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4.12 Collecting and analysing data

Checklist

What you should know

By the end of this subtopic you should be able to:

- design valid questionnaires and surveys by
  - considering whether they are biased or unbiased

  - using structured and unstructured questions

  - asking precise questions

  - considering whether a question is personal and explaining its purpose if so

  - selecting the relevant variables to investigate

- categorise numerical data in a χ^2 table and justify the chosen intervals

- choose an appropriate number of degrees of freedom when estimating parameters in a χ^2 goodness-of-fit test

- define statistical reliability

- define statistical validity

- give examples of tests that are used to measure statistical reliability and statistical validity.

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