

Chapter 6: Negotiating access and research ethics

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

1

The process of gaining access to data from intended participants. This involves participants agreeing to be interviewed, within agreed limits. This is the definition for:

<input type="radio"/>	continuing access.
<input type="radio"/>	informed consent.
<input checked="" type="radio"/>	cognitive access.
<input type="radio"/>	physical access.

Correct.

2

Which is the odd one out?

<input type="radio"/>	The Data Protection Law.
<input checked="" type="radio"/>	Codes of Conduct (the MRS, BPS, CIM, CMI).
<input type="radio"/>	The Freedom of Information Acts.
<input type="radio"/>	The European Convention on Human Rights.

Correct.

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research achieved when intended participants are fully informed about the nature, purpose and use of research to be undertaken and their role within it, and where their agreement is given. This is the definition for:

<input type="checkbox"/>	physical access.
<input type="checkbox"/>	cognitive access.
<input type="checkbox"/>	continuing access.
<input checked="" type="checkbox"/>	informed consent.

Correct.

- 4 The Data Protection Act has eight principles to make sure that personal information is handled properly. Which of these is not one of the eight?

<input type="checkbox"/>	Data must be fairly processed.
<input checked="" type="checkbox"/>	Data must be kept for five years.
<input type="checkbox"/>	Data must be processed for limited purposes.
<input type="checkbox"/>	Data must be adequate.

Correct.

- 5 The initial level of gaining access to an organisation to conduct research. This is the definition for:

<input type="checkbox"/>	cognitive access.
<input type="checkbox"/>	continuing access.
<input checked="" type="checkbox"/>	physical access.

6 Here is an extract from a letter requesting participation in a research study.

"We are a group of second year undergraduate students at the University of Northminster conducting research into communication between staff and students within the Business School. We are seeking your support in our research."

What is wrong?



It does not explain what will happen to information collected.

It does not state who wants access.

It is badly written.

It does not explain why you want to gain access.

Correct.

7 Questionnaires are delivered through the letterboxes of 100 homes. What is wrong with this research design?

It is against the law to deliver unsolicited questionnaires.



There is no cover letter.

The researcher must knock on the door.

Some people may not reply.

Correct.

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An employee has been asked to act as a researcher and talk to customers about a new product which is being tested and may be launched next year. At one office one respondent introduces the researcher to a representative from a trade magazine. In casual conversation our employee mentions the new product. Is this:

<input type="radio"/>	not a problem.
<input type="radio"/>	a good idea to get early press coverage.
<input checked="" type="radio"/>	bad practice.
<input type="radio"/>	good practice.

Correct.

9

A student is investigating supermarket use of shelf space. This means talking to different store managers. Our student tells each of his respondents the details of what two of the other managers have said. This is:

<input checked="" type="radio"/>	bad practice.
<input type="radio"/>	a good idea to secure cooperation and interest.
<input type="radio"/>	not a problem.
<input type="radio"/>	good practice.

Correct.

10

The participant lacks knowledge and the researcher uses deception to collect data. What is this?

<input type="radio"/>	Implied consent.
<input type="radio"/>	Informed consent.

Something else.

- 11 Being able to talk to the people you need in a situation that is best suited to providing results.

What is this?

Lack of consent.

Informed consent.

Implied consent.



Something else.

Correct.

- 12 The participant consent given freely and based on full information.

What is this?

Lack of consent.



Informed consent.

Implied consent.

Something else.

Correct.

telephone contact will be improved if:

you give a link to a web page with more explanation of the project.



you offer to call back.

you link to your privacy policy.

you enclose a SAE.

Correct.

14

Email contact will be improved if:

you use coloured paper.



you give a link to a web page with more explanation of the project.

you offer to call back.

you enclose a SAE.

Correct.

15

Postal contact will be improved if:

you charge the respondent money.

you link to your privacy policy.



you enclose a SAE.

you give a link to a web page with more explanation of the project.

Correct.

The gatekeeper in an organisation is usually the security guard from whom permission for research access must be secured.

True



False

Correct.

- 17 Simply obtaining physical access into an organisation is likely to be inadequate unless you are also able to negotiate yourself into a position where you can collect data that reveals the reality of what is occurring in relation to your research question and objectives.



True

False

Correct.

- 18 In the context of research, ethics refers to the appropriateness of your behaviour in relation to the rights of those who become the subject of your work, or are affected by it.



True

False

Correct.

- 19 Ethical issues are not a concern as long as those who become the subject of your work are not aware of what you are doing.

True

- 20 The expression netiquette has been developed to provide a heading for a number of 'rules' or guidelines about how to act ethically when using the Internet.

☒ True

☐ False

Correct.

- 21 Where someone agrees to participate in a particular data collection method, this implies consent about the way in which the data provided are subsequently used.

☐ True

☒ False

Correct.

- 22 The Data Protection Act was designed to give us the freedom to see Government information.

☐ True

☒ False

Correct.

- 23 The guiding principles of The Data Protection Act are transparency and consent.

False

24 If we only interviewed those people easily available, the validity and reliability of the project falls into question.

☒ True

False

Correct.

25 It is against the code of good practice to ensure that your work and data records are duplicated.

True

☒ False

Correct.

26 Consent means ensuring individuals have a very clear and unambiguous understanding of the purpose for collecting the data and how it will be used.

True

☒ False

Correct.

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transparency means that individuals must give their consent to their data being collected at the time the data is collected, and can opt out of any subsequent uses of the data.

True



False

Correct.

- 28 Letters written to potential respondents should not contain their name and address as this is personal information.

True



False

Correct.

- 29 Letters written to potential respondents should not be too long.



True

False

Correct.

- 30 In face-to-face interviews, you should avoid overzealous questioning and pressing your participant for a response. Doing so may make the situation stressful for your participant.



True

False

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