

Key terms - Glossary

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Qualitative data
Quantitative data
Participant observation
Unstructured interview
Structured interview
Focus groups
Social surveys
Validity
Reliability
Representativeness
Generalisability
Ethics
Closed questions
Open questions
Interviewer bias
Interviewer effect
Sampling
Random sampling
Stratified random sampling
Snowball sampling
Pilot study
Longitudinal study
Primary and secondary data