

COM 531

Neuendorf, Spring 2008

Final Take-Home Exam

The exam is worth a maximum of 30 pts. (15% of your course grade)

Due: 6 pm, Thur., May 8

Please type, double-spaced, your answers to the following questions. Each answer should be optimally about 1 page, with a maximum of 2 pages for any single item. Head each answer by your CSU ID number only.

(7 pts. each) Develop a brief plan of research, indicating how you could use each of the following to answer a research question or hypothesis of your own creation. Be sure to demonstrate knowledge of each analytic procedure:

1. Multidimensional Scaling
2. Meta-analysis
3. Conjoint Analysis
4. Structural Equation Modeling

(2 pts.)

5. What's your favorite among the four procedures listed above, and why?