

## WEB PAGE FOR CHAPTER 5

### MULTIPLE CHOICE QUESTIONS

- 1 Customer satisfaction is an example of:
  - (a) an independent variable
  - (b) a dependent variable
  - (c) an operational variable
  - (d) an abstract concept
- 2 In a conceptual framework abstract concepts are represented by:
  - (a) rectangles
  - (b) ellipses
  - (c) triangles
  - (d) arrows
- 3 The process of developing concepts into variables is called:
  - (a) describing the theoretical framework
  - (b) describing the conceptual framework
  - (c) operationalizing the variables
  - (d) describing relationships
- 4 The repeated measures design uses:
  - (a) two non-randomized groups tested twice
  - (b) two randomized groups tested twice
  - (c) one non-randomized groups tested twice
  - (d) one randomized group tested twice
- 5 In a between groups design we have:
  - (a) allocation to same sized groups
  - (a) influence of individual differences on the treatment
  - (a) non-randomized allocation to groups
  - (a) control of individual differences
- 6 The problem with an intact group is that:
  - (a) Sample size is too big
  - (b) Random selection to the group has not occurred
  - (c) There is no equivalent control group
  - (d) Both (b) and (c)
- 7 A theory can be expressed graphically as a:
  - (a) conceptual framework
  - (b) theoretical framework
  - (c) elliptical framework
  - (d) propositional framework
  - (e) hypothetical framework
- 8 A measurable concept is called a /an:
  - (a) non-abstract concept
  - (b) abstract concept
  - (c) conceptual framework
  - (d) variable
  - (e) dependent

- 9 When there is no established conceptual framework for some research project and little previous published research on that issue exists, then a series of specific ..... may need to be posed:
- (a) abstract concepts
  - (b) research objectives
  - (c) research questions
  - (d) hypotheses
  - (e) research hypotheses
- 10 A research problem can be narrowed down and focused in the form of hypotheses when:
- (a) previous research with detailed findings has been published
  - (b) exploratory research needs to be undertaken
  - (c) hypotheses need to be tested
  - (d) little previous research has been done on that issue
  - (e) there is no strong theoretical base to the research
- 11 A variable:
- (a) is something which is measurable
  - (b) can be used to represent an abstract concept
  - (c) forms part of the theoretical framework
  - (d) is represented by a rectangle in a schematic diagram
  - (e) all of the above
- 12 A statement of a predicted relationship among variables is called:
- (a) an educated guess
  - (b) an hypothesis
  - (c) a conceptual prediction
  - (d) a theoretical framework

## ADDITIONAL QUESTIONS, ACTIVITIES AND DISCUSSION ITEMS

- 1 Complete the table below to emphasize differences between types of research. Print the table out or copy to Word doc.

|                                   | Exploratory | Descriptive | Correlational | Experimental |
|-----------------------------------|-------------|-------------|---------------|--------------|
| Problem Definition                |             |             |               |              |
| Conceptual Framework              |             |             |               |              |
| Theoretical Framework             |             |             |               |              |
| Operationalization of Variables   |             |             |               |              |
| Hypotheses                        |             |             |               |              |
| Precision required                |             |             |               |              |
| Common data collection techniques |             |             |               |              |
| Measurement of causation          |             |             |               |              |
| Time and cost resources           |             |             |               |              |
| Advantages                        |             |             |               |              |
| Disadvantages                     |             |             |               |              |

- 2 Taking it in turn in pairs, explain to a peer member of your class:
- (a) why we randomize allocation to groups;
  - (b) the purpose of counterbalancing;
  - (c) the purpose of operationalizing variables;
  - (d) the benefits of 'blind' and 'double blind' techniques;
  - (e) the role of a moderating variable.

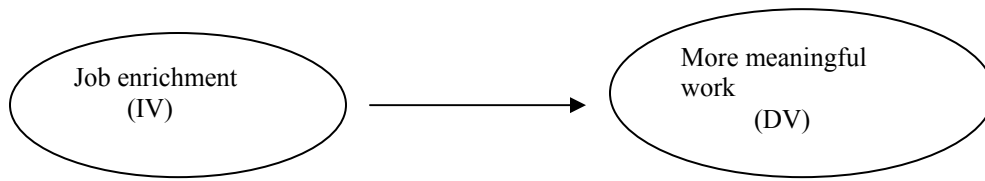
- 3 Specify potential IV, DV and moderating variables in a study to investigate employee dis-satisfaction. Drawing frameworks will help. Work in groups and share your answers.
- 4 Specify potential IV, DV and moderating variables in a study to investigate choosing between two brands of the same item by adult customers. Drawing frameworks will help. Work in groups and share your answers.
- 5 Outline the design of an experiment that examines the research question: ‘does temperature affect employee productivity?’ Work in groups and share your answers.
- 6 Outline the design of an experiment that explores how the number of packets of an item sold is affected by the packet size (1kg or 2kg) and by gender of customer. Work in groups and share your answers.
- 7 What are the criteria for a true experiment? Provide a rationale for your answer. Work in groups and share your answers.
- 8 In groups devise operational definitions of (a) job involvement, (b) trade union activist, (c) downsizing, (d) brand awareness, (e) accounting principles, and (f) unemployment. Share them in discussion.
- 9 Read the following article to gain a grasp of the relative costs of various types of research: [www.mrsa.com.au/index.cfm?a=detail&id1209&eid=91](http://www.mrsa.com.au/index.cfm?a=detail&id1209&eid=91)
- 10 A researcher would like to compare the number of defective items produced in a week by employees who have attended an intensive training programme on the production of these items with employees who have not attended such a course. Compare your answers with those of your group.
  - (a) What is the dependent variable of this study?
  - (b) What level of measurement will be used?
  - (c) What is the independent variable?
- 11 A researcher studies the factors that determine how many cars a family possesses. Compare your answers with those of your group.
  - (a) Name some potential IV’s
  - (b) Name the DV
  - (c) Name a potential moderating variable
- 12 In groups, devise conceptual frameworks and theoretical frameworks for the following:
  - (a) Punctuality is associated with job satisfaction.
  - (b) Hours of study per week affects final grade, particularly for those students who attend tutorials regularly.

## ANSWERS TO MULTIPLE CHOICE QUESTIONS

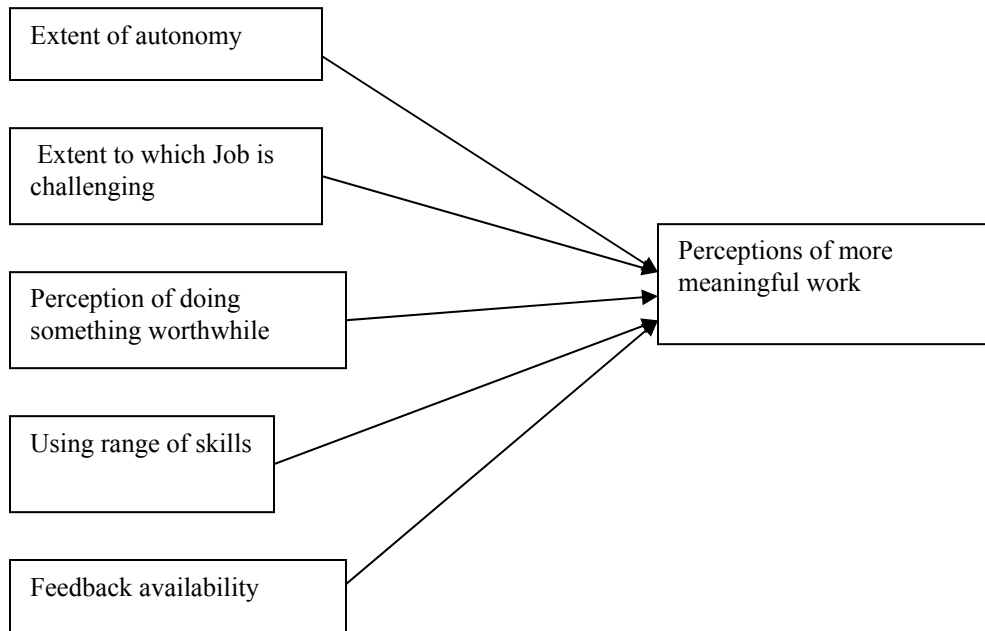
1 (d), 2 (b), 3 (c), 4 (d), 5 (b), 6 (d), 7 (a), 8 (d), 9 (c), 10 (a), 11 (e), 12 (b)

## ANSWERS TO ACTIVITIES IN CHAPTER 5

*Qu. 5.2* Compare your frameworks with the ones below. They do not have to be exactly the same but close enough to permit relevant hypotheses to be drawn.



Conceptual Framework



Possible theoretical framework (You may have other similar IV's)

*Qu. 5.4*

Problem statement : How can brand awareness be brought about to increase revenues for Emblem Hotels?

Conceptual framework



## Theoretical framework

