

COM 200 Chapter Nine 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 15 words or less.

2. What is likely the most appropriate type of survey (p. 154 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. Review pages 157-159 to decide the most appropriate format is for each item below. Choose between dichotomous, multiple choice, Likert, and Semantic Differential

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. 160 -162 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 on pages 168-170. Create a semantic differential scale with three items (three pairs of terms) that would be important if we were going to try and improve our PCOM advising. Include one Likert type item and one Semantic Differential type item.

7. Follow this link to the Pew Research Center. (<http://www.pewinternet.org/2015/01/15/social-media-and-stress/>) Now click on the Topline Questionnaire PDF. This is an example of a phone survey script. Look at Q2. What type of question format is it (pp. 156-158).