

COM 351B MIDTERM EXAM **NAME:**

This exam is worth 50 points. There are four sections addressing core concepts, chapter concepts, guest speaker concepts, and an open-ended question. Questions are worth two points unless otherwise noted. Choose the best answer to each question. Please keep your eyes on your own work, indicate answers clearly, and write legibly.

Part 1 – Core Concepts – 10 points
2 points each

☒ 1. What three elements have we specifically identified in class as the core concepts of context?

- A. Communication, information, exchange
- B. Identity, agency, control
- C. Ethics, honesty, fairness
- ☒ D. Identity, status, tone

identity status, tone
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2. Of those three elements of context, which can we control completely?

- A. All of them
- ☒ B. None of them
- C. Some of them

3. Of those same three elements of context, which can we control partially?

- ☒ A. All of them
- B. None of them
- C. Some of them

4. According to what we've said in class, which of the answers below best describes the moment when the interview process begins?

- A. When you turn on the audio recording device
- B. When you meet the interviewer/interviewee in person
- ☒ C. When you first contact the interviewer/interviewee
- ☒ D. When you feel lightheaded waiting in the hall

5. According to what we've said in class, which of the answers below best describes why we conduct interviews?

- A. To make a good face-to-face impression
- B. To clarify a topic as fully as possible
- ☒ C. To exchange information
- D. To answer a research question

exchange
and
rein info

10

Part II – Chapter Concepts – 32 points
2 points each unless otherwise noted

Chapter 2

6. What are some key disadvantages of a non-directive interview approach? *open ended*

- A. It typically requires a greater investment of time
- ☒ B. You end up learning a great deal of information that is not relevant
- ☒ C. Interviewees are likely to be less honest
- ☒ D. All of the above
- ☒ E. A and B only

7. Which of the following were identified as potentially problematic verbal interactions?

- ☒ A. Certain words have ambiguous or multiple meanings
- ☒ B. Certain words have both positive and negative connotations
- ☒ C. Certain words have euphemistic or slang meanings
- ☒ D. All of the above
- E. B and C only

8. Which of these are non-verbal interactions that might affect our interviews? *silence body language*

- ☒ A. Physical appearance and dress
- ☒ B. Vocal speed, pitch and stress
- ☒ C. Gestures, touching and proximity
- ☒ D. All of the above
- ☒ E. A and C only

Chapter 3

9. Which of these are advantages of open questions?

- ☒ A. They can be verified more easily than other types of questions *finding out if it's true*
- ☒ B. They demonstrate a low-threat relationship
- ☒ C. They are likely to reveal more about an interviewee *T*
- ☒ D. All of the above
- ☒ E. B and C only

10. Which of these are bipolar questions? *no, yes* *yes, no* *dislike*

- ☒ A. Do you think it is wise or unwise to build the new downtown tunnel?
- B. How much are you concerned about cost overruns and traffic flow problems?
- ☒ C. Would you vote in favor of or against the tunnel in a new election?
- D. All of the above
- ☒ E. A and C only

11. Identify each of the following as primary or secondary questions. (1 point each) *ASSIST* *second*

- | | | |
|--|----------------|------------------|
| A. What's your definition of that particular term? | Primary | <u>Secondary</u> |
| B. How did you <u>first learn to hunt and trap wild boar</u> ? | <u>Primary</u> | Secondary |
| C. And? | Primary | <u>Secondary</u> |
| D. Do you know why I stopped you today, sir? | <u>Primary</u> | Secondary |
| E. Why did you say we should be afraid of <u>gnomes</u> ? | Primary | <u>Secondary</u> |
- 5*

12. Which of these are reasons you would use *probing questions*?

- A. To draw out more relevant information >
B. To confirm you have understood something accurately >
C. To demonstrate careful attention to what an interviewee is saying >
D. All of the above
E. None of the above

13. Which of these questions represents an "*open-to-closed switch*"?

- A. What are you going to do when you graduate? Are you going to travel? *How do you see about...*
B. If I asked you about your hobbies would you say hobbies are important to you? *do you?*
C. Are you suffering from Bieber Fever or are you simply caught in a bad romance? *yes?*

Chapter 4

14. If your interview guide includes "all major questions with possible probing questions under each," this would be considered:

- A. A nonscheduled interview
B. A moderately scheduled interview
C. A highly scheduled interview

nonscheduled

scheduled P

15. A question sequence that begins with broad, open-ended questions and proceeds to more restricted questions is considered:

- A. A string of beads
B. A targeted progression
C. A funnel sequence

Chapter 5

(3 points each)

16. According to this chapter, when thinking about the structure of an interview we are concerned with what three main elements? (Note: this does not include the interview guide.)

opening, body, and closing questions / 3
throughout are also very important the opening to build rapport sets up your whole framework and warming up your subject body - digging deeper closing - setting up for future contact, asking clearing house questions

17. According to this chapter, what are three advantages of note taking?

- show your interviewer you are concerned about accuracy and interest
- a good way to retain info & fill in the gaps afterward
- tell you on point and paying attention
- a good way to keep record of what was discussed for future reference

18. According to this chapter, what are three disadvantages of using audio recorders?

- can break and can be unreliable
- can come off as intrusive
- it could pick up information that you don't want or be hard to hear after listening to it again

- could alter what the interviewee will tell you with them being nervous or concerned where there quotes will end up

Part III – Guest Speaker Concepts

2 points each

19. According to our guest speaker Tabitha Hart, what are two issues that come up in conducting long-distance interviews?

- it can be hard to hear the person, a connection could break up and you could miss important points, it can be hard to know when to be silent and stop to let the person respond because you can't see their verbal cues.

20. According to Ms. Hart, what are two ways to ensure you are conducting interviews ethically?

- inform the person that will be recording it and get their consent beforehand, even could have them sign about their consent
- inform them beforehand so they are not caught off guard for ex: don't tell them you are going to be talking about health before and surprise them by asking them about their mental health for example.

Part IV – Short Answer – 4 points

Briefly describe what you personally have found to be the four most important steps in preparing to conduct your research interview. This can be in chronological order, or order of importance, or any other order you wish. Points will be awarded for relevant answers that refer to or build on concepts from class.

- 1) have found the interview guide and structure to be very helpful in preparing the opening body and closing. so I was able to develop rapport and open with casual conversation and introduce what we will discuss warming up and then moving into deeper questions and closing in the time frame they specified and asking clearing house questions to make sure nothing was missed. thinking of a nondirective interview and making the interview objective as an outcome it has been very useful also being able to ask open questions instead of closed ? so they aren't just bipolar yes/no.
- 2) how to ask questions and how to interact. has been deeper understanding and clarification, silent probes giving them a chance to continue and reveal more and nudging probes such as so? ... to get them to elaborate.
- 3) also note taking and audio recording was very helpful I was able to relax and soak everything in and listen over and over again to our conversation.
- 4) being aware of verbal & non-verbal interactions was important too in order to not close off channels in the exchange of info.

BONUS QUESTION (1 POINT): What local company was the focus of Tabitha Hart's customer service study, as discussed in class?

Starbucks!

10/11/15/9 = 45

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