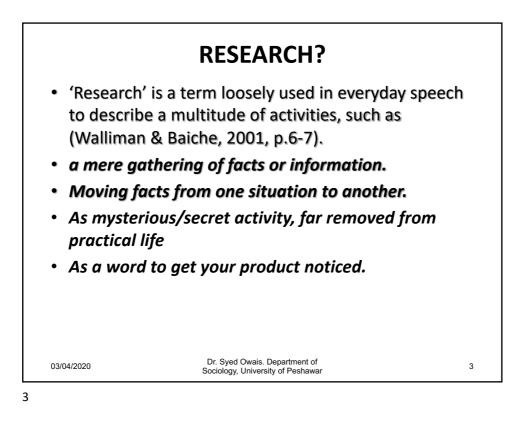
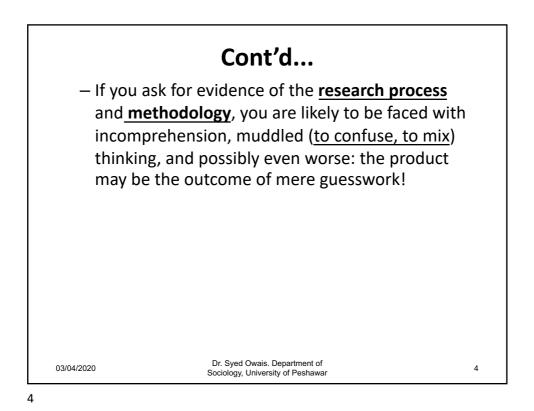
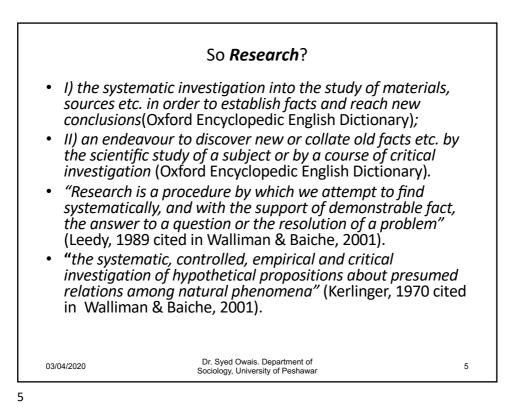


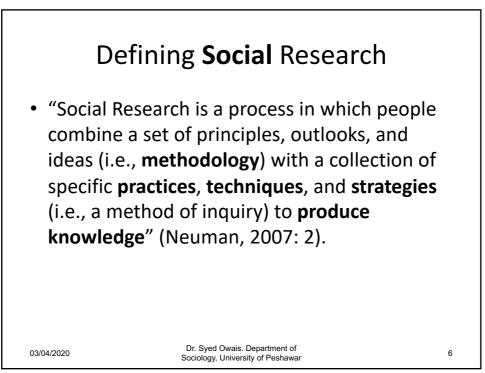
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Source of Knowledge	Advantage	Disadvantage/reservation
Authority	 Simple, quick and cheap to gain knowledge Expert authorities invest time & energy Authorities are experienced 	 Overestimation; Talk about unrelated field; May use position to influence us; How to decide about experts; What about their disagreements?

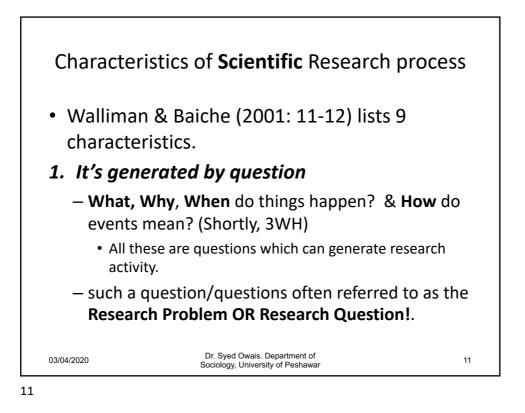
Source of Knowledge	Advantage	Disadvantage/reservations
Tradition	Makes social life easier	 > Unknown source of wisdom; > Prejudiced ideas; > Distortion of knowledge
Mass Media	 Easy & cheap; Expert-opinion; Up-to date 	 Distortion; Sensationalisation; Entertainment not knowledge as its aim; Perpetuation of cultural biases

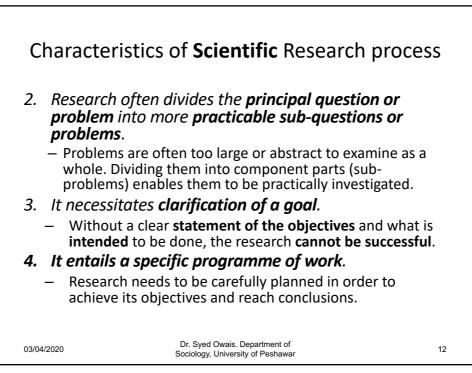
Source of Knowledge	Advantage	Disadvantage/reservations
Common Sense & Personal Experience	 Easy and cheap; Ready acceptability 	 Miscomprehension; Emotive orientation Tends to be Haphazard & Uncontrolled; Conclusions are Quickly (& Emotionally) drawn.

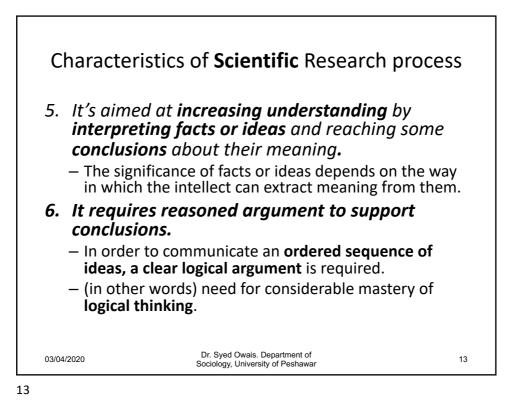
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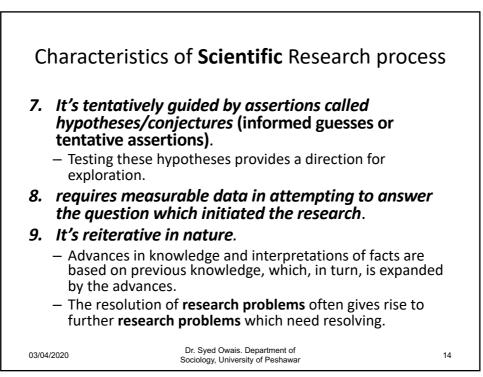
Source of Knowledge	Advantage	Disadvantage/reservations
Reasoning	 Five-senses based analysis & understanding; Logical 	 Over-estimatation; Over-generalisation; Subjective orientation.

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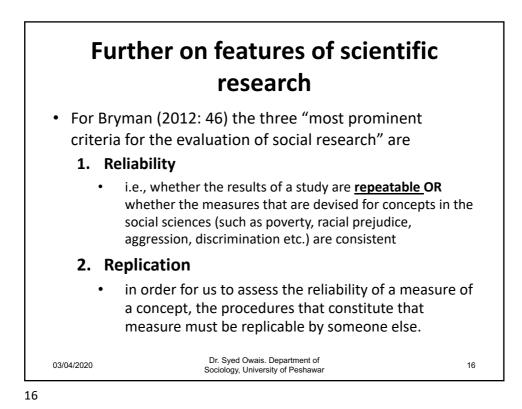


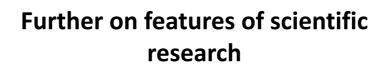












3. Validity

- Logical and factual soundness of a measure and results.
- In addition to highlighting validity, reliability, & replicability, **Sarantakos (1993)** also lists
 - 4. precision in measurement,
 - 5. objectivity,
 - 6. ethics/ethicality
 - 7. Representativeness (to allow generalisation) as key elements of social scientific research.

03/04/2020

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