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VIDEO GUIDE · UNIT 0 · TOPIC 0.2

Measurement Instruments

Watch the lesson

Name _____ Class _____ Date _____

NOTES: FILL IN THE BLANKS WHILE YOU WATCH

Two types of data

1. _____ are numerical, like a rating on a scale from 1 to 10.
2. _____ are descriptive, like an answer given in your own words.

Ways to collect data

3. Interviews and open-ended questions often collect _____ data, because participants answer in their own words.
4. A _____ measures feelings, opinions, and attitudes with numbered responses, so it collects quantitative data.
5. Qualitative and quantitative describe types of data, not research methods: _____ can collect both, such as counting children at each playground item and describing how they play.

CHECK YOUR UNDERSTANDING

1. A researcher watches a school cafeteria and records how many students sit alone each day. What kind of data is this?

(A) Qualitative, because it comes from observation

(B) Quantitative, because it is a count

(C) Qualitative, because no survey was used

(D) Neither, because observation is a method

2. A researcher wants to understand, in participants' own words, why they quit social media. Which approach fits best?

(A) A 1-7 Likert scale rating how much they liked quitting

(B) Counting how many apps they deleted

(C) Recording their daily screen time

(D) Open-ended interview questions

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3. A company wants to measure how strongly employees agree that their workplace is supportive and compare average scores across departments. Which tool fits best?

(A) A Likert scale

(B) Open-ended interviews

(C) A case study

(D) A meta-analysis

NOTES

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