. Your resume and any portfolio samples can reaffirm how your skills can easily translate into the open position and drive home your authenticity. The copies of your resume and portfolio samples should be clean and wrinkle/rip-free.

## DRESS APPROPRIATELY

How you dress for an interview depends on what kind of job you are going for, but the Joe Dirt jeans and a sleeveless T-shirt style is never okay. If you are applying for a job on Wall Street, it’s a sure bet you want to show up in a sharp, finely-pressed suit but if you are going for a position as a truck driver, then that might be overdoing it.

However, for most professional jobs being overdressed is way better than being underdressed. Just make sure whatever you wear is clean, it fits, and like your resume is wrinkle-free. It’s also a good idea to keep jewelry to a minimum, conceal tattoos, and come with fresh breath.

## LEAVE YOUR CELL PHONE BEHIND

The one thing that can kill the momentum when you have a good conversation going with the interviewer is when someone’s cell phone goes off. It’s rude, disruptive, and shows where the person’s priorities are. Even if you put your phone on vibrate, you may still hear that, and the interruption may throw everyone off-course. To avoid that awkwardness altogether, leave your cell phone in the car.

## LISTEN!

I know this can be easier said than done because you’re probably nervous and running all of the potential interview questions through your head, but the interviewer is going to be paying attention to your body language and feedback to determine if the job is suited for you.

Take notes if you have to and keep in mind that this is your best chance at truly understanding the position and if it’s right for you. Moreover,[don’t be afraid to ask questions](http://bitesizebio.com/6696/10-great-tips-to-make-a-good-impression-at-your-interview/)– let the hiring manager lead the interview but feel free to chime in if you need clarity on an issue or write it down and refer back to it when it’s the right time.

## PAY ATTENTION TO YOUR BODY LANGUAGE

Again, like any budding relationship the chemistry between you and the interviewer will determine how long it will last. A lot of that has to do with body language. If you are nervous, sweating and disheveled, it will be hard for the interviewer to figure out how to read you and where the relationship is going. Attitudes are infectious, so if you come into the interview excited, confident, and happy, then that’s bound to rub off on others and make them want to be around you.

In the days before your interview, listen to uplifting music, stage a mock interview to feel more prepared, and[practice positive visualization](http://money.usnews.com/money/careers/articles/2015/03/11/9-ways-to-be-an-incredibly-likable-interviewee). Another excellent interview tip is that if you start to freeze up during the interview, lean forward a little bit. Not only does it make you seem more likable, but your brain also releases that stiff body language that will help you come across more confident.

## FOLLOW UP

The interviewer just spent an hour or two of their precious time getting to know you, so it’s polite to follow up with a simple ‘thank you’ afterward. Some suggest that you should follow up within the day of your interview with a heartfelt, personalized email or a handwritten note works well, too.

It should be simple, concise and highlight a few points from the meeting with ways in how you will bring value to them. Then leave it at that. You don’t want to pester the interviewer, but a timely follow-up ‘thank you’ will give you an edge over other candidates who didn’t bother to take that step.

Q3 b)Probability And Non Probability Sampling

**Probability sampling:**

A probability sampling is one in which each member of the population has an equal chance of being selected, in probability sampling randomness is the element of control

**Non probability sampling:**

Nonprobability sample is, a particular member of the population being chosen is unknown, in non-probability sampling randomness relies on personal judgement

### Definition of Probability Sampling

In statistics, probability sampling refers to the sampling method in which all the members of the population has a pre-specified and an equal chance to be a part of the sample. This technique is based on the randomization principle, wherein the procedure is so designed, which guarantees that each and every individual of the population has an equal selection opportunity. This helps to reduce the possibility of bias.

Statistical inferences can be made by the researchers using this technique, i.e. the result obtained can be generalised from the surveyed sample to the target population. The methods of probability sampling, are provided below:

* Simple Random Sampling
* Stratified Sampling
* Cluster Sampling
* Systematic Sampling

### Definition of Non-Probability Sampling

When in a sampling method, all the individuals of the universe are not given an equal opportunity of becoming a part of the sample, the method is said to be Non-probability sampling. Under this technique as such, there is no probability attached to the unit of the population and the selection relies on the subjective judgment of the researcher. Therefore, the conclusions drawn by the sampler cannot be inferred from the sample to the whole population. The methods of non-probability sampling are listed below:

* Convenience Sampling
* Quota Sampling
* Judgment or Purposive Sampling
* Snowball Sampling

## **Key Differences Between Probability and Non-Probability Sampling**

The significant differences between probability and non-probability sampling

1. The sampling technique, in which the subjects of the population get an equal opportunity to be selected as a representative sample, is known as probability sampling. A sampling method in which it is not known that which individual from the population will be chosen as a sample, is called nonprobability sampling.
2. The basis of probability sampling is randomization or chance, so it is also known as Random sampling. On the contrary, in non-probability sampling randomization technique is not applied for selecting a sample. Hence it is considered as Non-random sampling.
3. In probability sampling, the sampler chooses the representative to be part of the sample randomly, whereas, in non-probability sampling, the subject is chosen arbitrarily, to belong to the sample by the researcher.
4. The chances of selection in probability sampling, are fixed and known. As opposed to non-probability sampling, the selection probability is zero, i.e. it is neither specified not known.
5. Probability sampling is used when the research is conclusive in nature. On the other hand, when the research is exploratory, nonprobability sampling should be used.
6. The results generated by probability sampling, are free from bias while the results of non-probability sampling are more or less biased.
7. As the subjects are selected randomly by the researcher in probability sampling, so the extent to which it represents the whole population is higher as compared to the nonprobability sampling. That is why extrapolation of results to the entire population is possible in the probability sampling but not in non-probability sampling.
8. Probability sampling test hypothesis but nonprobability sampling generates it.

### **Conclusion**

While probability sampling is based on the principle of randomization where every entity gets a fair chance to be a part of the sample, non-probability sampling relies on the assumption that the characteristics are evenly distributed within the population, which make the sampler believe that any sample so selected would represent the whole population and the results drawn would be accurate.

**Q 4: a) Different categories of questionnaire constructed for different studies**

Questionnaires can be classified as both, [quantitative](https://research-methodology.net/research-methods/quantitative-research/) and [qualitative](https://research-methodology.net/research-methods/qualitative-research/) method depending on the nature of questions. Specifically, answers obtained through closed-ended questions with multiple choice answer options are analyzed using quantitative methods and they may involve pie-charts, bar-charts and percentages. Answers obtained to open-ended questionnaire questions are analyzed using qualitative methods and they involve discussions and critical analyses without use of numbers and calculations.

There are following types of questionnaires:

**Computer questionnaire**. Respondents are asked to answer the questionnaire which is sent by mail. The advantages of the computer questionnaires include their inexpensive price, time-efficiency, and respondents do not feel pressured, therefore can answer when they have time, giving more accurate answers. However, the main shortcoming of the mail questionnaires is that sometimes respondents do not bother answering them and they can just ignore the questionnaire.

**Telephone questionnaire**. Researcher may choose to call potential respondents with the aim of getting them to answer the questionnaire. The advantage of the telephone questionnaire is that, it can be completed during the short amount of time. The main disadvantage of the phone questionnaire is that it is expensive most of the time. Moreover, most people do not feel comfortable to answer many questions asked through the phone and it is difficult to get sample group to answer questionnaire over the phone.

**In-house survey**. This type of questionnaire involves the researcher visiting respondents in their houses or workplaces. The advantage of in-house survey is that more focus towards the questions can be gained from respondents. However, in-house surveys also have a range of disadvantages which include being time consuming, more expensive and respondents may not wish to have the researcher in their houses or workplaces for various reasons.

**Mail Questionnaire**. This sort of questionnaires involves the researcher to send the questionnaire list to respondents through post, often attaching pre-paid envelope. Mail questionnaires have an advantage of providing more accurate answer, because respondents can answer the questionnaire in their spare time. The disadvantages associated with mail questionnaires include them being expensive, time consuming and sometimes they end up in the bin put by respondents.

Questionnaires can include the following types of questions:

**Open question questionnaires**. Open questions differ from other types of questions used in questionnaires in a way that open questions may produce unexpected results, which can make the research more original and valuable. However, it is difficult to analyze the results of the findings when the data is obtained through the questionnaire with open questions.

**Multiple choice questions**. Respondents are offered a set of answers they have to choose from. The downsize of questionnaire with multiple choice questions is that, if there are too many answers to choose from, it makes the questionnaire, confusing and boring, and discourages the respondent to answer the questionnaire.

**Dichotomous Questions**. This type of questions gives two options to respondents – yes or no, to choose from. It is the easiest form of questionnaire for the respondent in terms of responding it.

**Scaling Questions**. Also referred to as ranking questions, they present an option for respondents to rank the available answers to the questions on the scale of given range of values (for example from 1 to 10).

Survey Monkey represents one of the most popular online platforms for facilitating data collection through questionnaires. Substantial benefits offered by Survey Monkey include its ease to use, presentation of questions in many different formats and advanced data analysis capabilities.

**Q4 b) Qualities of good questionnaire and questions adopted in research studies**.

1. A well-designed questionnaire should meet the research objectives. This may seem obvious, but many research surveys omit important aspects due to inadequate preparatory work, and do not adequately probe particular issues due to poor understanding. To a certain degree some of this is inevitable. Every survey is bound to leave some questions unanswered and provide a need for further research but the objective of good questionnaire design is to 'minimize' these problems.

2. It should obtain the most complete and accurate information possible. The questionnaire designer needs to ensure that respondents fully understand the questions and are not likely to refuse to answer, lie to the interviewer or try to conceal their attitudes. A good questionnaire is organized and worded to encourage respondents to provide accurate, unbiased and complete information.

3. A well-designed questionnaire should make it easy for respondents to give the necessary information and for the interviewer to record the answer, and it should be arranged so that sound analysis and interpretation are possible.

4. It would keep the interview brief and to the point and be so arranged that the respondent(s) remain interested throughout the interview.

 Here are some important points and qualities of good questionnaire.

1. The length of questionnaire should be proper one.
2. The language used should be easy and simple.
3. The term used are explained properly.
4. The questions should be arranged in a proper way.
5. The questions should be in logical manner.
6. The questions should be in analytical form.
7. Complex questions should be broken into filter questions.
8. The questions should be described precisely and correctly.
9. The questionnaire should be constructed for a specific period of time.
10. The questions should be moving around the theme of the investigator.
11. The answers should be short and simple.
12. These answers should be accurate.
13. The answers should be direct one.
14. The answers should be relevant to the problem.
15. The answers should be understandable to everyone of respondents.

**Questions adopted in research studies**

The kind of study and the goals of the researchers will determine to a large extent what is expected of participants. However, irrespective of the precise nature of the study, the researchers will have a clear plan of what they want to do, how, when and for how long.

It is the researchers’ responsibility to provide such information but participants are free to ask for further clarification and information. The following box contains examples of questions that people might want to consider asking before consenting to take part in research studies or clinical trials.

|  |  |
| --- | --- |
| **Topic/issue** | **Typical questions** |
| **Purpose of the research** | **Why is this study/trial being conducted?****What do the researchers hope to discover?** |
| **Procedure** | **What is involved (e.g. hospital stays, visits to doctor, injections, blood tests and scans etc.)?****Is any of this likely to be stressful, uncomfortable, burdensome or painful?****What is the likelihood that I will receive the experimental drug (in the case of clinical trials)?****How long will the study/trial last?****Where will I have to go and how often?** |
| **Benefits and risks** | **Are there any benefits or risks involved in this study/trial?****Am I likely to personally benefit from participating in this study/trial?** |
| **Consent** | **What are my treatment or care options if I decide not to participate in this study/trial?****Can I withdraw at any time?****Will my wish to withdraw be respected even if I am considered as lacking capacity at the time?** |
| **Continuing care** | **How will participation in this study/trial affect my current care?****How will participation in this study/trial affect my future care?** |
| **Safety** | **What are the likely side effects?****What will happen if I suffer side effects?****If anything goes wrong, would I be covered by some kind of insurance?****Who is responsible for the safety and wellbeing of participants?****Whom can I contact in case of emergency or if I wish to complain?** |
| **Confidentiality** | **Who will be informed that I am participating in this study/trial?****Who will know whether I am receiving the experimental drug?****Will personal information about me be kept on a computer or in a report?****If so, will my anonymity be respected?****Would I be bound to secrecy in any way?****How will the results of the study be presented and used?****Will I be informed of the results of the study afterwards?** |
| **Payment** | **Is there any payment to compensate participants for their time?****Are travel costs and other related expenses covered?****Does anyone receive compensation of any kind for my participation in the study/trial?** |
| **Restrictions** | **Is there anything I should or shouldn’t do during the study/trial?****Can I also take authorised drugs for**[***dementia***](https://www.alzheimer-europe.org/Glossary/dementia)**during the study/trial?** |