Sociology 497   Name: __*Key (answers in italics)*_____
Fall, 2000
Professor Schutte

Third Examination

Part I - Multiple Choice (one point each):

1. A questionnaire item that asks respondents to declare their political affiliation by choosing between "Republican" or "Democrat" is faulty because the categories are not:
    a. mutually exclusive
    b. exhaustive
    c. parsimonious
    d. none of the above

2. It is recommended that an interviewer ask opinion questions first.
    a. true
    b. false

3. How far do you live from the nearest bus station is an example of what type question:
    a. opinion
    b. skip
    c. fact/information
    d. demographic

4. Opinion questions are typically formed as statements in a questionnaire.
    a. true
    b. false

5. Survey respondents' answers that are independent of content are called:
    a. branching
    b. response sets
    c. clustering
    d. none of the above

6. Unstructured questionnaire formats are easier to code than structured formats:
    a. true
    b. false

7. A participant observer focuses on cars that cruse Main Street; this is an example of:
    a. an act
    b. activity
    c. meaning
    d. participation

8. Researchers in structured field settings are more likely to be "participant observers" than "observers as participants".
    a. true
    b. false

9. According to our discussion in class, which of the following would not be a reason to use simulation modeling:
    a. time constraints
    b. scope issues
    c. ethical considerations
    d. all of the above are reasons

10. In a person-machine model, the machine typically creates the dependent variable:
   a. true
   b. false

11. If you want to describe the sociometric configuration of a group, you would use
     what type of pure machine simulation model:
   a. *deterministic, static, discrete*
   b. probabilistic, dynamic, continuous
   c. deterministic, dynamic, discrete
   d. probabilistic, dynamic, discrete

12. The Prisoner's Dilemma implies an individual's motives conflict with the group's motives.
   a. true
   b. false

13. Which of the following methods is most likely to consider The Congressional Record
      a source that can be analyzed.
   a. content analysis
   b. survey analysis
   c. secondary analysis
   d. none of the above

14. The ICPSR is housed at the University of Chicago.
   a. true
   b. false

15. Which of the following is the smallest measurement category in Census data:
   a. SMSA
   b. census tract
   c. block group
   d. county

Part II - Definitions (two points each):

1. Demographic vs. Information type questions:
   Both are question types. The former asks questions about personal profile or ascribed characteristics (e.g. age, sex), whereas the latter asks questions about circumstantial facts (e.g. how far to school).

2. Observer as Participant vs. Participant Observer:
   Both are observational techniques. The former emphasizes observation where everyone knows, and participation is a residual, while the latter emphasizes participation with few knowing about the observation.

2a. Meaning vs. Participation (Sat class)
   Both are categories of a Lofland analysis. The former uses verbal interpretations as a unit of analysis while the latter uses personal style in role as the unit of analysis.

3. Zero-Sum vs. Non-Zero-Sum:
   Both are terms in pure person simulation (game theory). The former indicates a competitive environment based on finite resources where one person's gain is another person's loss, while the latter indicates infinite resources where there could be cooperation (if individual and collective motivations are similar) or non-cooperative (if they conflict).

4. SCA vs. SMSA:

   Both are census categories. The former means "Standard Consolidated Area" indicating inter-county demarcation, while the latter is equivalent to a city area and stands for "Standard Metropolitan Statistical Area".

5. ICPSR vs. ISR:

   Both reference organizations at the University of Michigan. The former is the "Interuniversity consortium for Social and Political Research" that acts as the world's largest academic social science data archive, while the latter is the parent organization called the "Institute for Social Research"

Part III: Short Answer (Five points each)

1. Articulate the four phases of survey research outlined in class.

   They are: 1) Planning in which we establish hypotheses, plan materials and set sampling frame; 2) Questionnaire Construction in which we draft, pretest and create final instrument; 3) Data collection where we train and brief interviewers and following the interviewing with quality control; and 4) Data Analysis in which we code, process, analyse and report findings.

2. Briefly describe the economics of the three interview techniques. What are the advantages and disadvantages of each?

   The techniques are: 1) mail-out questionnaires; 2) telephone interviews; and 3) field or face-to-face interviews. #1 is the least expensive but has the lowest response rate (40%), while #3 has the highest response rate (80%) but is the most expensive. Both involve more turnaround time. Therefore, #2 has become the dominant mode because it combines the best response rate (60%+) with the fastest turnaround and an intermediate price (given either third party interviewing or amortization of equipment over multiple surveys.

3. Discuss the continuum of structure outlined in class concerning observational techniques. Which are more covert? Which are more exploratory?

   They are: 1) Complete Observer; 2) Observer as Participant; 3) Participant Observer; 4) Complete Participant. The extreme categories #1 and #4 are the most covert. Those in #1 and #2 more structured, while #3 and #4 less are structured. Those in #1 and #2 are used more in predictive research, while those in #3 and #4 are used more in exploratory research.

4. Explicitly define a Prisoner's Dilemma and give a real world example of your own.

   The P.D is a non-zero-sum, non-cooperative game where $T>R>P>S$ and $2R>T+S>2P$. The name comes from prisoners whose individual motives are in conflict with their collective motivation. An example might be the 1) arm's race, 2) marriage, 3) group projects, etc.

5. Distinguish secondary, content and historical analysis by identifying the degree of quantification for both the sources of information and the type of conclusions drawn from such analysis.

   Secondary analysis starts with quantified information while content and historical analysis start with qualitative narrative. However, both secondary and content analysis end with quantitative statements, while historical analysis typically ends in narrative statements. Each is considered an unobtrusive measure.