

Systems, Roles, and Development Methodologies, 8e (Kendall/Kendall)
Chapter 5 Information Gathering: Unobtrusive Methods

5.1 Multiple Choice

1) Which of the following is a reason why a systems analyst would want perform sampling?

- A) thorough collection of data
- B) increasing user involvement
- C) accuracy is not a project requirement
- D) reducing bias

Answer: D

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2) Which is not a key question on which the systems analyst must make a decision?

- A) Which should the systems analyst pay attention to, among many reports, forms, output documents, and memos?
- B) Which should the systems analyst ignore?
- C) Which people should the systems analyst interview?
- D) Which people should the systems analyst seek information from via questionnaires?
- E) Which people should the systems analyst observe in the process of carrying out their mission?

Answer: E

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3) Which is not one of four steps that a systems analyst must follow to design a good sample?

- A) Determine the data to be collected or described.
- B) Determine the population to be sampled.
- C) Choose the type of population.
- D) Describe the sample size.

Answer: C

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4) Which is not a main type of sample?

- A) objectiveness
- B) convenience
- C) purposive
- D) simple
- E) complex

Answer: A

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5) Which is not a quality of a convenience sample?

- A) unrestricted samples
- B) non-probability samples
- C) the most difficult samples to arrange
- D) the most unreliable samples

Answer: C

Diff: 2 Page Ref: 133

6) Which is not an approach for complex random samples?

- A) Random Sampling.
- B) Systematic sampling.
- C) Stratified sampling.
- D) Cluster sampling.

Answer: A

Diff: 2 Page Ref: 133

7) Which sampling technique is usually the most important to the systems analyst?

- A) random sampling
- B) systematic sampling
- C) stratified sampling
- D) cluster sampling

Answer: C

Diff: 3 Page Ref: 133

8) Which determines the sample size?

- A) cluster itself
- B) what we know about the sample itself
- C) population
- D) systems analyst

Answer: D

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9) Which is the formula of the necessary sample size (n), where p is the proportion of the population having the attribute and σ_p is the standard error of the proportion?

- A) $n = p(1-p) \sigma_p + 1$
- B) $n = p(1-p) / \sigma_p^2 + 1$
- C) $n = p(1-p) / \sigma_p^2$
- D) $n = p(1+p) / \sigma_p^2 + 1$

Answer: B

Diff: 3 Page Ref: 134

10) The overriding variable that determines how many people the systems analyst should interview in depth is:

- A) the number of analysts interviewing.
- B) the number of users in an organization.
- C) the number of departments and the number of users in an organization.
- D) the time an interview takes.

Answer: D

Diff: 1 Page Ref: 136

11) A good rule of thumb is to interview:

- A) at least three people on every level of the organization and at least one from each functional area directly involved in the system.
- B) at least one person on every level of the organization and at least three from each functional area directly involved in the system.
- C) at least one person on every level of the organization and at least one from each functional area directly involved in the system.
- D) at least one person on every level of the organization and at least two from each functional area directly involved in the system.

Answer: A

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12) Which is not a quantitative document available for interpretation in any business?

- A) records
- B) reports used for decision making
- C) performance reports
- D) data capture records

Answer: D

Diff: 3 Page Ref: 136

13) What provides periodic updates of what is occurring in the business?

- A) performance reports
- B) records
- C) reports used for decision making
- D) data capture forms

Answer: B

Diff: 1 Page Ref: 136

14) Which is not a way that the analyst can inspect a record?

- A) checking for consistency in report font types and logo placement.
- B) looking for opportunities for improving the recording form design
- C) observing the number and type of transactions
- D) watching for instances where the computer can simplify the work

Answer: A

Diff: 1 Page Ref: 136

15) Which is not a way to proceed when creating a catalog of forms to help you understand the information flow currently in use in business?

- A) collect examples of all of the forms in use
- B) note the type of form
- C) document the intended distribution pattern
- D) compare the intended distribution pattern with who actually analyzes the form

Answer: D

Diff: 3 Page Ref: 138

16) Which is not a guideline that can help analysts to take a systematic approach to analysis?

- A) examine documents for key or guiding metaphors
- B) look for insiders versus outsiders or "we against them" mentally in documents
- C) list terms that characterize good or evil which almost never appear in documents
- D) recognize a sense of humor, if present

Answer: C

Diff: 3 Page Ref: 140

17) Which is the most common information flow in an organization?

- A) upward and horizontally
- B) downward and horizontally
- C) upward and vertically
- D) downward and vertically

Answer: B

Diff: 1 Page Ref: 140

18) Which of these recording techniques has a decision maker who is observed in the left column and all of their actions in the right-hand column?

- A) adjective pairs
- B) categories
- C) scales
- D) analyst's playscript

Answer: D

Diff: 2 Page Ref: 142

19) Which of these is not an organizational element of interest with the STROBE technique?

- A) decision maker's body language
- B) decision maker's placement within an office
- C) decision maker's clothing
- D) office lighting and color
- E) office location

Answer: A

Diff: 2 Page Ref: 145

20) Decision makers that have their desk facing the wall with a chair at the side of the desk:

- A) are putting themselves in the strongest possible power position.
- B) are insecure and weak.
- C) are probably encouraging participation and equal exchanges.
- D) are likely to have low seniority in a corporation.

Answer: C

Diff: 2 Page Ref: 144

- 21) If file cabinets and bookshelves are not present in the decision maker's office:
- A) they have little seniority and a restricted budget.
 - B) it is likely that they store and value internal information.
 - C) they are not very active within the corporation and do not have a handle on the business.
 - D) it is likely that they store very few items of information personally.

Answer: D

Diff: 2 Page Ref: 145

- 22) The presence of small equipment such as calculators and PCs indicates that the decision maker:

- A) is very technically savvy.
- B) uses the equipment personally.
- C) has a large and important budget.
- D) is one who puts on a show of being busy, even if they are not active.

Answer: B

Diff: 1 Page Ref: 146

- 23) If a decision maker has trade journals and newspaper clipping about other companies, they tend to work with:

- A) external information.
- B) internal information.
- C) detailed corporate information.
- D) summarized corporate information.

Answer: A

Diff: 1 Page Ref: 146

- 24) An office lighted with warm, incandescent lighting indicates a tendency toward:

- A) formal communication.
- B) gathering information from memos.
- C) personal communication.
- D) a person that is interested in external information.

Answer: C

Diff: 1 Page Ref: 146

- 25) The clothing for women that indicates maximum authority, according to some researchers, is:

- A) a floor-length dress.
- B) a pants suit.
- C) a small black dress.
- D) a skirted suit.

Answer: D

Diff: 2 Page Ref: 146

5.2 True/False

1) Sampling helps accelerate the process by gathering selected data rather than all data for the entire population.

Answer: TRUE

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2) Data-gathering bias can be reduced by sampling.

Answer: TRUE

Diff: 1 Page Ref: 132

3) When the systems analyst asks an opinion of a permanent feature of the installed information system, the executive interviewed may provide an unbiased evaluation since there is little possibility of changing it.

Answer: FALSE

Diff: 2 Page Ref: 132

4) Stratification is the process of identifying subpopulations (or strata) and then selecting objects or people for sampling within these subpopulations.

Answer: TRUE

Diff: 2 Page Ref: 133

5) It is necessary to set a sample size greater than one but less than the size of the population itself.

Answer: TRUE

Diff: 2 Page Ref: 133

6) The absolute number is less important in sampling than the percentage of the population.

Answer: FALSE

Diff: 2 Page Ref: 133

7) A good rule of thumb is to interview at least five people on every level of the organization.

Answer: FALSE

Diff: 1 Page Ref: 136

8) More people should be interviewed in larger organizations.

Answer: FALSE

Diff: 1 Page Ref: 136

9) If the stratified sample is done properly, a small number of people will adequately represent the entire organization.

Answer: TRUE

Diff: 1 Page Ref: 136

10) Examining documents for key or guiding metaphors is done because behavior shapes language.

Answer: FALSE

Diff: 3 Page Ref: 140

11) Analysis of memo content will provide you with a clear idea of the values, attitudes, and beliefs of organizational members.

Answer: TRUE

Diff: 1 Page Ref: 141

12) Signs serve as subtle reinforcements of values of those who read them.

Answer: TRUE

Diff: 1 Page Ref: 141

13) Corporate Web sites are not useful as an indication of organizational culture.

Answer: FALSE

Diff: 1 Page Ref: 141

14) One way of analyzing qualitative documents is to notice the graphics, animation, and hyperlinks displayed on Web pages.

Answer: TRUE

Diff: 1 Page Ref: 141

15) There are two dimensions used to analyze a Web site: technical and aesthetic.

Answer: FALSE

Diff: 3 Page Ref: 141

16) When using the analyst's playscript, activities are recorded using nouns that describe the outcome.

Answer: FALSE

Diff: 2 Page Ref: 142

17) Playscript is an organized and systematic approach that demands that the analyst understand and articulate the action taken by the decision maker.

Answer: TRUE

Diff: 1 Page Ref: 142

18) Executives who enclose a visitor in a tight space with his/her back to the wall is in an insecure, weak power position.

Answer: FALSE

Diff: 2 Page Ref: 145

19) Stationary office equipment includes equipment like file cabinets, bookshelves, and other storage equipment.

Answer: TRUE

Diff: 1 Page Ref: 145

20) Offices distributed along the perimeter of the building often result in reports being held up in one of the offices.

Answer: TRUE

Diff: 2 Page Ref: 143

21) Trade journals and newspaper clippings observed in an office indicate that the manager has an interest in external information.

Answer: TRUE

Diff: 1 Page Ref: 146

22) Executives in warmly lit offices tend to gather information more informally than other executives do.

Answer: TRUE

Diff: 2 Page Ref: 146

23) The formal two-piece suit for a man and a skirted suit for a woman represents the maximum authority.

Answer: TRUE

Diff: 1 Page Ref: 146

24) There is little truth to the idea that casual dressing in traditional organizations results in some loss of credibility.

Answer: FALSE

Diff: 2 Page Ref: 146

25) An anecdotal list uses five shorthand symbols to evaluate the elements of STROBE.

Answer: TRUE

Diff: 3 Page Ref: 147

5.3 Fill-in-the-Blank

1) _____ is the process of systematically selecting representative elements of a population.

Answer: Sampling

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2) The duties and responsibilities of the systems analyst are to identify the _____, the attributes, and even the associated attributes that need to be gathered in the sample.

Answer: variables

Diff: 3 Page Ref: 132

3) The simplest method of probability sampling is called _____ sampling.

Answer: systematic

Diff: 1 Page Ref: 133

4) When the systems analyst selects a group of documents or people to study, it is an example of _____ sampling.

Answer: cluster

Diff: 2 Page Ref: 133

5) The absolute number is more important in sampling than the percentage of the _____.

Answer: population

Diff: 1 Page Ref: 133

6) A good rule of thumb is to interview at least _____ people on every level of the organization.

Answer: three

Diff: 2 Page Ref: 136

7) Most _____ reports take on the general form of actual versus intended performance.

Answer: performance

Diff: 1 Page Ref: 136

8) _____ provide periodic updates of what is occurring in the business.

Answer: Records

Diff: 2 Page Ref: 136

9) Quantitative documents include memos, _____ on bulletin boards and in work areas, procedure manuals, and policy handbooks.

Answer: signs

Diff: 2 Page Ref: 140

10) Assessing use of _____ provides a quick and accurate barometer of many HCI, interpersonal, and organizational variables.

Answer: humor

Diff: 1 Page Ref: 140

11) Examining _____ allows the systems analyst to gain an awareness of the values, attitudes, and beliefs that are guiding the corporation.

Answer: policies

Diff: 1 Page Ref: 141

12) _____ is an information gathering technique that allows the analyst to see firsthand how managers process and use information.

Answer: Observation

Diff: 2 Page Ref: 142

13) _____ is an organized and systematic approach that demands that analysts understand and articulate the action taken by decision makers being observed.

Answer: Playscript

Diff: 2 Page Ref: 142

14) A form of structured observation having roots in film criticism is known as _____.

Answer: STROBE

Diff: 2 Page Ref: 142

15) _____ offices tend to increase interaction frequency and informal messages.

Answer: Accessible

Diff: 2 Page Ref: 143

16) Placement of a desk in the office can provide clues to the exercise of _____ by the decision maker

Answer: power

Diff: 1 Page Ref: 144

17) When using the STROBE technique, small equipment used to process information, e.g., pens, calculators, etc., are referred to as _____.

Answer: props

Diff: 1 Page Ref: 145

18) If an office contains trade journals and newspaper clippings about other companies, the decision maker is likely to be interested in _____ information.

Answer: external

Diff: 2 Page Ref: 146

19) An office lighted with warm, incandescent lighting indicates a tendency toward more _____ communication.

Answer: personal

Diff: 1 Page Ref: 146

20) Casual dressing by leaders may result in some loss of _____ if the predominant organizational culture values traditional, conservative clothing.

Answer: credibility

Diff: 1 Page Ref: 146

21) The shorthand symbol used in conjunction with STROBE to indicate that narrative is modified is a _____.

Answer: square

Diff: 3 Page Ref: 148

22) The systems analyst can gain an understanding of the credibility exhibited by managers in the organization by observing their _____.

Answer: clothing

Diff: 1 Page Ref: 146

23) _____, bookshelves, and other large equipment for storing items are all included in the category of stationary office equipment.

Answer: File cabinets

Diff: 2 Page Ref: 145

24) An office lighted with warm, _____ lighting indicates a tendency toward more personal communication.

Answer: incandescent

Diff: 3 Page Ref: 146

25) STROBE is short for _____ of the _____.

Answer: Structured Observation / Environment

Diff: 3 Page Ref: 141

5.4 Short Answer

1) List three of the four reasons why the systems analyst would want to sample data or select representative people to interview.

Answer: 1. Containing costs

2. Speeding up the data gathering

3. Improving effectiveness

4. Reducing bias

Diff: 2 Page Ref: 132

2) List five of the seven concrete elements of the decision maker's physical environment that can be observed by the systems analyst using STROBE.

Answer: 1. Office location

2. Desk placement

3. Stationary equipment

4. Props

5. External information sources

6. Office lighting and color

7. Clothing worn by decision makers

Diff: 2 Page Ref: 144

3) Company A has 500 employees. Company B has 800 employees. Would the analyst working with company B need to interview more employees than the analyst working with Company A? Why or why not?

Answer: An analyst does not have to interview more people just because they are working with the larger organization. If the stratified sample is done properly, a small number of people will adequately represent the entire organization.

Diff: 3 Page Ref: 136

4) What effect on sample size does using a greater confidence level have when sampling attribute data?

Answer: As the confidence level increases, so does the sample size.

Diff: 1 Page Ref: 134

5) What are the four steps to follow to design a good sample?

Answer: 1. Determine the data to be collected or described.

2. Determine the population to be sampled.

3. Choose the type of sample.

4. Decide on the sample size.

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