

PASS MOCK EXAM – FOR PRACTICE ONLY

Course: **COMM 2001 AB** Facilitator: **Emilie Couture**

Dates and locations of mock exam take-up:

Tuesday April 16, 2013 – 10 to 12 in ME 3235

Wednesday April 17, 2013 – 10 to 12 in ME 3269

IMPORTANT:

It is **most beneficial** to you to write this mock midterm **UNDER EXAM CONDITIONS**.

This means:

- Complete the midterm in **2** hour(s).
- Work on your own.
- Keep your notes and textbook closed.
- Attempt every question.

After the time limit, go back over your work with a different colour or on a separate piece of paper and try to do the questions you are unsure of. Record your ideas in the margins to remind yourself of what you were thinking when you take it up at PASS.

The purpose of this mock exam is to give you practice answering questions in a timed setting and to help you to gauge which aspects of the course content you know well and which are in need of further development and review. Use this mock exam as a *learning tool* in preparing for the actual exam.

Please note:

- Come to the PASS session with your mock exam complete. There, you can work with other students to review your work.
- Often, there is not enough time to review the entire exam in the PASS session. Decide which questions you most want to review – the facilitator may ask students to vote on which questions they want to discuss.
- Facilitators do not bring copies of the mock exam to the session. Please print out and complete the exam before you attend.
- Facilitators do not produce or distribute an answer key for mock exams. Facilitators help students to work together to compare and assess the answers they have. If you are not able to attend the PASS session, you can work alone or with others in the class.

DISCLAIMER: PASS handouts are designed as a study aid only for use in PASS workshops. Handouts may contain errors, intentional or otherwise. It is up to the student to verify the information contained within. PLEASE NOTE: THIS HANDOUT IS NOT TO BE POSTED ON THE INTERNET

1. What is the ontological basis of quantitative research?
 - a. Inductivism
 - b. Objectivism
 - c. Constructionism
 - d. Positivism

2. Which of the following is not a criterion used to assess qualitative research?
 - a. Reliability
 - b. Authenticity
 - c. Impartiality
 - d. Precision

3. What is an advantage of content analysis?
 - a. Relatively unobtrusive
 - b. Allows for longitudinal analysis
 - c. Flexible
 - d. All of the above

4. Which is not a type of qualitative interview?
 - a. Life history
 - b. Standardized interview
 - c. Dramaturgical
 - d. Oral history

5. What type of content are you looking at when doing content analysis?
 - a. Manifest and structural
 - b. Latent and subjective
 - c. Structural only
 - d. Latent and manifest

6. Which of the following is a way to get access to open settings in an ethnographic study?
 - a. "Hanging around"
 - b. Offer something in return
 - c. Gain clearance from higher level "gatekeepers"
 - d. Get support from "sponsors" within the group

7. How is theory used in qualitative research?
 - a. Deductively
 - b. Theory is not used
 - c. It doesn't matter how theory is used
 - d. Inductively

8. What type of sampling can be used for qualitative research?
 - a. Quota sampling
 - b. Stratified sampling
 - c. Cluster sampling
 - d. Theoretical sampling

9. Which of the following is a strictly overt role played by the researcher in ethnographic studies?
 - a. Complete participant
 - b. Participant as observer
 - c. Observer as participant
 - d. Complete observer

10. When focus groups were first used for research in the 1950s, what were they primarily used for?
 - a. Public opinion polling
 - b. Quantitative research
 - c. Market research
 - d. They weren't used at that time

11. Which of the following is not a criticism of qualitative research?
 - a. It's too subjective
 - b. It's difficult to replicate
 - c. There's too much transparency
 - d. Problems for generalization

12. Which of the following is not a characteristic of qualitative interviews?
 - a. Aim to generalize rather than understand
 - b. More flexible
 - c. Encourage "rambling"
 - d. Take the participant's point of view

13. What is the epistemological basis of qualitative research?
 - a. Interpretivism
 - b. Positivism
 - c. Deductivism
 - d. Constructionism

14. Which of the following is a type of sampling used for content analysis?
 - a. Snowball sampling
 - b. Simple random sampling
 - c. Multi-stage sampling
 - d. Quota sampling

15. Which of the following is not a practical consideration when it comes to ending an ethnographic study?
 - a. Funding runs out
 - b. Reach theoretical saturation point
 - c. Personal/family commitments
 - d. Deadlines

16. What were focus groups called in the 1980s?
- Focus groups
 - Group discussions
 - Group research
 - Group interviews
17. Which of the following is not a good question, according to Kvaales?
- Probing questions
 - Direct questions
 - Double-barrelled questions
 - Structuring questions
18. How many participants should you ideally have in a focus group?
- 8
 - 6 – 10
 - 4 – 8
 - 12
19. How do you maintain access to your setting when doing ethnographic research?
- Gain trust of participants
 - Constructing a “front”
 - Pass a test of competence
 - All of the above
20. Which of the following is not a criticism of focus groups?
- Researcher is very involved
 - Risk of no shows
 - “Group think”
 - Moderator is the one in control

For the following 5 questions, use table 1.

21. What level is this variable measured at?
- Nominal
 - Interval
 - Ordinal
 - Ratio
22. Which measure of central tendency is most appropriate for this variable?
- 36.057
 - 91
 - 12.7569
 - 40

23. What is the most appropriate measure of dispersion for this variable?
- 91
 - 2.056
 - 0.145
 - 12.7569
24. Looking at the statistics table, would you say the distribution is...
- Skewed
 - Abnormal
 - Normal
 - None of the above
25. What does the standard deviation say about this variable?
- 99% of cases fall between +/- 2 times 12.7569
 - On average, cases deviate by 12.7569 from the median
 - 95% of cases fall between +/- 1 time 12.7569
 - On average, cases deviate by 12.7569 from the mean
26. According to the appropriate value in the table, is the shape of the curve...
- Flatter
 - More peaked
 - Stretched out
 - None of the above

For the following 6 questions, use tables 2 and 3.

27. These variables are measure at what level?
- Ordinal and interval
 - Both ordinal
 - Both interval
 - Ordinal and nominal
28. The most appropriate strength measure is...
- 0.215
 - 0.066
 - 0.081
 - 0.096
29. According to the gamma value, the relationship is...
- Weak
 - Moderate
 - Strong
 - None of the above

30. According to the gamma value, what is the significance of this relationship at a 95% confidence level?
- The relationship is not significant
 - Significance can't be established from the available information
 - The relationship is statistically significant
 - None of the above
31. According to the appropriate tau value, the relationship is...
- Weak, positive and significant
 - Moderate, negative and not significant
 - Weak, negative and not significant
 - Moderate, positive and significant
32. According to the appropriate tau value, if you reject your null hypothesis you risk making what type of error?
- No error
 - Type I error
 - Type II error
 - None of the above

For the following 4 questions, use tables 4 and 5.

33. According to the appropriate value, the model is...
- Weak
 - Moderate
 - Strong
 - None of the above
34. According to the appropriate value, this model accounts for how much variation in the dependent variable?
- 16.5%
 - 0.406%
 - 0.165%
 - 40.6%
35. Which of the independent variables are not in a statistically significant relationship with the dependent variable?
- Education and age
 - Education only
 - Green Party and age
 - Education and Green Party
36. Of the statistically significant independent variables, which one has the strongest relationship with the dependent variable?
- Cut back on driving a car for environmental reasons
 - Avoid buying certain products for environmental reasons
 - Education
 - None of the above

For the following 5 questions, use tables 6 and 7.

37. According to the appropriate value, this model accounts for how much of the variation in the dependent variable?
- a. 33.1%
 - b. 10.9 %
 - c. 10.3%
 - d. None of the above
38. How many of the relationships in the model are statistically significant?
- a. None of them
 - b. 3
 - c. 4
 - d. All of them
39. Of the statistically significant independent variables, which one has the weakest relationship with the dependent variable?
- a. Save or re-use water for environmental reasons
 - b. Member of a group to preserve the environment
 - c. Effort: Sort glass for recycling
 - d. Reduce the energy or fuel at home for environmental reasons
40. According to the appropriate value, what is the strength of this model?
- a. 0.109
 - b. 0.103
 - c. 0.917
 - d. 0.331

Table 1**Statistics**

Hours worked weekly

N	Valid	504
	Missing	481
Mean		36.057
Median		40.000
Mode		40.0
Std. Deviation		12.7569
Skewness		.145
Std. Error of Skewness		.109
Kurtosis		2.056
Std. Error of Kurtosis		.217
Range		91.0

Table 2**Q.25 About how much time did you spend reading books yesterday? [DO NOT READ] * Recoded age Crosstabulation**

Count

		Recoded age						Total
		18-24	25-34	35-44	45-54	55-64	65+	
Q.25 About how much time did you spend reading books yesterday? [DO NOT READ]	Less than five minutes	1	3	0	0	1	0	5
	Five to less than ten minutes	1	1	1	0	1	0	4
	Ten to less than 15 minutes	3	4	1	5	5	1	19
	15 to less than 20 minutes	5	3	7	11	9	9	44
	20 to less than 30 minutes	2	13	11	21	17	13	77
	30 minutes to less than one hour	32	32	40	66	67	72	309
	One hour or more	75	67	62	112	160	197	673
Total		119	123	122	215	260	292	1131

Table 3

Symmetric Measures				
	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Phi	.215			.007
Cramer's V	.096			.007
Kendall's tau-b	.081	.025	3.291	.001
Kendall's tau-c	.066	.020	3.291	.001
Gamma	.119	.036	3.291	.001
N of Valid Cases	1131			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Table 4

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.406 ^a	.165	.160	.884

a. Predictors: (Constant), Q20c Cut back on driving a car for environmental reasons, Age of respondent, Green Party, Education I: years of schooling, Q20f Avoid buying certain products for environmental reasons

Table 5

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.013	.194		25.807	.000
	Green Party	.188	.142	.042	1.323	.186
	Education I: years of schooling	.009	.005	.051	1.566	.118
	Age of respondent	.004	.002	.073	2.233	.026
	Q20f Avoid buying certain products for environmental reasons	-.366	.042	-.315	-8.781	.000
	Q20c Cut back on driving a car for environmental reasons	-.126	.038	-.118	-3.306	.001

a. Dependent Variable: Q6 How concerned in environmental issues?

Regression Model 1 (Tables 4/5) Variables

- Age and Education are both measured at the interval level

Green Party

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Other Parties	938	95.2	95.2	95.2
Valid Green Party	47	4.8	4.8	100.0
Total	985	100.0	100.0	

Q20f Avoid buying certain products for environmental reasons

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Always	103	10.5	10.6	10.6
Valid Often	343	34.8	35.1	45.7
Valid Sometimes	417	42.3	42.7	88.4
Valid Never	113	11.5	11.6	100.0
Total	976	99.1	100.0	
Missing NA,CH,KR: NA, can't choose	9	.9		
Total	985	100.0		

Q20c Cut back on driving a car for environmental reasons

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Always	75	7.6	8.2	8.2
Valid Often	222	22.5	24.1	32.3
Valid Sometimes	380	38.6	41.3	73.6
Valid Never	243	24.7	26.4	100.0
Total	920	93.4	100.0	
Missing I do not have or cannot drive a car	52	5.3		
Missing No answer, CH,KR: NA, can't choose, LT: can't choose	13	1.3		
Total	65	6.6		
Total	985	100.0		

Q13c More important things than protect environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree strongly	24	2.4	2.5	2.5
	Agree	145	14.7	15.1	17.6
	Neither agree nor disagree	217	22.0	22.6	40.2
	Disagree	429	43.6	44.6	84.8
	Disagree strongly	146	14.8	15.2	100.0
	Total	961	97.6	100.0	
Missing	Can't choose	3	.3		
	NA	21	2.1		
	Total	24	2.4		
Total		985	100.0		

Table 6**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.331 ^a	.109	.103	.917

a. Predictors: (Constant), Member of Group to Preserve the Environment, Age of respondent, Q20e Save or re-use water for environmental reasons, Q20a Effort: Sort glass for recycling, Education I: years of schooling, Q20d Reduce the energy or fuel at home for environmental reasons

Table 7**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.349	.197		11.952	.000
	Q20e Save or re-use water for environmental reasons	.089	.038	.083	2.305	.021
	Q20a Effort: Sort glass for recycling	.070	.052	.045	1.347	.178
	Q20d Reduce the energy or fuel at home for environmental reasons	.177	.039	.168	4.564	.000
	Age of respondent	-.008	.002	-.134	-4.008	.000
	Education I: years of schooling	.000	.006	-.002	-.068	.946
	Member of Group to Preserve the Environment	-.521	.111	-.150	-4.701	.000

a. Dependent Variable: Q13g Environmental problems have a direct effect on my everyday life.

Regression Model 2 (Tables 6/7) Variables

- Age and education are both measured at the interval level

Q20a Effort: Sort glass for recycling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	766	77.8	79.1	79.1
	Often	138	14.0	14.3	93.4
	Sometimes	50	5.1	5.2	98.6
	Never	14	1.4	1.4	100.0
	Total	968	98.3	100.0	
Missing	Recycling not available where I live	3	.3		
	No answer, CH,KR: NA, can't choose, LT: can't choose	14	1.4		
	Total	17	1.7		
Total		985	100.0		

Q20d Reduce the energy or fuel at home for environmental reasons

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	203	20.6	20.9	20.9
	Often	390	39.6	40.1	61.0
	Sometimes	272	27.6	28.0	89.0
	Never	107	10.9	11.0	100.0
	Total	972	98.7	100.0	
Missing	NA, CH,KR: NA, can't choose	13	1.3		
Total		985	100.0		

Q20e Save or re-use water for environmental reasons

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	87	8.8	8.9	8.9
	Often	297	30.2	30.5	39.4
	Sometimes	368	37.4	37.7	77.1
	Never	223	22.6	22.9	100.0
	Total	975	99.0	100.0	
Missing	NA, CH, KR: NA, can't choose	10	1.0		
Total		985	100.0		

Member of Group to Preserve the Environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not a member of a group	907	92.1	92.1	92.1
	Member of a group	78	7.9	7.9	100.0
Total		985	100.0	100.0	

Q13g Environmental problems have a direct effect on my everyday life.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree strongly	74	7.5	7.7	7.7
	Agree	429	43.6	44.9	52.7
	Neither agree nor disagree	252	25.6	26.4	79.1
	Disagree	167	17.0	17.5	96.5
	Disagree strongly	33	3.4	3.5	100.0
Total		955	97.0	100.0	
Missing	Can't choose	9	.9		
	NA	21	2.1		
	Total	30	3.0		
Total		985	100.0		