

GOV 1010 MODEL EXAM

For 2019 the GOV 1010 Exam will last exactly one hour. The exam will begin at 12:15 and end at 1:15. Students should bring a handheld calculator to the class. The exam is closed book, closed note.

The instructor will provide Exam Books (Blue Books, etc.) for students to write their responses in.

There will be two sections in the exam. The first will consist of a list of five (5) terms relevant to survey research. Students will select four and write a short essay defining each term and identifying its importance to survey research.

The second portion will consist of a survey evaluation. Students will receive selected portions of publicly released surveys. Students will answer a set of short questions pertaining to the survey.

This guide is to help you understand the scope and format of the exam.

The list of 55 terms is a master-list from which 5 items will be selected.

The four (4) sample sections included in this guide have been used in exams in the past. The example(s) included in 2019 will be different, and will include different questions. There may be up to 2 examples and up to 12 total questions across the two examples.

Note: Students who have been authorized by the College to receive special accommodations for exams and have notified the instructor in a timely manner (as specified in the syllabus) will have their exams proctored by the Accessible Education Office (AEO).

GOV 1010 In-Class Examination:

Please do not refer to any text, notes, or other material. Please write all answers in the Blue Books which will be provided. Please return this exam to the instructor at the end of the class.

Please be sure to put your name prominently on the Blue Book.

The exam will begin promptly at 12:15.

Section 1: Important Survey Terms

Please select four of the following five terms. For each, please write a short paragraph defining the term and identifying its importance for survey research. Please be sure to write the name of the term at the beginning of the question.

List of 55 Terms for GOV 1010 Evaluation.

The Exam will include five of these. Students will select four items, and write a short paragraph about each defining the term and identifying its importance for survey research.

Total Survey Error

Measurement Error

Respondents

External Validity

Standardized Interviewing

Construct

Internal Validity

CATI

CAPI

Interviewer Effect

IVR

Mixed Mode Survey

Opt-In Internet Panel

Address Based Sampling (ABS)

Noncoverage

Stratification

RDD

Target population

Sample frame

Coverage error

Observational unit

Multiplicity

Convenience Sample

Cluster Sample

Disproportionate Stratification

Sampling Error

Probability sampling
Selection Bias
Simple random sample
Multi-stage Cluster Sample
Proportionate Stratification
Response scale
Recency Effect
Closed-Ended question
Sensitive question
Cognitive burden
Acquiescence
Open-Ended question
Bipolar Item
Primacy Effect
Behavior coding
Response latency
Nonresponse error
Ignorable Nonresponse
Imputation
Nonignorable nonresponse
Weighting
Item Nonresponse
Nonresponse Bias
Unit nonresponse
Finite population correction
Binomial proportion
Standard error
Two-tailed hypothesis test
Confidence Interval

Section 2: Survey Evaluation Example A.

Following is a news report along with the survey it was discussing. Please review the survey and methodology answer the questions following the two excerpts.

Poll: Most disapprove of Graham-Cassidy healthcare bill

Most Americans -- 52 percent -- disapprove of the **Graham-Cassidy health care bill**, according to a **CBS News Poll** conducted between Sept. 21 and 24.

Only 20 percent of those polled said they approved of the Republican legislation aimed at repealing and replacing the Affordable Care Act signed into law by President Obama.

Overall, more than a quarter of those surveyed by CBS News declined to give an opinion of the GOP bill, but those who did express an opinion said they disapproved by more than two to one.

Fewer than half (46 percent) of Republicans said they approved of the Graham- Cassidy bill, which is expected to come up for a vote in Congress on Wednesday. Only 18 percent of independents approved, and just two percent of Democrats gave it their backing.

Those who said they disapproved of the Republican's second attempt to repeal and replace the legislation known as "Obamacare" tended to say they "strongly" disapprove. Even among the Republicans who said they approved of the bill, more describe themselves as being "somewhat" approving than "strongly" approving.

A plurality of Americans says Republicans in Congress are moving too fast to try to pass the bill.

Many Americans -- 42 percent of those polled -- said they thought Republicans were moving too fast to try and pass the Graham-Cassidy bill, including an overwhelming majority of Democrats and 39 percent of independents.

Forty percent of Republican respondents, however, said they feel the effort is moving too slowly.

Of the 32 percent of people polled who said they believed the bill would impact them personally, most -- 25 percent -- said they thought it would hurt them. Only seven percent of Americans think the bill would help them personally.

Half of Americans, and six in ten Republicans, said they didn't believe the bill would impact them either way. Seventeen percent said they didn't know how the proposed legislation would impact them.

One area of strong partisan agreement revealed by the CBS News poll was on health insurance for people with pre-existing conditions. Nearly nine in ten Americans -- including large majorities of Republicans, Democrats, and independents -- said they believe health

insurance companies should be required to provide insurance to people with pre-existing conditions.

Most people want the Affordable Care Act to be improved, not repealed. Three in four said the law should either be kept in place (9 percent) or that it has some good things in it but needs some changes (65 percent).

One in four said it has so much wrong with it that it should be repealed and replaced entirely. Nearly half of Republicans were of this view, indicating partisan divisions still run deep on this issue. However, about as many Republicans said there were some good things in the law and only changes are needed.

Most people said they placed a higher priority on health care than tax reform as an issue for Congress and the president to tackle. Overall, 74 percent prioritized health care policy, and only 23 percent tax reform.

The desire for tax reform was greater among Republicans and independents, but even among these groups, the majority prioritized health care policy.

This poll was conducted by telephone September 21-24, 2017 among a random sample of 1,202 adults nationwide. Data collection was conducted on behalf of CBS News by SSRS of Glen Mills, PA. Phone numbers were dialed from samples of both standard land-line and cell phones.

The poll employed a random digit dial methodology. For the landline sample, a respondent was randomly selected from all adults in the household. For the cell sample, interviews were conducted with the person who answered the phone. Interviews were conducted in English and Spanish using live interviewers.

The data have been weighted to reflect U.S. Census figures on demographic variables. The sample included additional interviews conducted with African Americans, who had previously completed a survey as part of a random sample. The combined African American and non-African American samples were weighted separately to match their group's population characteristics such as gender, age, education, region, marital status and phone use based on recent U.S. Census estimates. The samples were then combined and weighted to the total U.S. adult population.

The error due to sampling for results based on the entire sample could be plus or minus three percentage points. The error for subgroups may be higher and is available by request. The margin of error includes the effects of standard weighting procedures which enlarge sampling error slightly.

This poll release conforms to the Standards of Disclosure of the National Council on Public Polls.

Exam Section 2.A

- (1) What does it mean for the CBS poll that: The margin of sampling error is plus or minus three percentage points at the 95% confidence level, for results based on the entire sample of adults. Why would the error for the subgroups be higher?
- (2) Do you think coverage error could be a problem for this CBS news survey? Why or why not?
- (4) What is the Target Population for this poll? The inferential population?
- (5) What is the mode for this poll? What are the advantages and disadvantages of this mode?
- (6) This CBS Poll is “*been weighted to reflect U.S. Census figures on demographic variables.*” Why did CBS weight this data?
- (7) According to the press release, “overall, more than a quarter of those surveyed by CBS News declined to give an opinion of the GOP bill.” Furthermore, Q19 in the poll shows that almost a third of Republicans and independents, in particular, responded with “Don’t Know” or provided no answer. What could explain this non-response? If you were the survey researcher how might you address this?
- (8) Please re-write one of these questions in a way that would increase its reliability.
- (9) A new survey researcher joined the CBS team and suggested that the survey should ask respondents about the nature of their most recent experience with a health insurance company before asking about their opinion of the Graham-Cassidy bill. What would you tell this researcher regarding the impact of including this question up front?

Section 2: Survey Evaluation Example B

Please review this published survey methodology and answer the questions on the next page:

Gallup Daily News -- November 10, 2014

Americans Satisfied With How Health System Works for Them

By Sarah Rifkin

WASHINGTON, D.C. -- Over the last seven and a half months, two-thirds of Americans, on average, have been satisfied with how the healthcare system is working for them. Less than a week before the health insurance exchanges reopen, these results show that Americans who have health insurance (70%) are almost twice as likely as those who don't (37%) to be satisfied with the healthcare system.

Are you satisfied or dissatisfied with how the healthcare system is working for you?

	Satisfied	Dissatisfied	No opinion
	%	%	%
National adults	66	33	2
Have health insurance	70	28	1
Do not have health insurance	37	59	4

March 21-Oct. 31, 2014

GALLUP®

In the third quarter of 2014, the [uninsured rate in the U.S. was 13.4%](#), the lowest quarterly average Gallup has found in daily measurement of this metric going back to 2008. The health insurance exchanges open again on Nov. 15 to enable those who are uninsured to shop for insurance coverage for 2015. If more Americans gain health insurance, general satisfaction with the way the system is working may rise, given that insured Americans are much more likely to be satisfied than the uninsured are.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted March 21-Oct. 31, 2014, on the Gallup U.S. Daily survey, with a random sample of 110,835 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia. For results based on the total sample of national adults, the margin of sampling error is ± 1 percentage point at the 95% confidence level.

Each sample of national adults includes a minimum quota of 50% cellphone respondents and 50% landline respondents, with additional minimum quotas by time zone within region. Landline and cellular telephone numbers are selected using random-digit-dial methods.

Exam Section 2.

(1) What does it mean that: “The margin of sampling error is +/- 1 percentage point at the 95% confidence level?”

(2) The survey reports that only 37% of uninsured Americans are satisfied with their health insurance, and that 13.4% of Americans are uninsured. Let’s say that Gallup conducted an EPSEM sample of about 5,000 Americans, and interviewed about 670 Americans who were uninsured. What would the margin of sampling error at the 95% confidence interval for this reported level of satisfaction (37% satisfied)? Please show your work.

(3) Actual Gallup surveys don’t use EPSEM sampling methods. Do you think the actual sampling error might be larger than the number you calculated or might it be smaller than the number you just calculated? Assume the same total number of interviews, and please explain your reasoning?

(4) This survey probably had a somewhat low response rate (say 10% - 20%). What would you want to know about non-responders to tell if there was nonresponse bias?

(5) Let’s say Gallup decided to weight this data according to age, level of educational attainment, and gender. Where might they get population data to weight this survey?

Survey Evaluation Section Example C.

Section 2.A: Newsmax/Zogby Poll: Clinton Up 10 Points; Beats Margin of Error

(Released: April 22, 2008) UTICA, New York – New York's Hillary Clinton continued to pull away from rival Barack Obama of Illinois as the campaigning in Pennsylvania ended and voters prepared to cast ballots today, the latest Newsmax/Zogby daily telephone tracking poll shows.

She now leads Obama, 51% to 41%, having gained three points over the past 24 hours as Obama lost one point, pushing her beyond the poll's margin of error to create a statistically significant lead for the first time in the Pennsylvania daily tracking poll.

Meanwhile, 6% remained undecided and another 3% said they preferred someone else in the two-day tracking poll. It was conducted April 20-21, 2008, using live operators working out of Zogby's on-site call center in Upstate New York, included 675 likely Democratic primary voters in Pennsylvania. It carries a margin of error of +/- 3.8 percentage points.

Results:

Clinton:	51%
Obama:	41%
Someone Else:	3%
Not Sure:	6%

Approximately [37] questions are asked. Samples are randomly drawn from purchased voter registration lists of Pennsylvania Democrats. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to six calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies and are comparable to other professional public-opinion surveys conducted using similar sampling strategies. [Weights: region, age, race, gender]

Exam Section 2.A

- (1) What does it mean that: [The poll] carries a margin of error of +/- 3.8 percentage points?***
- (2) What is the sample frame for this survey?***
- (3) Do you think coverage error could be a problem for this survey? Why or why not?***
- (4) What are two ways the Zogby poll might try to identify the likely voters in its sample?***
- (5) The data is apparently weighted by region, age, race, and gender. What might be a source of data to weight the data?***

Survey Evaluation Section Example D.

Below is an excerpt from a press release and a copy of the questionnaire from a recent survey:

American Public Says Government Leaders Should Pay Attention to Polls (March 21, 2008)

..... A new poll finds that an overwhelming majority of Americans believe government leaders should pay attention to public opinion polls and that the public should generally have more influence over government leaders than it does.....

These findings are part of a larger international poll conducted by orldPublicOpinion.org, an international research project managed by the Program on International Policy Attitudes at the University of Maryland. The poll of 975 Americans was fielded from January 18 to 27 by Knowledge Networks. The margin of error was +/-3.2 percent. The findings of the larger WorldPublicOpinion.org study, which will include findings from approximately 20 countries from around the world, will be released in early May.

The US poll was an online survey drawn from a nationally representative sample of the Knowledge Networks online panel. This panel is probabilistically-based, selected from the population of US telephone households and subsequently provided with an Internet connection if needed.

[Questionnaire is on following page]

Section II.B. Exam Questions:

- 1) What does it mean that “the margin of sampling error was +/- 3.2%”***
- 2) Do you think that coverage error could be a problem for this survey? Why or why not?***
- 3) Do you think nonresponse error could be a problem for this survey? Why or why not?***
- 4) Which of these questions is most likely to be impacted by respondent satisficing? Why?***
- 5) What do you think the responses DK/NS mean? What do you think about the percent of respondents in these categories?***
- 6) Based on responses to Q14, how much do Americans think this country is governed according to the will of the people?***
- 7) Please re-write one of these questions in a way that would increase its reliability.***

Q5-GP1: Please tell me if you agree or disagree with the following statement: The will of the people should be the basis of the authority of government?

Strongly agree	Somewhat agree	Somewhat disagree		Strongly disagree	DK / NS
US	44	43	10	3	0

Q6-GP2: As a general rule, do you think government leaders should be selected through elections in which all citizens can vote, or do you think they should be selected some other way?

Selected through elections in which citizens can vote		Selected some other way	DK / NS
US	96	4	0

Q7-GP3: Do you think that: elections are the only time when the views of the people should have influence, or that also between elections leaders should consider the views of the people as they make decisions.

Elections are the only time when the views of the people should have influence		Leaders should pay attention to the views of the people as they make decisions	DK / NS
US	5	94	1

Q8-GP4: When government leaders are thinking about an important decision, do you think:

A: They should pay attention to public opinion polls because this will help them get a sense of the public's views.				B: They should not pay attention to public opinion polls because this will distract them from deciding what they think is right		DK / NS	
US		81		18		2	

Q12-GA1: How much of the time do you think you can trust the national government in [capital of survey country] to do what is right?

Just about always	Most of the time	Only some of the time		Never (vol.)	DK / NS
US	3	37	60	0	0

Q13-GA2: Generally speaking, would you say that this country is run by a few big interests looking out for themselves, or that it is run for the benefit of all the people?

Run by a few big interests	Run for the benefit of the people		DK / NS
US	80	19	1

Q14-GA3a: How much is this country governed according to the will of the people? Please answer on a scale of 0-10 with 0 meaning "not at all" and 10 meaning "completely."

Mean	
US	4.0

Q15-GA3b: Using the same scale, how much do you think this country should be governed according to the will of the people?

Mean	
US	7.9