
1. open-ended question

2. pretesting

3. contingency questions

4. response rate

5. focus group
6. Briefly compare face-to-face interviews, telephone interviews, and self-administered questionnaires with respect to (a) response rates and sampling quality; (b) time and cost; and (c) type—complexity and sensitivity—of questions asked.
7. Suppose you are constructing a questionnaire for the purpose of conducting a survey of sex role attitudes. What would be the best placement (beginning, middle, end) of the following questions?

a. How many sisters do you have?
b. Does your mother work outside the home?
c. Mothers should put their children before themselves.
   ( ) Strongly agree
   ( ) Agree
   ( ) Disagree
   ( ) Strongly disagree

d. Would you say that women nowadays are more likely to work outside the home than they were when you were growing up?

8. Identify the wording problem(s) in each of the following questions (lack of clarity or precision, inappropriate vocabulary, double-barreled, loaded word or leading question, insensitive wording) and then rewrite the question to make it more satisfactory (Use the back of this page if you need additional space).

A. How many siblings do you have? ( ) 0-2 ( ) 3-7 ( ) 8 or more
B. Do you think the man should initiate and pay for the first date?
C. In divorce and separation cases, the man has just as much right as the woman to custody of the children
   ( ) Strongly agree
   ( ) Agree
   ( ) Disagree
   ( ) Strongly disagree

D. Because women are less aggressive than men, a woman’s place is in the home.
   ( ) Strongly agree
   ( ) Agree
   ( ) Disagree
   ( ) Strongly disagree

E. Do you hold traditional sex role attitudes?
F. Does your mother work?
G. Is the leadership in your family matriarchal, patriarchal, or egalitarian?
9. The first of the three hypothetical tables below shows the original relationship between interest in a political election and voting turnout (i.e., whether someone voted or not). The two other tables indicate what happens when education is introduced as a control variable.

<table>
<thead>
<tr>
<th></th>
<th>High Education</th>
<th>Low Education</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Interested</td>
<td>Not interested</td>
</tr>
<tr>
<td>Voted</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Didn't vote</td>
<td>24</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>84</td>
<td>108</td>
</tr>
</tbody>
</table>

A. Diagram the causal relationship between the three variables.

B. Percentage the original table in the appropriate direction.

C. Percentage the two partial tables in the appropriate direction.
Part Two--Based on John and Janice Baldwin, "Factors Affecting AIDS-Related Sexual Risk-Taking Behavior Among College Students."

10. Is the research approach employed by Baldwin and Baldwin primarily deductive or inductive? In other words, do the researchers derive their hypothesis from their data, or do they use the data to test previously-established hypotheses? Explain your answer.

11. What type of sampling design was used? What was the response rate?

12. Can you think of any possible differences between those who returned the questionnaires and those who did not?
13. State the level of measurement (nominal, ordinal, interval, ratio) of the following variables, as measured by Baldwin and Baldwin.

A. Gender _______________
B. Age _______________
C. Condom Use _______________
D. Religiosity _______________

Part Three--Based on Denise Segura, "The Interplay of Familism and Patriarchy on Employment Among Chicana and Mexicana Women."

14. Does Segura employ a deductive or an inductive approach in this study? Explain your answer.

15. What type of sample does Segura use? What is the population from which her sample is drawn?

16. Based on Segura's sample, her findings can be generalized to what group?
17. How does Segura go about measuring the concept of "economic threshold?"