

# Brick wall

Task one: Each term below has four bricks associated with the term. Colour code them so that they relate to the correct term.

Validity	Reliability	Representative	Ethics
In questionnaires everyone is asked the same set of questions	Are the people studied typical of the population?	A successful rapport is created between researcher and participant	
Target population	Protection from harm	Generalise	
Informed consent	People may not be entirely truthful	Sampling method	Consistent findings on different occasions
Questions are interpreted in the same way	In observation researchers can see how people actually live	Participant's identity should remain anonymous	
The researcher adheres to moral codes of conduct	Would a different researcher get the same results?	How accurate or near to the truth the researcher has got	

Task two: Define each term using the information from the bricks.

**Validity**

**Reliability**

**Representative**

**Ethics**