

EXAM MEVIT4800 SPRING 2022

The exam consists of 5 questions. You must answer all tasks. For the tasks that has sub-questions (for instance a, b, c...), you must answer all of these in order to have answered the whole task. You will not need to calculate anything, but you will have to explain some key theoretical concepts and methods we have discussed throughout the course.

Note that some of the questions ask for a shorter answer, other questions require a longer answer. Whether you are required to give a shorter or a longer answer is indicated next to each question.

QUESTION 1 (shorter answers)

Define and explain the following:

- a) Quantitative data
- b) Qualitative data
- c) Standard deviation
- d) Generalization based on probability samples
- e) Generalization based on non-probability samples
- f) Spurious relationship

QUESTION 2 (longer answer)

Describe how one can enhance the validity of a qualitative interview study throughout the research process; that is, in (a) designing and conducting your interview study; (b) analyzing your data; and (c) writing up your findings. Provide examples.

QUESTION 3 (shorter answers)

You have conducted a survey on media use with a representative sample of the Norwegian population. You want to explore whether a relationship exists between age and average daily watching of linear television (in minutes), and you choose to run a Pearson's correlation.

- a) Explain what Pearson's correlation coefficient measures

- b) The results of the Pearson's r correlation is $r = 0.45$ ($p < 0.001$). Interpret the result.
- c) Explain what it means that the result is statistically significant/not statistically significant (in other words, what conclusions may we draw from the significance test?)

QUESTION 4 (shorter answers)

You have conducted a survey that includes the following variables:

- Gender (Female; Male, other)
 - Age (Open-ended: age in years)
 - Education (Primary School; High school, College > 4 years; College 4 years or more)
 - Annual income (Open-ended)
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- a) What are the measurement levels for each of these variables? Explain how you came to the conclusion.
 - b) What measures of central tendency are relevant for each of the variables and why?

QUESTION 5 (longer answer)

You are planning to conduct a quantitative content analysis that explores how the news media in Norway (or in another country) report immigration. Come up with suggestions on how to specify and operationalize the study. Give examples of at least 3 variables that could be measured in the analysis. Then, with your study on news reporting of immigration as an example, describe and discuss how one can enhance the validity and reliability of a quantitative content analysis.