

Final Examination

Part I - Multiple Choice (one point each):

1. "IQ" would be considered what type of concept:
 - A. Nominal Definition
 - B. Hypothetical Construct
 - C. Real Empirical Definition
 - D. None of the above
2. Lexis-Nexis is to newspapers as Infotrack is to journal articles.
 - A. True
 - B. False
3. Explaining "prostitution" by looking at the incidence of divorce is a methodology coming closest to what type of sociological perspective:
 - A. Functionalism
 - B. Conflict Theory
 - C. Symbolic Interactionsim
 - D. Exchange Theory
4. One could identify value labels of an SPSS variable by clicking on "Data View":
 - A. True
 - B. False
5. If an instructor gives one test to the same class on two different occasions, he would be in a position to assess what type of consistency (reliability):
 - A. test-retest
 - B. split-half
 - C. inter-rater
 - D. none of the above
6. Correlating your scale with that of another is an example of calculating construct validity.
 - A. True
 - B. False
7. Using experts to assess the validity is an example of assessing what type:
 - A. Face
 - B. Construct
 - C. Concurrent
 - D. Criterion
8. Multiple independent variables in experimental design allow us to test for interaction effects.
 - A. True
 - B. False

9. If you have reason to believe gender may affect political attitudes in a population, what type of sampling procedure would you most likely use:
 - A. Simple Random
 - B. Systematic Random
 - C. Stratified Random
 - D. None Of The Above
10. Area or Cluster sampling is typically referred to as a multi-stage sample.
 - A. True
 - B. False
11. "How far do you live from campus" is an example of what type survey question:
 - A. Fact
 - B. Opinion
 - C. Demographic
 - D. Self Perception
12. Probe questions are easier to code than structured questions:
 - A. True
 - B. False
13. Matrix formats are most appropriate for what type question:
 - A. Unstructured
 - B. Structured
 - C. Open-ended
 - D. Contingent
14. A Gutman Scale score is an ordinal measure
 - A. True
 - B. False
15. The question "Do your children attend school" suffers from what flaw in wording:
 - A. It's Connotative
 - B. Too Simple
 - C. Too Ambiguous
 - D. It's Double Barreled
16. "Marriage" is a Non-Zero Sum Type interaction.
 - A. True
 - B. False
17. According to our discussions in class, which form of data collection yields the highest response rate:
 - A. Field Interviews
 - B. Telephone Interviews
 - C. Mail Out Questionnaires
 - D. They Are All The Same

18. The difference between a Participant Observer and Complete Participant is that the former is more involved in participation.
- A. True
 - B. False
19. A codebook specifies:
- A. Value Labels
 - B. Variable Names
 - C. Variable Labels
 - D. All Of The Above
20. An "interval" scale implies quantitative data.
- A. True
 - B. False
21. Which of the following would be an appropriate measure of association for a nominal level crosstabs:
- A. Cramers' V
 - B. Gamma
 - C. Pearson's r
 - D. Spearman's Rank Order Correlation
22. If the partial tables of a crosstabs shows values for the measure of association which are the same as for the original zero order table, we can say the original relationship is "spurious".
- A. True
 - B. False
23. Education explains the relationship between Age and Income; which of the following words best describes this outcome
- A. Antecedent
 - B. Intervening
 - C. Elimination
 - D. Spuriousness
24. Gender is one of the few question never asked in an interview
- A. True
 - B. False
25. Which of the following sections would most likely contain a description of the survey questionnaire:
- A. Introduction
 - B. Results
 - C. Methods
 - D. Discussion
26. The Discussion section of a research report is likely to directly follow the Methods section.

- A. True
 - B. False
27. A research report's Method section contains a discussion of which of the following:
- A. Tables
 - B. References
 - C. Sampling frame
 - D. Codebook
28. The Output from an SPSS procedure would typically go in the Appendix of a research report.
- A. True
 - B. False
29. Recodes are created in which SPSS menu:
- A. Transform
 - B. Variable View
 - C. Utilities Menu
 - D. Analyze
30. The abstract of a research report contains key search words
- A. True
 - B. False

Part II - Definitions (two points each):

1. Exchange Theory
2. 1986 Tax Reform Act
3. Operational Definition
4. Predictive Validity
5. Quasi-Experimental Design:
6. Sampling Frame
7. Zero-Sum Games
8. Transfer Sheets
9. Phi
10. Codebook

Part III - Short Answer (five points each):

1. Describe the three motivation for research, giving an example of each.
2. Differentiate between the terms “reliability” and “validity”, according to the definitions introduced in class.
3. Describe either the Darley “bystander intervention” experiment , the Festinger “cognitive dissonance” experiment, or my rose experiment, specifying the independent, dependent and the possible exogenous variables.
4. Contrast the concepts of probability vs. non-probability sampling and state when you might use each.
5. Distinguish three types of simulation and argue when each should be used.
6. Identify three different sources of coding error and how each could be mitigated.
7. List and define each of the three questions necessary to decide the appropriate statistical procedure to use..
8. Enumerate the steps you used to produce the SPSS partial crosstabs for your data analysis.
9. Outline the sections of a research report and state their significance.
10. Identify the APA standards for citing "web" and "e-mail" references.