

1.4 Operationalisation and source evaluation

Name: _____ Class: _____ Date: _____ **Total: 12 marks**

KEY WORDS operationalisation 操作化 • authority 权威性 • currency 时效性 • bias 偏见

Objective

Evaluate social-science evidence by checking definitions, authority, currency, and bias.

You must be able to:

- explain operationalisation
- identify the definition behind a statistic
- evaluate a source beyond whether it sounds accurate

1 Worked examples

■ **Ask what the number counted**

Operationalisation 操作化 turns an abstract idea into something measurable. A statistic about unemployment depends on the definition used, so different definitions can produce different rates.

Check **authority** 权威性, currency, and **bias** 偏见. Bias can appear in what a source measured or left out, not only in its wording.

2 Practice

2.1 Define operationalisation. [1]

2.2 State one question to ask about a source’s authority. [1]

2.3 Explain why changing a definition can change a statistic. [2]

3 Exam-style questions

3.1 Explain why a researcher should ask what an unemployment statistic counted before using it as evidence. [4]

3.2 Evaluate a recent report funded by a company selling a product connected to the report’s conclusion. [4]