

JOMC 279 First Exam

You'll need something to write with.

Calculators or cell phones with calculator function are allowed/suggested.

1. What is covered?

a. Web pages in *The Research Methods Knowledge Base*. All covered pages are linked from the course web site.

- b. All readings & lecture materials linked from the course web site, including: “Advertising Effectiveness: Understanding the Value of a Social Media Impression”

- c. Material covered in homework/ assignments/projects (i.e., MRI, spreadsheet functions).

2. What is not covered?

CITI Human Research Ethics Training

(That does not mean there are no ethics questions on the exam – see readings.)

3. What are your areas of strength/weakness?

a. Focus on areas of weakness.

b. Don't neglect areas of strength.

4. What types of questions?

a. Types of Assessment

i. Knowledge

What are the four primary types of validity in research?

ii. Understanding

What type of validity addresses the question: In this study, is there a *relationship* between the two variables?

Conclusion validity

Internal validity

Construct validity

External validity

iii. Application

Explain how a researcher can use sampling to improve the external validity of a research study.

iv. Analysis

Two coders have evaluated a text for a content analysis. For Variable #1, the coding results are as shown:

Calculate the reliability between the two coders for this variable:

- Observed agreement
- Expected agreement
- Cohen's kappa

Coder A	Coder B
1	1
1	1
2	2
1	1
1	1
2	2
3	3
1	1
1	3
3	2

v. Synthesis

In the "contingency view" of **interactivity**, there are three levels:

1. *Noninteractive*, when a message is not related to previous messages;
2. *Reactive*, when a message is related only to one immediately previous message; and
3. *Interactive*, when a message is related to a number of previous messages and to the relationship between them.

How could one use content analysis to measure each level of “interactivity” in a brand’s Twitter stream?

vi. *Evaluation*

Evaluate the external validity of the survey described below.

The *PRWeek*/MS&LGroup Social Media Survey was conducted by *PRWeek* and CA Walker. E-mail notification was sent to about 5,949 marketers. A total of 262 completed the survey online between June 1-9, 2010. Results are statistically tested at a confidence level of 90%.

Formats

vii. True/False (few, if any)

TRUE or FALSE: Deductive reasoning works from the more general to the more specific: i.e., Theory > Hypothesis > Observation > Confirmation.

viii. Multiple Guess

Research participants are assured that identifying information will not be made available to anyone who is not directly involved in the study. This is the principle of:

Voluntary participation

Informed consent

Anonymity

Right to service

All of the above

None of the above

ix. Short answer / Fill in the blank

In most research we develop a specific statement, called a(n) that describes in *operational* terms exactly what we think will happen in the study.

x. Problem/essay

Explain what is meant by a normal or bell-shaped distribution of scores.

5. What areas are emphasized?

a. Vocabulary

b. Major sections

c. Topics covered in both reading & lecture.