

Data Analysis, Evaluation and Communication — Practice Worksheet

This worksheet covers data collection, processing and analysis, drawing conclusions, evaluating research, and communicating findings.

Part A — Data collection and analysis

Q1. Distinguish between objective and subjective data, giving one example of a measure for each. *(4 marks)*

Q2. For the dataset 6, 5, 7, 7, 8, 9, 5, 6, 7, 4, calculate the mean and median to two decimal places. *(2 marks)*

Mean: _____

Median: _____

Q3. For each correlation coefficient, state the strength and direction of the relationship:

A. 0.91 _____

B. 0.24 _____

C. -0.86 _____

(3 marks)

Part B — Evaluating research

Q4. Explain what 'reliability' means in psychological research, and outline one way it can be improved. *(4 marks)*

Q5. Define 'validity' and distinguish between internal and external validity. (3 marks)

Q6. A study used a small convenience sample. Explain how this affects the generalisability of its findings, and suggest one improvement. (4 marks)

Part C — Communicating

Q7. Justify why using an interview to assess motivation may be a better choice than using a checklist or rating scale. (4 marks)

Strong inquiry analyses data appropriately (displays, mean/median, correlation), draws evidence-based conclusions, evaluates using validity, reliability and generalisability, and communicates with precise terminology and correct referencing. Remember: correlation does not prove causation.