Research Terms in Social Science

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*
The number of people who are involved with your research
aka. sample size
The person who answers your research questions
The information you collect from your research
Qualitative

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

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

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

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

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

Answers whether or not the hypothesis was supported or refuted.
A limiting circumstance that compromises the accuracy of research.

A downfall or restriction.

ie. too small sample size