PASS MOCK EXAM – FOR PRACTICE ONLY

Course: COMM 2001 A/B **Facilitator**: Emilie Couture
Dates and locations of mock exam take-up:
Tuesday April 17, 2012 - 10:00 to 12:00 in ME 3190
Thursday April 19, 2012 - 10:00 to 12:00 in CO 213

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.

GOOD LUCK!

1. Which of the follow is not a step in the research process?
   a) Operationalization of theory
   b) Interpretation of results
   c) Creation of theory
   d) Selecting the techniques
   e) Analysis of data

2. Which of the following is not an assumption of empiricism?
   a) Knowing is better than not knowing
   b) Truth is relative
   c) Nothing is self-evident
   d) There are no patterns to be found in nature
   e) Knowledge can only be derived from our senses

3. When using deductive reasoning…
   a) A theory is made based on findings
   b) A hypothesis is formulated based on theory
   c) Theory is not used at all
   d) The stage at which theory is used doesn't matter
   e) None of the above

4. What does not make a theory "good"?
   a) Theory should be simple
   b) Theory should be able to predict accurately
   c) Theory should be important
   d) Theory should be able to be applied broadly and generally
   e) Theory should be non-specific

5. If X and Y appear to be related but there is a third variable causing the relationship, what type of causal model is this?
   a) Source of spuriousness model
   b) Antecedent variable model
   c) Simple variable model
   d) Intervening variable model
   e) Candidate variable model

6. Which of the following is not true of hypothesis testing?
   a) Need both a research and null hypothesis
   b) Start from the assumption that there's not relation
   c) Focus on disproving the null hypothesis
   d) Attempting to prove the research hypothesis is right
   e) None of the above

7. Which of the following is not a characteristic of qualitative research?
   a) Immersed researcher
   b) All about context
   c) Looks to find patterns in society
   d) Data is mainly words
   e) More bias is introduced to the research

8. Which of the following is not a characteristic of descriptive research?
   a) Observation of a phenomenon
   b) Unbiased, accurate measurements
   c) Example: The Census
   d) Generalization is very important
   e) Can be quantitative or qualitative

9. Which of the following is not a type of validity
   a) Convergent validity
   b) Face validity
   c) Discriminant validity
   d) Predictive validity
   e) Standard validity

10. What does not make a concept useful?
   a) The concept must be measurable
   b) The concept must be precise
   c) The concept must have an accepted definition
   d) The concept must have a theoretical import
   e) The concept must be important to the explanation of theory

11. Which of the following is not a way to avoid error?
   a) Take several measures and average them out
   b) Use non-random sampling
   c) Use multiple indicators
   d) Check data for errors
   e) Avoid confusion in wording and instructions

12. Which of the following is not a consideration to keep in mind when choosing measures/indicators?
   a) Levels of measurement
   b) Exhaustive and mutually exclusive response categories
   c) Validity and reliability
   d) Number of responses
   e) Measurement and error bias

13. Questions in surveys should not…
   a) Be too long
   b) Be ambiguous
   c) Introduce two-sided argument
   d) Both a & b
   e) All of the above

14. In 1979, 73% of Canadians supported capital punishment. In 2008, 43% supported capital punishment. What is the percentage point change?
   a) 30%
   b) -41%
   c) 70%
   d) 41

e) 30

15. Like the mean, the standard deviation is also…
    a) Sensitive to outliers
    b) Not sensitive to outliers
    c) Easily calculated by software programs
    d) Both a & c
    e) None of the above

16. Skewness is….
    a) A measure of symmetry, but not the lack of symmetry
    b) A measure of symmetry, or more precisely, the lack of symmetry
    c) Telling of a more symmetrical distribution of data when the measure is closer to zero
    d) Both a & c
    e) Both b & c

17. Which of the following is not a characteristic of a contingency table?
    a) Independent variable in columns, dependent variable in rows
    b) Always calculate row percentages
    c) Always calculate column percentages
    d) Interpret column percentages across one value of the dependent variable
    e) Avoid having too many categories

18. Which of the following are examples of PRE measures?
    a) Gamma and Phi
    b) Phi and Tau-b
    c) Only Lambda
    d) Gamma and Lambda
    e) None of the above

19. What does the “b” stand for in the regression equation?
    a) Dependent variable
    b) Constant
    c) Slope of the line
    d) Independent variable
    e) None of the above

20. What is not a reason to use a control variable?
    a) Testing for a candidate variable model
    b) Testing for a spurious relationship
    c) Testing for an intervening variable
    d) Testing for an alternative explanation
    e) None of the above

21. Which of the following is not a type of random sampling?
    a) Systematic sampling
    b) Cluster sampling
    c) Simple random sampling
    d) Stratified sampling
    e) Snowball sampling

22. A sample that is drawn from individuals that are available is what kind of sampling?
    a) Snowball sampling
    b) Convenience sampling
    c) Quota sampling
    d) Purposive sampling
    e) Cluster sampling

23. Which of the following is <u>not</u> an instance where you don't use statistical significance?
    a) When using a population
    b) When using non-probability sampling
    c) When testing for an intervening variable
    d) When testing for an antecedent variable
    e) When testing for a candidate variable model

24. Complete the chi-square calculation below using the following equation and the distribution table found below:

$$X^2 = \frac{\Sigma(fo - fe)^2}{fe}$$

At a large urban university, about half of the students live off campus in various arrangements, and the other half live in residence on campus. Is academic performance dependent on living arrangements? The results based on a random sample of 300 students are presented below.

	Residential Status			
GPA	Off Campus w/ Roomates	Off Campus w/ Parents	On Campus	Totals
Low	22	20	48	90
Moderate	36	40	54	130
High	32	10	38	80
Totals	90	70	140	300

- Is there a statistically significant relationship between these variables?

df	**.10**	**.05**	**.01**
1	2.706	3.841	6.635
2	4.605	5.991	9.210
3	6.251	7.815	11.341
4	7.779	9.488	13.277
5	9.236	11.070	15.086

25. Which of the following is not an assumption of multiple regression?
    a) Independent variables need to be independent of each other
    b) Relationship between X and Y has to be linear
    c) Data is measured at the interval level
    d) Ordinal variables with less than four categories can be used
    e) None of the above

26. What is the difference between “β” and “b”?
    a) One is standardized, the other is unstandardized
    b) The two are compared to each other during analysis
    c) They are interchangeable
    d) All of the above
    e) None of the above

27. Which of the following is not a situation where direct observation is useful?
    a) Exploratory or descriptive stages of research
    b) Mystery shopping
    c) Removes worries about subjectivity
    d) Provides a high level of external validity
    e) None of the above

28. Which of the following is not something you can measure with content analysis?
    a) Structural features
    b) Substantive features
    c) Latent content
    d) Layered features
    e) Manifest content

29. Which of the following is not a problem of content analysis?
    a) Biased content
    b) Face validity
    c) Intended audience
    d) Representative sample
    e) Intercoder reliability

30. Which of the following is not a criticism of focus groups?
    a) Participants may make up answers
    b) Dominant individuals can influence results
    c) Participants tend to intellectualize
    d) They don’t tap into emotions
    e) None of the above

31. Which of the following is not a weakness of the historical comparative method?
    a) The historical method isn’t well suited for trend analysis
    b) Bias in interpreting historical sources
    c) Can be very time consuming
    d) Some sources may be problematic
    e) Lack of control over external variables

32. Which is <u>not</u> a case of a sensitive topic to keep in mind when doing research?
    a) Research that intrudes into the private sphere
    b) Research that deals with deviance and social control
    c) Research that focuses on small groups
    d) Research that impinges on the vested interests of powerful people
    e) Research that deals with the sacred

Use the two tables below to answer the following two questions.

Statistics

Q.25 About how much time did you spend reading books yesterday? [DO NOT READ]

N	Valid	1149
	Missing	1857
Mean		6.36
Median		7.00
Mode		7
Std. Deviation		1.007
Variance		1.015
Range		6

Q.25 About how much time did you spend reading books yesterday? [DO NOT READ]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than five minutes	5	.2	.4	.4
	Five to less than ten minutes	5	.2	.4	.9
	Ten to less than 15 minutes	19	.6	1.7	2.5
	15 to less than 20 minutes	44	1.5	3.8	6.4
	20 to less than 30 minutes	79	2.6	6.9	13.2
	30 minutes to less than one hour	313	10.4	27.2	40.5
	One hour or more	684	22.8	59.5	100.0
	Total	1149	38.2	100.0	
Missing	Don't know/Refused (VOL.)	6	.2		
	System	1851	61.6		
	Total	1857	61.8		
Total		3006	100.0		

33. What measures of central tendency and dispersion are appropriate for this variable?
    a) Mode only
    b) Median, mode, mean and std. deviation
    c) Mean, median and range
    d) Mode, median and range
    e) None of the above

34. What is the media for this variable?
    a) Ten to less than 15 minutes
    b) One hours or more
    c) 20 to less than 30 minutes
    d) 15 to less than 20 minutes
    e) 30 minutes to less than one hour

Use the two tables below to answer the following three questions

Statistics

Income (country specific)

N	Valid	1818
	Missing	346
Mean		6.000
Median		5.000
Mode		9.000
Std. Deviation		8.199
Range		10

Income (country specific)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CA: Up to $12,500 per year	134	6.2	7.4	7.4
	CA: $12,501 - $20,000	216	10.0	11.9	19.3
	CA: $20,001 - $27,500	203	9.4	11.2	30.4
	CA: $27,501 - $35,000	163	7.5	9.0	39.4
	CA: $35,001 - $42,500	210	9.7	11.6	50.9
	CA: $42,501 - $50,000	134	6.2	7.4	58.3
	CA: $50,001 - $62,500	178	8.2	9.8	68.1
	CA: $62,501 - $75,000	167	7.7	9.2	77.3
	CA: $75,001 - $100,000	218	10.1	12.0	89.3
	CA: $100,001 - $150,000	128	5.9	7.0	96.3
	CA: $150,000 and over	67	3.1	3.7	100.0
	Total	1818	84.0	100.0	
Missing		346	16.0		
Total		2164	100.0		

35. What level is this variable measured at?
    a) Interval
    b) Ratio
    c) Ordinal
    d) Nominal
    e) None of the above

36. What measures of central tendency and dispersion are appropriate for this variable?
    a) Median only
    b) Mode, mean and std. deviation
    c) Mean, median, mode and range
    d) Mode and range
    e) Range, median and mode

37. What is the mode for this variable?
    a) $20,001 - $27,500
    b) $75,001 - $100,000
    c) $50,001 - $62,500
    d) $35,001 -$42,500
    e) $100,001 - $150,000

Use the two tables below to answer the following two questions

Statistics

Highest educational level attained

N	Valid	2143
	Missing	21
Mean		6.17
Median		6.00
Mode		9
Std. Deviation		2.008
Variance		4.032
Range		8

Highest educational level attained

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No formal education	4	.2	.2	.2
	Incomplete primary school	57	2.6	2.7	2.8
	Complete primary school	98	4.5	4.6	7.4
	Incomplete secondary school: technical/ vocational type	365	16.9	17.0	24.5
	Complete secondary school: technical/ vocational type	402	18.6	18.8	43.2
	Incomplete secondary school: university-preparatory type	207	9.6	9.7	52.9
	Complete secondary school: university-preparatory type	399	18.4	18.6	71.5
	Some university-level education, without degree	191	8.8	8.9	80.4
	University - level education, with degree	420	19.4	19.6	100.0
	Total	2143	99.0	100.0	
Missing	No answer	21	1.0		
Total		2164	100.0		

38. What level is this variable measured at?
    a) Nominal
    b) Ordinal
    c) Interval
    d) Ratio
    e) None of the above

39. What is the median for this variable?
    a) Incomplete secondary school: university-preparatory type
    b) No formal education
    c) Some university-level education
    d) Complete primary school
    e) None of the above

Use the two tables below to answer the following three questions

Q.12 Would you say you spent MORE time reading the paper version or MORE time reading the newspaper online yesterday? * Recoded age Crosstabulation

			Recoded age						
			18-24	25-34	35-44	45-54	55-64	65+	Total
Q.12 Would you say you spent MORE time reading the paper version or MORE time reading the newspaper online yesterday?	More paper version	Count	4	1	9	11	14	11	50
		% within Recoded age	57.1%	12.5%	50.0%	45.8%	38.9%	52.4%	43.9%
	More online version	Count	2	7	8	11	16	9	53
		% within Recoded age	28.6%	87.5%	44.4%	45.8%	44.4%	42.9%	46.5%
	About equal (VOL.)	Count	1	0	1	2	6	1	11
		% within Recoded age	14.3%	.0%	5.6%	8.3%	16.7%	4.8%	9.6%
Total		Count	7	8	18	24	36	21	114
		% within Recoded age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
	Phi	.295			.447
	Cramer's V	.209			.447
	Kendall's tau-b	-.019	.079	-.246	.806
	Kendall's tau-c	-.020	.080	-.246	.806
	Gamma	-.028	.116	-.246	.806
N of Valid Cases		114			

a. Not assuming the null hypothesis.

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

40. What levels are these two variables measured at?
    a) Both nominal
    b) Nominal and ordinal
    c) Ordinal and interval
    d) Both ordinal
    e) None of the above

41. What measures of association are appropriate for these variables?
    a) Phi and Cramer's V
    b) Tau-b and Tau-c
    c) Cramer's V and Gamma
    d) Gamma only
    e) Tau-c and Gamma

42. According the appropriate measure of association, what is the strength of the relationship?
    a) Weak
    b) Moderate-low
    c) Moderate-high
    d) Strong
    e) None of the above

Use the three tables below to answer the following four questions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.149[a]	.022	.019	.592

a. Predictors: (Constant), Social class (subjective), Age Recoded, Sex - Dummy Variable, Highest educational level attained, Income (country specific)

ANOVAb

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.867	5	2.773	7.902	.000[a]
	Residual	607.553	1731	.351		
	Total	621.420	1736			

a. Predictors: (Constant), Social class (subjective), Age Recoded, Sex - Dummy Variable, Highest educational level attained, Income (country specific)

b. Dependent Variable: Feeling of happiness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	741.696	248.421		2.986	.003
	Highest educational level attained	.002	.008	.008	.313	.754
	Income (country specific)	-.006	.002	-.081	-2.980	.003
	Age Recoded	-.022	.008	-.065	-2.584	.010
	Sex - Dummy Variable	.063	.029	.052	2.158	.031
	Social class (subjective)	.053	.017	.082	3.066	.002

a. Dependent Variable: Feeling of happiness

43. What is the statistical significance of this multiple regression model?
    a) 0.000
    b) 0.003
    c) 0.010
    d) 0.002
    e) 0.031

44. Which relationships within the model are statistically significant?
    a) Education only
    b) Income and social class
    c) Social class, age, and income
    d) Age, sex, social class and income
    e) None of the above

45. According to the appropriate coefficient, the relationship between social class and feeling of happiness is…
    a) Negative, weak
    b) Moderate, positive
    c) Weak, positive
    d) Strong, negative
    e) None of the above

46. According to the R-square value, this model accounts for what percentage of the variation in the dependent variable?
    a) 22%
    b) 0.022%
    c) 0.22%
    d) 2.2%
    e) None of the above

Use the three tables below to answer the following four questions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.273[a]	.075	.072	1.020

a. Predictors: (Constant), Job Current Events Dummy Variable, Recoded age, Q.41 How frequently do you get NEWS online?, Work Online Dummy Variable

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	127.374	4	31.844	30.597	.000[a]
	Residual	1576.707	1515	1.041		
	Total	1704.082	1519			

a. Predictors: (Constant), Job Current Events Dummy Variable, Recoded age, Q.41 How frequently do you get NEWS online?, Work Online Dummy Variable

b. Dependent Variable: Q.46 How often, if ever, do you read blogs about politics or current events? [READ]

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.645	.086		30.901	.000
	Recoded age	-.009	.018	-.012	-.498	.618
	Q.41 How frequently do you get NEWS online?	.151	.017	.236	9.109	.000
	Work Online Dummy Variable	-.119	.057	-.056	-2.087	.037
	Job Current Events Dummy Variable	-.123	.056	-.057	-2.193	.028

a. Dependent Variable: Q.46 How often, if ever, do you read blogs about politics or current events? [READ]

47. What is the statistical significance of this multiple regression model?
    a) 0.028
    b) 0.000
    c) 0.037
    d) 0.618
    e) None of the above

48. Which relationships within the model are statistically significant?
    a) Work online
    b) News online
    c) Job current events
    d) All of the above
    e) None of the above

49. According to the appropriate coefficient, the relationship between job current events and how often you read blogs is…
    a) Negative and moderate
    b) Positive and moderate
    c) Positive and strong
    d) Negative and strong
    e) None of the above

50. According to the R-square value, this model accounts for what percentage of the variation in the dependent variable?
    a) 0.075%
    b) 0.75%
    c) 7.5%
    d) 75%
    e) None of the above