

COM 200 Chapter Eight 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.

1. Remember that for each method you should know the paradigm, purpose, process and product. So, what is the overall purpose of a survey in 20 words or less.

2. What is likely the most appropriate type of survey (p. 124 ff) for gathering data about homeless males' attitudes and behaviors regarding faith-based vs. non-faith-based relief agencies? _____

3. If you write a questionnaire item that is somewhat vague and open to multiple interpretations this is primarily an issue of: 1) Validity 2) Reliability 3) Response Rate.

4. Use p. 126 to decide which response set is most appropriate for items below.

Question	Type of Item
A. I Watch TV while also surfing the Internet	
B. COM 105 was effective as preparation for COM 200	
C. All COM syllabi contain a statement about saving best work for COM 400 portfolios	

5. Based on the guidelines offered on p. 130 -133 of our text, decide the primary violation for each questionnaire item below. The survey sample is entry level employees in a multi-national firm.

Question	Violation
A. Do you support diversity as called for in the employee handbook?	
B. Do you find it difficult to avoid not putting recycling in the wrong container?	
C. Do you have problems with IT or Support Services meeting your needs?	

6. Review the Research in Practice case study. Create a semantic differential scale with three items (three pairs of terms) that would be important to include in a follow up study on how the hospital is perceived.