

# Research Terms in Social Science

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*Defined*

# Primary Research

Research you complete yourself

*eg. survey, questionnaire, observation*

# Secondary Research

Research that another person has done, that you then use for your literature review research and report

*ie. Formal research report by an expert*

# Sample Populate

The number of people who are involved with your research

aka. sample *size*

# Respondent



The person who answers your research questions

# Data

A horizontal dotted line is positioned below the title. Below the dotted line is a decorative wavy border that separates the title area from the main content area.

The information you collect from your research

# Qualitative

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Of or relating to how good something is;

Relating to the quality of something.

*ie. Customers were very happy after being given a coupon.*

# Quantitative

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Of or relating to how much there is of something;

Relating to the quantity or amount of something, involving numerals.

*ie. 82% of the customers reported a high level of satisfaction, after receiving a coupon.*



# Literature Review

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An evaluative report of information found in the literature, related to your selected area of study.

The review should describe, summarize, evaluate and clarify this literature.

# Analysis

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An examination of the results of primary data collection, involving organizing information into charts and graphs.

Typically used as a basis for discussion or interpretation.

# Interpretation

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Explaining the meaning of your results, and the practical implications of your findings.

Answers whether or not the hypothesis was supported or refuted.

# Limitations

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A limiting circumstance that compromises the accuracy of research.

A downfall or restriction.

ie. *too small sample size*