Assignment 2

1. What is the purpose of an online research study? Why do researchers conduct online research studies?

2. What is the purpose of a survey in research? Explain the role of surveys in gathering information and making decisions.

3. Discuss the importance of sample size in a survey. How does sample size affect the reliability and validity of the survey results?

4. Explain the concept of generalizability in research. How does generalizability impact the interpretation of survey results?

5. Discuss the ethical considerations involved in conducting an online survey. What steps can be taken to ensure the ethical conduct of research?

6. How do researchers ensure the confidentiality and privacy of participants in an online survey?

7. What are some common threats to the validity of online surveys? How can these threats be mitigated?

8. Explain the concept of sampling error in survey research. How does sampling error affect the results of an online survey?

9. Discuss the role of statistical analysis in interpreting survey data. What statistical methods are commonly used in online survey research?

10. Evaluate the role of technology in online survey research. How has the use of technology enhanced the conduct and analysis of online surveys?