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Sem 1

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Subject Inclusive Education and
Psychological Strategies

Paper code: MJ-Eps - 101

* Questionnaire method

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. Questionnaires can be thought of as a kind of written interview. They can be carried out face to face, by telephone, computer, or post.

Questionnaires provide a relatively cheap, quick and efficient way of obtaining large amounts of information from a large sample of people.

Data can be collected relatively quickly because the researcher would not need to be present when completing the questionnaires. This is useful for large populations when interviews would be impractical.

However, a problem with questionnaires is that respondents may lie due to social desirability.

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most people want to present a positive image of themselves and may lie or bend the truth to look good. E.g. pupils exaggerate revision duration.

Questionnaires can effectively measure relatively large subjects' behaviour, attitudes, preferences, opinions and intentions more cheaply, quickly than other methods.

Often, a questionnaire uses both open and closed questions to collect data. This is beneficial as it means both qualitative and quantitative data can be obtained.

~ Closed Questions :-

A closed-ended question requires a specific limited response, often "yes" or "no" or a choice that fit into pre-decided categories.

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Data that can be placed into a category is called "nominal data". The category can be restricted to as few as two options, i.e., dichotomous (e.g., "yes" "no", "male" or "female") or include quite complex list of alternatives from which the respondent can choose (e.g., "polytomous").

Closed questions can also provide ordinal data which can be ranked. This often involves using a continuous rating scale to measure the strength of attitudes or emotions.

For example, Strongly agree / agree / neutral / disagree / Strongly disagree / Unable to answer.

Closed questions have been used to research type A personality (e.g., Friedman and Rosenman, 1974) and also to assess life events that may cause stress (Holmes and Rahe, 1967).

Strengths :

- They can be economical. This means they can provide large amounts of research data for relatively low cost. Therefore, a large sample size can be obtained which should represent the population from which a researcher can then generalize.
- The respondent provides information that can be easily converted into quantitative data, allowing statistical analysis of the responses.
- The questions are standardized. All respondents are asked exactly the same questions in the same order. This means a questionnaire can be replicated easily to check for reliability. Therefore, a second researcher can use the questionnaire to confirm consistent result.

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Limitations :

- They lack detail. Because the responses are fixed, there is less scope for respondents to supply answers that reflect their true feelings on a topic.

Open Questions

Open Questions allow for extensive, varied answers without preset of options or limitations.

Open questions allow people to express what they think in their own words. Open-ended questions enable the respondent to answer in as much detail as they like in their own words.

For example: "Can you tell me how happy you feel right now?"

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open questions will work better if you want to gether more in-depth answers from your respondents. These give no preset answer ~~opt~~ options and instead, allow the respondents to put down exactly what they like in their own words.

Open questions are often used for complex questions that cannot be answered in ~~too~~ few simple categories but require more detail and discussion.

Lawrence Kohlberg presented his participants with moral dilemmas. One of the most famous concerns a character called Heinz, who is forced with the choice between watching his wife die of cancer or stealing the only drug that could help her.

Participants were asked whether ~~Ht~~ Heinz should steal the drug or not and, more importantly, for their reasons.

Why upholding or breaking the law is right.

~ Strength :-

- Rich qualitative data is obtained as open questions allow respondents to elaborate on their answers. This means the researcher can determine why a person holds a certain attitude.

~ Limitations :-

- Time-consuming to collect the data. It takes longer for the respondent to complete open questions. This is a problem as a smaller sample size may be obtained.
- Time-consuming to analyze the data. It takes longer for the researcher to analyze qualitative data as they have to read the answers and try to put them into categories by coding which is often subjective and difficult.

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• However, Smith (1992) has devoted an entire book to the issues of thematic content analysis that include 14 different scoring systems for open ended questions.

- Not suitable for less educated respondents as open questions require superior writing skills and a better ability to express one's feelings verbally.

* Questionnaire Design :-

With some questionnaires suffering from a 5% response rate as low as 5%, a questionnaire must be well designed.

Aims :-

Make sure that all questions are asked to address the research aims. However, use only one feature of the construct you are investigating in per item

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Length :-

The longer the questionnaire, the less likely people will complete it. Questions should be short, clear and concise; any unnecessary questions/ items should be omitted.

Pilot Study :-

Run a small-scale practice study to ensure people understand the questions people can also give detailed, honest feedback on the questionnaire design.

Question Order :-

Questions should progress logically from the least sensitive to the most sensitive from the factual to the cognitive and behavioral to the cognitive and from the more general to the most specific.

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The researcher should ensure that previous questions do not influence the answers to a question.

Question order effect :-

- Question order effects occur when responses to an earlier question affect responses to a later question in a survey.
- The ~~types~~ types of questions order effect include Unconditional (Subsequent answers affected by prior question topic) Conditional (dependent on the response of the prior question) and Associational.
- To minimize this effects, recommendations include avoiding judgmental dependencies between questions separating potentially reactive questions and intentionally examining questions context and order.

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Terminology :-

- There should be a minimum of technical jargon. Questions should be simple - to the point, and easy to understand. The language of a question should be appropriate to the vocabulary of the group of people being studied.

For example, the researcher must change the language of questions to match the social background of the respondents, age / education level / social class / ethnicity.

Conclusion :-

In conclusion, the questionnaire method is an important and effective tool of data collection in psychology. It enables psychologists to gather information about emotions, opinions, behaviour from a large amount of people in a systematic manner.

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Interview Method

Interview method in psychology is a data collecting method where a researcher engages in a direct conversation with individual to gather information about their thoughts, experiences and behaviours. It involves asking structured or open-minded questions to elicit responses that can provide insights into various psychological phenomena.

Interviews can be used in clinical assessments, research studies and therapeutic settings allowing for in-depth exploration of topics and the subjective experiences of individuals. This method helps researchers understand subjective perspective and also obtain ~~qual~~ qualitative data.

and gain a deeper understanding of human behaviour and psychological processes.

HOW DO INTERVIEWS WORK?

Researchers can ask different types of questions, generating different types of data. For example, closed questions allow people to express what they think in their own words.

The researcher will often record interviews, and the data will be written up as a transcript which can be analyzed later.

It should be noted that interviews may not be the best method for researching sensitive topics such as truancy in school, discrimination etc. as people may feel comfortable completing

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a questionnaire in private.

There are different types of interviews with a key distinction being the extent of structure. Semi-structured is most common in Psychology research. Unstructured interview have a free-style, while structure interview involve preset questions asked in a particular order.

Structured Interview

A structured interview is a quantitative research method where the interviewer a set of prepared closed-ended questions in form of an interview schedule, which he/she reads out exactly as worded.

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Interview Schedules have a standardized format, meaning the same questions are asked to each interviewee in the same order.

The interviewer will not deviate from the interview schedule, except to clarify the meaning of a question, or the order and wording of the questions and sometimes the range of alternative answers, is preset by the researcher.

A structured interview is also known as a formal interview.

Strengths :-

- They interview the replicated as a fixed set of closed questions are used easily.

This means it is easy to test for ~~such~~ reliability.

- structured interviews are fairly quick to conduct which means many interviews can ~~take~~ take place within a short amount of time. This means a large number of sample can be ~~ob~~ obtained.

Limitations :-

- structured interviews are not flexible. This means new questions cannot be asked during the interview.
- The answers from structured interview lack detail as only closed questions are asked which generates qualitative data. This means why ~~is~~

a researcher won't know why a person behaves certain way

- Unstructured Interview :-

Unstructured interviews are do not set use any set questions, instead, the interviewer asks open-ended questions based on a specific research topic. and will try to let the interview flow like a ~~natural~~ natural conversation. The interviewer modifies their questions to suit the candidates' specific experiences.

Unstructured interviews are sometimes called "discovery interviews" and are more like a 'guided conversation' than a strictly structured

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interview. They can also
suffer as informant interviews

Interview Self-Disclosure

Interview self disclosure involves the interviewer revealing personal information or opinions during the research interview. This may increase rapport but risk changing dynamics away from a focus on facilitating the interviewee's account.

In unstructured interviews, the informal conversational style may deliberately include elements of interviewer self-disclosure, mirroring ordinary conversation dynamics.

Interviewer self-disclosure risks changing the dynamics

away from facilitation of interviewee's accounts. It should not be ruled out entirely but requires skillful handling informed by reflection.

- Overt personal disclosure could also be seen as irrelevant and intrusive by participants.
- The safest approach seems to be ~~avoid~~ avoid interviewer self disclosure in most cases where an information style is used. Disclosures require careful judgment and substantial interview experience.
- If asked for personal opinions during an interview the interviewer could highlight the defined goals and defer that discussion until after the interview.

Strengths

Strengths :-

- Unstructured interviews are more flexible. As questions can be adapted and changed depending on the respondent's answers.
- Unstructured interviews generate qualitative data through the use of open questions. This allows the respondent to talk in some depth.
- They also have increased validity. ~~be~~ because it gives the interviewer the opportunity to probe for a deeper understanding, ask for clarification and allow the interviewee to steer the direction of the interview etc.

- Limitation :-

- It can be time-consuming to conduct an unstructured interview and analyze the data.
- Employing and training interviewers is expensive and is not as cheap as collecting data via questionnaire. For example, certain skills may be needed by the interviewer, including ability to establish rapport and knowing when to probe.
- Interviews inevitably co-construct data through researchers agenda-setting and question framing. These techniques only provide only limited remedies.

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In Conclusion Interview method is a valuable and effective technique of data collecting in psychology, as it allows for direct face to face interaction between the researcher and the respondent. This method helps in obtaining in-depth detailed and accurate information about a person's feelings, behaviour and experience.