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A question that is impurely and inaccurately formulated. An assessment error from the researcher about the knowledge level of the respondent. Ideas of the respondent about what he should think or feel. Ideas of the respondent about what the interviewer would like to hear. Evaluate the following question on suitability for the use in a questionnaire measured on a 5-point Likert scale: This question is leading. This question is loaded. This question is double-barreled. This question in any case is not leading, loaded or double-barreled. A disadvantage of electronic questionnaires is that this way of surveying is relatively expensive. If in the introduction of the questionnaire it is made clear that the answers will be handled anonymously, this can lead to bias of the results. The sequence of questions in a questionnaire can lead to a certain bias; this phenomenon is also referred to as ordering effects. F Chapter 10 1. Manipulation of independent variables in order to unravel causal relationships is unacceptable from a scientific point of view. The manipulation of the independent variable is also known as the treatment, and the results of the treatment are called treatment effects. External validity of lab experiments refers to the confidence we place in the cause-and-effect relationship. A field study is an experiment done in the natural environment in which work goes on as usual, but treatments are given to one or more groups. Internal validity refers to the extent of generalizability of the results of a causal study to other settings. There is a trade-off between internal validity and external validity. If we want high internal validity, we should be willing to settle for lower external validity and vice versa. Cause-and-effect inferences can be contaminated by the effects of the passage of time. Such contamination effects are denoted history effects. An interactive testing effect occurs when the prior observation the pretest affects the later observation the posttest. A time series design thus allows the researcher to assess the impact of a treatment over time.

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*Research Methods. for Business Lecturer Testbank Chapter 2 Answers are indicated with a * 1. 'Rigor' related to scientific investigation refers amongst others to.*

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