

**Assignment-4**

**RES500-Academic writing and research skills**

1st Semester (2019-2020)

**Learning Questions of Model-10**

* Students able to understand what secondary data is and what are the different methods for collecting secondary data.
* It also gives knowledge of various measurement scales.

Learning Questions of Model-11

* Students able to understand what are the different methods for collecting primary data.
* It will also give knowledge about the sample, sample size and various types of sampling methods.

**Instructions:**

* Your assignment is required to be four to five pages in length, which does not include the title page and reference pages, which are never a part of the content minimum requirements.
* Support your submission with course material concepts, principles from the textbook and at least three scholarly, peer-reviewed journal articles. Use the Saudi Digital Library to find your resources.
* Use Saudi Electronic University academic writing standards and follow APA style guidelines.

**Assignment-4 MM-7**

Assignment Questions:

1. Explain observation and experimentation with help of an example. What are different sources of secondary data information?
2. What are the essential differences among nominal, ordinal, interval, and ratio scales?
3. Discuss Sample versus Census. Describe the differences between a probability sampling and a non-probability sampling.

4. Distinguish between:

a. Direct and indirect questions

b. Open ended and closed questions

c. Research, investigative, and measurement questions.