

- **Validity-** **Accuracy** of measurements.
- **Reliability-** **Consistency** over repeated measurements
- **Probability sampling-** Sampling technique used in **quantitative studies** where each element in the population has a chance of being chosen to take part and the sample is chosen **objectively** to prevent bias.
- **Non-probability sampling-** Sample technique which can be **used in both** quantitative and qualitative studies (but mainly qualitative) where the sample is chosen in a **subjective** manner.
- **Ethnography-** A systematic study of **cultures and subcultures**.
- **Phenomenology-** A study of **lived experiences** and how they interpret those, which explores the phenomenon of a situation.