

## COM 200 Chapter Ten Worksheet

*The purpose of these worksheets is to provide brief application of the more important concepts in each chapter. You MUST read the entire chapter to be successful in the course! However, completing the chapter worksheets will prepare for you upcoming class activities and touch pad quizzes. You should have written responses to the questions offered ready to discuss with classmates and hand in if called upon. You can consult your worksheet when answering quiz questions.*

1. Which researcher-participant relationship (p. 162-163) seems to most accurately capture what goes on in the hit TV Show *Undercover Boss* given this description from CBS:

*“Each week, UNDERCOVER BOSS follows a different executive as they leave the comfort of their corner office for an undercover mission to examine the inner workings of their companies. While working alongside their employees, they see the effects that their decisions have on others, where the problems lie within their organizations and get an up-close look at both the good and the bad while discovering the unsung heroes who make their companies run.”*

Which relationship best captures the show? \_\_\_\_\_

2. For each topic below create the type of question called for using page 166 as a guide.

Teacher-Student interaction	Descriptive:
Parent child interaction at a children’s museum	Structural:
North/South roommate pairings at a regional southern university	Contrast:

3. Assume you are doing a qualitative study with participants who claim to have been abducted by aliens. Put the questions below in order according to a **funnel format** by putting the new order number in the blank before the question: put a 1 in front of the question to ask first, etc.

- \_\_\_ What do you think the government should do officially and publicly in response to reported alien abductions?
- \_\_\_ What are the basic events and memories that lead you to believe you were abducted?
- \_\_\_ What are the challenges you still face as part of having been abducted?
- \_\_\_ What kind of communication do you have with any other abductees?

4. Our books summarizes two approaches to coding (Fixed and Flexible). Which one seems most likely for your group to use for Research Project One in COM 200?

5. Read through the Research in Practice case on promoting clean energy. List at least 3 forms of specific data that were collected by the marketing firm to help them create a successful campaign.