Nachmiass RMSS 8e Chapter 13

1. Which statement about secondary data analysis is NOT true?

A) Studies based upon secondary data are generally less costly than those using primary data.

B) Secondary data facilitates the study of phenomena occurring over time.

C) Studies using secondary data usually have smaller samples than studies using primary data.

D) Studies using secondary data provide opportunities for replicating previous studies.

2. Which component is NOT an important part of searching and sourcing secondary data?

A) specify your needs

B) know the material

C) secure the data

D) All of these are important components of searching and sourcing data.

3. Which item is NOT a type of public archival record discussed in the text?

A) actuarial records

B) diaries

C) government documents

D) legislative and other official records

4. Which item does NOT describe a major type of autobiography?

A) comprehensive

B) spiritual

C) topical

D) edited

5. What year was the first U.S. Census conducted?

A) 1690

B) 1790

C) 1960

D) 1970

6. An unobtrusive measure is one which:

A) uses field experimentation as the main method of data collection.

B) is often used in survey research.

C) removes the researcher from events and behavior under study.

D) relies on laboratory experimentation.

7. If one were to study changes in birth rates over time in American states, he or she would be using:

A) actuarial records.

B) accretion measures.

C) content analysis.

D) political and judicial records.

8. An example of the use of accretion measures would be measuring:

A) the amount of wear on pencil leads to see how much students wrote on an examination.

B) the underlining in textbooks to see how students study for an examination.

C) footpaths on a college campus to study pedestrian traffic patterns.

D) the scratches on phonograph records to determine the popularity of certain songs.

9. Which of the following could NOT be subjected to content analysis?

A) a presidential news conference

B) a televised presidential debate

C) Karl Marx's Communist Manifesto

D) All of these could be subjected to content analysis.

10. Which situation would be appropriate for using content analysis?

A) interviewing jury members selected for an upcoming major trial

B) studying the relationship between legislators' political party affiliation and their legislative votes

C) studying the relationship between economic conditions and suicide rates in major cities

D) studying the speeches of presidents to see how often they frame the issue of economic inflation

11. Probably the most serious disadvantage in using secondary data is that they:

A) provide the scope and depth that primary data provide.

B) may not contain all information required by an investigator.

C) offer little opportunity for replication.

D) are more costly than primary data.

12. \_\_\_\_\_ is/are the study of recorded human communication.

A) Content analysis

B) Secondary data analysis

C) Archival research

D) None of these items

13. \_\_\_\_\_ is NOT an important public source of archival data.

A) Actuarial records, such as birth records

B) Political and judicial records, such as the Congressional Quarterly Almanac

C) Authors' interpretations, such as edited autobiographies

D) Government documents, such as city budgets

14. Content analysis procedures involve the interaction of two processes:

A) specification of characteristics of the content measured and application of rules for identifying and recording characteristics appearing in the texts analyzed.

B) analyzing situations in which the observer has no control over the behavior in question.

C) examining physical traces, erosion measures, and accretion measures for data that exhibit these characteristics.

D) determining what sources of data are most appropriate for locating the characteristics.

15. The difference between a recording unit and a context unit in the content analysis procedure is that a context unit:

A) is the smallest body of content in which the appearance of a reference is counted.

B) is used in characterizing a recording unit.

C) may be a word or character but not a complete sentence or paragraph.

D) must be at least a complete sentence and no smaller unit.