

# Module Two: Grading Guidelines

General Guidelines:

- Deduct 1 organization point for every attachment that was not asked for in the directions

## ***PAF 101 EXERCISES - MODULE 2***

### **BASED ON CHAPTERS 2, 3, & 4**

**\*\* Whenever you use a source in your answer, including all quotes, you must provide an APA-style internal citation and a full APA-style reference in the References page exercise, except in the case of personal communications. HINT: Most of these exercises require citations.**

**\*\* Whenever you attach an article, it must be directly behind the exercise in which it appears, and it must be clearly labeled with the exercise number and letter to which it pertains. Attach only the first page of the article unless otherwise stated.**

Exercise 2.1: Exploring GoodSearch

Your Total Score: \_\_\_\_\_ (Maximum: 6 points)

To explore the strengths and limitations of Internet search engines, conduct a search using [www.goodsearch.com](http://www.goodsearch.com) into one specific societal category. You must choose one of the following societal categories: Crime, Education, Environment, Health, Housing, Jobs and Economic Development, or Poverty. If you do not choose one of those 7 categories exactly as they are listed, you will lose all 6 points for this exercise. Place a print-out of the first printed page of the GoodSearch results you got behind this exercise. Then answer the following questions. No citation or reference is needed for this exercise. (6 points)

- **State your societal category here:**

- *Deduct 6 points if societal category is not one of the 7 to choose from or is incorrect in any other way. The societal category should be one of the following: Crime, Education, Environment, Health, Housing, Jobs and Economic Development, or Poverty.*

- **Indicate the search term you used and how many results your search generated here:**

- *Deduct 1 point if what they searched for does not relate to the societal category.*

- *Deduct 1 point if the number is different from the number on the attached print-out, or if they included the wrong search term.*

- **Without visiting any of the individual Web pages on your print-out, circle all the Web page titles on that list, not including the sponsored links, that you think may be useful and indicate how many useful items you have circled here:**

- *Deduct 1 point if nothing is circled.*
- *Deduct 1 point if the student circled the useful items but failed to record a number.*
- *Deduct 1 point for each item circled that is obviously not useful (only if you are positive).*
- *Deduct 1 point for each item not circled that is obviously useful (only if you are positive).*
- *Deduct all points for exercise if article is not attached.*

- **Identify the best source for the societal category you picked, go online and visit that page, and write up to 3 sentences describing specific reasons why you think this is a good source for your societal category:**

- *Deduct 2 points if the source is not identified.*
- *Deduct 3 points if more than 3 sentences \*(Can be 4 sentences IF the first sentence is simply identifying the source).\**
- *Deduct 1-3 points for poor reasons, depending on how poor they are.*

- **Identify one Web page you believe is probably not a good source for your societal category. Visit that page and write up to 3 sentences describing why this is not a good source for your societal category:**

- *Deduct 2 points if the source is not identified.*
- *Deduct 3 points if more than 3 sentences.*
- *Deduct 1-3 points for poor reasons, depending on how poor they are.*

## Exercise 2.2: Locating Quantitative Data

Your Total Score: \_\_\_\_\_ (Maximum: 6 points)

Using the search tables feature on LexisNexis Statistical, find a statistic relevant to your societal category. Do not use statistics from the U.S. Census. (6 points)

- **Provide a statistic from the table here, making sure you indicate the year(s) and geographic location(s) it pertains to, as well as a citation:**

- *Deduct all 6 points if U.S. Census information is used.*
- *Deduct 2 points if statistic is not defined clearly. The student's answer should tell you the actual number and what it represents.*
- *Deduct 2 points if the year or geographic location is missing.*
- *Deduct 1 point if the number is unrealistic or incorrect.*
- *Deduct 2 points from the exercise if there is no internal citation.*
- *Deduct 1 point from writing if the internal citation is not correct. (source, year of publication)*
- *Deduct 2 points from the References page if reference is missing.*

- **Justify why it is relevant to your societal category here:**

- *Deduct 1-2 points if justification is inadequate, depending on how poor it is.*

### Exercise 2.3: Finding Periodical Articles

Your Total Score: \_\_\_\_\_ (Maximum: 5 points)

Using the ProQuest Research Library database, locate a news or magazine article relevant to your societal category at any geographic level. Do not use an article from an academic journal. Attach a photocopy or printout of the first page of the article directly behind this exercise.

- **Quote one relevant sentence from the article that is related to your societal category here:**

- *Deduct 5 points if the article is from an academic journal.*
- *Deduct 3 points if more than 1 sentence is quoted.*
- *Deduct all 5 points if the article is not from ProQuest.*
- *Deduct 1 organizational point if the article is not labeled.*

- *Deduct all 5 points if the article is not attached.*
- *Deduct 5 points if quote is not related to their societal category.*
- *Deduct 2 points from the exercise if there is no internal citation.*
- *Deduct 1 point from writing if the internal citation is not correct.*
- *Deduct 2 points from the References page if reference is missing.*

#### Exercise 2.4: Locating Books

Your Total Score: \_\_\_\_\_ (Maximum: 6 points)

Using the library catalog, find a book on your societal category at any geographic level. Books published by the government may not be used for this exercise. Attach a photocopy of the title page directly behind this exercise.

- **Directly quote a full sentence from the book that is related to your category here:**

- *Deduct 6 points if title page is not attached.*
- *Deduct 6 points if the book is published by the government.*
- *Deduct 1 point if the cover page is used instead of the title page.*

*(Title page should include title, authors/editors, publication company, and city of publication)*

- *Deduct 1 organization point if the title page is not labeled.*
- *Deduct 5 points if the quote is not related to the student's category.*
- *Deduct 4 points if the quote is not a full sentence.*
- *Deduct 2 points from the exercise if there is no internal citation.*
- *Deduct 1 point from writing if the internal citation is not correct.*
- *Deduct 2 points from the References page if reference is missing.*

#### Exercise 2.5: Using United States Government Publications

Your Total Score: \_\_\_\_\_ (Maximum: 6 points)

Using <http://catalog.gpo.gov>, locate one United States government publication relevant to your societal category at any geographic level.

- The publication should include a clearly identified "title page" and the names of individual or organizational authors, such as those found within formal government agency reports, newsletters, online journals/magazines, etc. These government publications are often posted in "PDF". Their pages frequently are numbered.
- The publication you locate should not merely consist of a brief news announcement or other informal online information summary. These types of publications are often posted on the web in "HTML" format only.
- Do not use U.S. Census information.
- Attach a photocopy or printout of the cover or title page of the document directly behind the page on which this exercise appears.
- **In one sentence, explain briefly why this publication will provide you with useful information here:**
  - *Deduct 6 points if U.S. Census information is used.*
  - *Deduct 3 points if the sentence makes no sense or if there is more than one sentence.*
  - *Deduct up to 2 points for a weak justification.*
  - *Deduct 6 points for each of the following:*
    - *If cover or title page is not attached.*
    - *If it is clear from the attached title page that it is not a U.S. government publication. Only take these points off if you are POSITIVE. (Usually says U.S. Government Printing Office)*
    - *If the publication selected is merely a brief news announcement or other informal summary.*
  - *No reference on the References page is needed for this exercise.*

#### Exercise 2.6: Using Policy Publications

Your Total Score: \_\_\_\_\_ (Maximum 12 points)

A. Using CQ Researcher, find a publication that contains information relevant to your category at any geographic level. (6 points)

Part A Score: \_\_\_\_\_

• **Using full sentences, quote no more than three sentences from the article that gives you a better understanding of your societal category here:**

- *Deduct 6 points if quote is completely unrelated to and gives no better understanding of social problem category.*
- *Deduct 3 points if the quote is more than three sentences.*
- *Deduct 1 point if the quote is not in complete sentences.*
- *Deduct 2 points from the exercise if there is no internal citation.*
- *Deduct 1 point from writing if the internal citation is not correct.*
- *Deduct 2 points from the References page if reference is missing.*

B. Using the “Contacts” section of the CQ Researcher article, find one of the organizations from the list (preferably a public policy institute), and retrieve a policy paper, working paper, policy brief, or online report from the past five years on your societal category. The “Contacts” section appears once you have opened an article. It is one of the links in the gray column at the left margin of each CQ Researcher publication. (6 points)

Part B Score: \_\_\_\_\_

• **Quote one sentence from the publication that gives evidence of a societal problem that exists within your societal category here:**

- *Deduct 1 point if there is no quote, and instead just a statement.*
- *Deduct 6 points if the sentence is unrelated to the societal category or gives no evidence of a societal problem within that category.*
- *Deduct 3 points if the quote is more than one sentence.*
- *Deduct 2 points from the exercise if there is no internal citation.*
- *Deduct 1 point from writing if the internal citation is not correct.*
- *Deduct 2 points from the References page if reference is missing.*

### Exercise 2.7: Using United States Census Data

Your Total Score: \_\_\_\_\_ (Maximum: 15 points)

Use the “American FactFinder” on the 2000 online census report (<http://www.census.gov>) to locate the information for your home census area, a comparable census area, and the United States, and fill out the chart below with the required information from the 2000 online census report.

- Fill in the top row of the table with the name of your census area, and the area comparable to your census area. Be sure to indicate the state.
- The comparable census area must be similar to your census area, which is your hometown or home county, in population size. A comparable population is one within 20% of the population size of your census area.
- Do not cite or reference this exercise.

	[Your Census Area]	[Comparable Census Area]	United States
<b>Population</b>			281,421,906
<b>Median Age (years)</b>			35.3
<b>% White</b>			75.1
<b>% Male</b>			49.1
<b>Per Capita Income (\$)</b>			21,587
<b>% Individuals Below Poverty Level</b>			12.4
<b>% Vacant Housing Units</b>			9.0
<b>% High School Graduate or Higher</b>			80.4

- *Deduct 1 point for each cell that is not filled in or has an incorrect statistic.*
- *Deduct 2 points if the comparable census population is not within 20% of the home census population.*

- *Deduct 2 points if the student does not fill in their home census area's name or their comparable census area's name in the top row of the table.*
- *Deduct 1 point off for not indicating the state for the census area.*
- *Deduct 1 point off the exercise if the student uses % or \$ within rows that are already specified as percentages or dollars.*
- *Deduct 5 points if the format of the table changes.*
- *Deduct 1 point if the brackets are left on the table.*
- *Deduct 3 points if 2000 data is not used, but the student used data from another year that can be found on the website.*

#### Exercise 2.8: Narrowing your societal category

Your Total Score: \_\_\_\_\_ (Maximum: 2 points)

Based on the research you have done in this chapter, narrow your societal category to a specific societal problem within it. Be sure to state it as a problem.

**Write your specific societal problem, indicating a specific geographic location suffering from the problem here:**

- *Deduct 1 point if the societal problem does not include geographic location.*
- *Deduct 2 points if the societal problem is not narrowed from the broader category, is unrelated to the broader category, or is incorrect in any other way, including if it does not use descriptive words like “too much,” “too little,” “too high,” “too low,” or something similar. However, do not immediately take off for answers that do not use those specific words. Read the description and use your best judgment.*
- *Deduct up to 2 points if the problem is correct but is poorly worded or stated.*
- *Does not have to be as specific as future modules.*

#### Exercise 3.1: Researching Your Players

Your Total Score: \_\_\_\_\_ (Maximum: 30 points)

List three individuals, either a player or a staff person of the player, who deal with your narrowed societal problem, keeping in mind the geographic location you specified. Be sure to follow the prompts listed below.

**1.) Write the name and position of an elected government official here:**

- *Deduct 1 point for each player if the name or position is incorrect.*
- *Deduct 10 points if the player is not from the designated category (i.e.: elected official).*

**• Write the player's phone number and email address here. (If instead of an email address you find a site that allows you to send a message to the individual, indicate this and provide a link to the site. This applies to all of 3.1):**

- *Deduct 1 point if the phone number is incorrect.*
- *Deduct 1 point if the email address is incorrect.*
- *Deduct two points if the phone number is missing.*
- *Deduct two points if the e-mail address or appropriate link is missing.*

**• Write why he/she will provide you with useful information by describing one policy that he/she had worked on previously:**

- *Deduct up to 2 points for a poor explanation, depending on how poor it is.*
- *Deduct 2 points if the answer does not mention policies or actions the player has worked on.*

**• Write three questions related to your specific societal problem that you could ask the player here:**

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- *Deduct 2 points for each incorrect question. The questions should be related to the specific societal problem category.*

- FOLLOW INSTRUCTIONS FROM #1 FOR #2 AND #3 -

**2.) Write the name and position of a non-elected player from a governmental department here:**

**• Write the player's phone number and email address here:**

- **Write why he/she will provide you with useful information by describing one policy he/she had work on previously:**
- **Write three questions related to your specific societal problem that you could ask the player here:**

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**3.) Write the name, their position, and the non-profit organization or public interest/lobby group they work for here:**

- **Write the player's phone number and email address here:**
- **Write why he/she will provide you with useful information by describing one policy he/she had worked on or one service the organization has provided previously:**
- **Write three questions related to your specific societal problem that you could ask the player here:**

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#### Exercise 4.1: Gathering Information for and Determining the Purpose of a Survey

Your Total Score: \_\_\_\_\_ (Maximum: 16 points)

A. Select one of the three players to be your “client,” and contact them or a member of their staff. Use the information you get from communicating with this person to answer the following bullets. (10 points)

Part A score: \_\_\_\_\_

- **Name the individual you contacted, their organization, and title:**

- *Do not take off points if they are not a player because points were already deducted for that in 3.1.*
- *Deduct 1 point for each piece of information missing.*

**Provide a contact telephone number for the player here:**

- *Deduct 1 point if the number is not provided or is incorrect.*

**Briefly describe the purpose of the survey you will be designing here, including a quote from the player that justifies why this survey will be useful:**

- *Deduct up to 3 points for a poor description. The description should include what type of information the survey will be collecting and from what types of people it will be collected from. This information does not have to be very specific, but it must be there.*
- *Deduct 1 point for not having a quote.*
- *Deduct 1 point from writing if internal citation is incorrect.*

*(name, personal communication, date)*

- *Deduct 2 points for missing internal citation.*
- *Deduct 2 points from the reference page if the personal communication is listed as a reference.*

**Write a piece of factual information that could be gathered through your survey here:**

- *Deduct 1 point if information is not factual or is unclear. Should be a fact, not a feeling (examples of facts: occupation, income)*
- *Deduct 1 point if the factual information is stated as a question.*

**Write a piece of attitudinal information that could be gathered through your survey here:**

- *Deduct 1 point if information is not attitudinal or is unclear. Attitudinal information indicates how people feel and think about societal problems or about public policies designed to deal with those problems.*
- *Deduct 1 point if the attitudinal information is stated as a question.*

**Describe the types of policies the player might develop from the information gathered in your survey here:**

- *Deduct up to 3 points if the types of policies are not related to the survey information, depending on how unrelated they are.*
- *Deduct up to 3 points if no specific policies are mentioned and the student merely gives a brief overview.*
- *Deduct 2 points from the exercise if there is no internal citation, if one is necessary*
- *Deduct 1 point from writing if the internal citation is not correct, if one is necessary.*
- *Deduct 2 points from the References page if the reference is missing, if one is necessary.*

B. Quote the definition of the term "target population" from the *Maxwell Manual*. (2 points)

Part B score: \_\_\_\_\_

- **Place definition here:**

- *Deduct 2 points if the definition is not as follows:*

“[The target population is] the entire group of individuals about whom you want to gather information” (Coplin, 2007, p. 40).

OR

“Target population: The entire group of individuals about whom you want to gather information” (Coplin, 2007, p. 38).

OR

“The entire group of individuals about whom you want to gather information” (Coplin, 2007, p. 38).

- *Deduct 2 points from the exercise if there is no internal citation.*
- *Deduct 1 point from writing if the internal citation is not correct.*
- *Deduct 2 points from the References page if reference is missing.*

C. Identify the target population you will sample for your survey. You cannot use any single K-12 school or a university as your target population. (4 points)

Part C score: \_\_\_\_\_

- **Write a specific description of your target population including its geographic location and approximate size:**

- *Deduct 4 points if a single school or university is used.*
- *Deduct 1 point if any important characteristic is missing or obviously incorrect.*
- *Deduct 1 point (each) if the geographical location or approximate size is wrong or not clearly specified.*

Exercise 4.2: Choosing a Sample and Method of Contact

Your Total Score: \_\_\_\_\_ (Maximum: 8 points)

A. Indicate and discuss which of the three methods of contact from the *Maxwell Manual* you will use to contact your sample. (4 points)

Part A score: \_\_\_\_\_

- **State the method here:**

- *Deduct 1 point if method stated is not from the Maxwell Manual (face-to-face, telephone, or mail/e-mail).*

- **Justify why you have chosen to use this method here:**

- *Deduct 1-3 points for a weak justification, depending on how poor it is.*

B. Identify one variable you will use to assess the degree to which your sample accurately reflects your target population. (4 points)

Part B score: \_\_\_\_\_

- **Identify the variable here:**

- *Deduct 1 point for a weak variable. The variable should be a characteristic of the respondents that would probably affect the respondents' thoughts on the category.*
- *Deduct 1 point and grade only the first variable if more than one is listed.*

- **Explain why the variable you have chosen matters, and why it is important that the distribution of the variable should be similar to the target population:**

- *Deduct 1-3 points for a weak justification, depending on how poor it is or if you have doubts that the student understands the purpose of using the variable.*

*(Answer is outlined in the Maxwell Manual pp. 45-46 under sampling bias)*

#### Exercise 4.3: Determining Sample Size

Your Total Score: \_\_\_\_\_ (Maximum: 15 points)

A. Clearly and concisely describe the exact procedures you will use to select the sample and contact the respondents. Be detailed and list each step needed to select the sample. Be realistic. (5 points)

Part A score: \_\_\_\_\_

- **List the steps you will follow here:**

- *Deduct up to 3 points if the student says he/she is conducting a random sample and does not have a set list to randomly select from.*
- *Deduct 1 point if the procedures are unrealistic.*
- *Deduct up to 3 points each for a poor description of how to select the sample or of how to contact respondents, which should include where, and how.*

B. Complete the following steps to determine your sample size and confidence interval. (4 points)

Part B score: \_\_\_\_\_

- **Restate your target population and its size here:**

- *Deduct 1 point if the target population is not the same as in 4.1C.*

- **Indicate the size of the sample you plan to analyze here:**

- *Deduct 1 point if a specific number is not given.*
- *Deduct 1 point if the number is bigger than the target population.*

- **Indicate the approximate percentage this represents of the target population here:**

- Deduct 1 point if the percentage is not listed here and the target population is not in Exercise 4.1C or 4.3B (above), because this makes you unable to check their calculations.

- Deduct 1 point if the calculation is wrong.

**Indicate the 95% confidence interval of responses from a sample of this size here:**

- Deduct 1 point if confidence interval is missing “±”.
- Deduct 1 point if the confidence interval does not match with what is listed below, from the Maxwell Manual on p. 43. The sample size does not have to be chosen from the book, as long as the confidence interval makes sense.

C. Complete the following steps to determine your response rate and required number of contacts. (6 points)

Part C score: \_\_\_\_\_

**Estimate the exact response rate you expect for your survey here:**

- Deduct 3 points if the student gives a range of response rates. Answer must be an exact number.
- Deduct 3 points if the rate is not within the ranges listed below for their chosen method, from page 49 of the Maxwell Manual.

***Method Expected Range of Response Rate***

*Face-to-Face 75%-90% response rate*

*Telephone 40%-75% response rate*

*Mail/E-mail 5%-50% response rate*

**Justify the rate you chose here:**

- Deduct up to 2 points for a weak justification, depending on how poor it is. The justification must explain *WHY* the rate is so high or low for the chosen method of contact.

**Write how many people you will have to contact in order to obtain your desired number of responses here:**

- Deduct one point if a number is missing.

- **Using the formula from the text, show the calculations that you used to find how many people you will have to contact here:**

- *Deduct 2 points if calculations are incorrect or missing. Check them.*

- *Required contacts = Desired sample size ÷ Expected response rate*

#### Exercise 4.4: Creating the Questions

Your Total Score: \_\_\_\_\_ (Maximum: 6 points)

Provide examples of two closed-choice questions for your survey. Base one question on the factual information your player identified in 4.1, and base the other on the attitudinal information your player identified in 4.1. All response categories must be shown.

- **Write the question that will gather factual information here:**

- **Write the question that will gather attitudinal information here:**

- *Deduct 3 points for each of the following:*

- *For each question that is not based on the factual and attitudinal information (one must be factual, the other attitudinal). Make sure they put each of their questions under the correct heading (eg. Factual under the factual heading)*
- *For each question that is not based on the information identified by the player in 4.1*
- *For each question that does not follow the format on pages 51-53 of the Maxwell Manual.*
- *For each question with “No Answer,” “Not Sure,” or “I Don't Know” category missing.*
- *For each question that is not closed choice.*

*(Closed= all inclusive and mutually exclusive)*

- *Deduct up to 3 points for each of the following:*

- *For each question that is unclear, ridiculous, or biased.*
- *For each question that has incorrect or illogical response categories. Make sure the categories are balanced, but watch for response choices that are the same (i.e.: “Partly effective” is the same as “Partly ineffective”).*

#### Exercise 4.5: Examining News Media Treatment of Surveys

Your Total Score: \_\_\_\_\_ (Maximum: 6 points)

Using the ProQuest database or LexisNexis Academic database, locate a newspaper article from the last six months that presents or discusses a survey that has already been conducted on ANY subject, not necessarily the one studied in this module. Attach a copy of the entire article directly behind the page on which this exercise appears.

- **Quote at least one sentence from the article here:**

- *Deduct 6 points if article is not attached.*
- *Deduct 2 points if it is not a newspaper article.*
- *Deduct 3 points if the whole article is not attached.*
- *Deduct 1 point if the quote is not a full sentence.*
- *Deduct 1 point from writing if internal citation is incorrect.*
- *Deduct 2 points if the internal citation is missing.*
- *Deduct 2 points from the References page if reference is missing.*

- **Using the questions under “Examining News Media Treatment of Surveys” on page 54 of the *Maxwell Manual*, evaluate how thoroughly the author reported the procedures followed for the survey here:**

- *Deduct 6 points if the survey in the article is not actually a survey of people but a compilation of statistics.*
- *Deduct 4 points if the student simply summarizes the article.*
- *Deduct 4 points if the student does not evaluate the report of the procedures by stating whether or not the author included that information. This should be done by using at least 3 questions from p. 54. Partial credit can be given. The questions students may choose from are as follows:*
  - *For what purpose was the survey conducted and for whom was it carried out? To what specific target population are the results to be generalized?*
  - *What is the sample size, what is the confidence interval of the results, and how was the sample chosen?*
  - *What evidence is provided that the sample reflects the target population?*

- *How were respondents contacted?*
- *What were the key questions and how were they worded?*
- *When was the survey completed, and how long did it take for the information to be gathered?*
- *What was the response rate?*
  - *Deduct 2 points if the questions from p. 54 are answered but the author's presentation is not evaluated.*
  - *Deduct 2 points from the References page if reference to the Maxwell Manual is missing.*

#### Exercise 4.6: References

Your Total Score: \_\_\_\_\_ (Maximum: 16 points)

- Prepare a list of references that includes all sources for this module.
- Follow the APA format.
- Include all sources used in the exercises.
- **Start References on the next line or on the next page:**
  - *Deduct 2 points for each missing reference. References needed for exercises 2.2-2.6, 4.1B, 4.5.*
  - *Deduct 1 point for each reference error, but do not take off points more than once for the same mistake.*
  - *Deduct 1 point for each format error, but do not take off points more than once for the same mistake.*
  - *If any of the following are missing, one formatting error point should be deducted:*
    - *The word "References" should be centered at the top of the References page, with no underline, quotes, etc.*
    - *The page should be double spaced.*
    - *The entries should be in alphabetical order.*

- *The first line of each entry should begin at the left margin, and each successive line should be indented.*