



SELF-ASSESSMENT FORM RESEARCH METHODOLOGY AND STATISTICS

This form is to provide the selection committee a clear idea of your current level of knowledge of research methods and statistical tools relevant to the social and behavioral sciences. Item 1 contains a list of methods of data collection common to the social and behavioral sciences. Item 2 a list of methods of data analysis common to the social and behavioral sciences. Item 3 investigates your experience with software packages to analyze data. Please print the form and indicate truthfully your current level of knowledge for each item.

Decisions regarding admission are also based on the information provided on this form. The Graduate School of Communication can assess your actual level of knowledge of these methods and techniques upon your arrival, and is entitled to withdraw your admission should there appear to be a mismatch between your level of knowledge as indicated on this form versus your level of knowledge as assessed by the Graduate School upon your arrival.

The following answering categories apply:

- **No or scarcely any current knowledge** (*this means that you have never heard of the method as defined by us in the scale, or have only come across this method very briefly and would not be able to currently tell other people much more than what it is about*).
- **Basic current knowledge** (*this means that you currently know the essentials of the method as defined by us, but could not currently apply the method without probably meeting common pitfalls and problems associated with this method*).
- **Good current knowledge** (*this means that you currently know the essentials of the method as defined by us, and could apply the method while avoiding common pitfalls and problems associated with this method, but could currently mostly not deal with discussing advanced issues of the method with other researchers*).
- **Advanced current knowledge** (*this means that you currently know the essentials of the method as defined by us, could apply the method while avoiding common pitfalls and problems associated with this method, and could discuss advanced issues of the method with other researchers*).

DECLARATION AND SIGNATURE:

I declare that the information provided by me is correct and complete. I understand that incomplete information will delay the application process and I accept that incorrect information will render the application invalid.

DATE: (day/month/year):PLACE & COUNTRY.....

SIGNATURE:.....





Item 1: Methods of data-collection

Content Analysis	<input checked="" type="radio"/> No or scarcely any current knowledge <input type="radio"/> Basic current knowledge <input type="radio"/> Good current knowledge <input type="radio"/> Advanced current knowledge
For the present purposes, we understand “Content Analysis” to mean the collection of numerical data through a systematic coding of media contents characteristics	
Survey research	<input type="radio"/> No or scarcely any current knowledge <input type="radio"/> Basic current knowledge <input type="radio"/> Good current knowledge <input type="radio"/> Advanced current knowledge
For the present purposes, we understand “Survey research” to mean the collection of numerical data through standardized questionnaires	
Experimental research	<input type="radio"/> No or scarcely any current knowledge <input type="radio"/> Basic current knowledge <input type="radio"/> Good current knowledge <input type="radio"/> Advanced current knowledge
For the present purposes, we understand “Experimental research” to mean the collection of numerical data through a systematic manipulation of stimuli	
Interview & focus groups	<input type="radio"/> No or scarcely any current knowledge <input type="radio"/> Basic current knowledge <input type="radio"/> Good current knowledge <input type="radio"/> Advanced current knowledge
For the present purposes, we understand “Interview & focus groups” to mean the collection of research materials through dialogue with an individual or groups of individuals	
Participant observation	<input type="radio"/> No or scarcely any current knowledge <input type="radio"/> Basic current knowledge <input type="radio"/> Good current knowledge <input type="radio"/> Advanced current knowledge
For the present purposes, we understand “Participant observation” to mean the collection of research materials through playing a participant role	
Other, namely:	<input type="radio"/> Good current knowledge <input type="radio"/> Advanced current knowledge





Item 2: Methods of data-analysis

Basic statistics	<ul style="list-style-type: none"><input type="radio"/> No or scarcely any current knowledge<input type="radio"/> Basic current knowledge<input type="radio"/> Good current knowledge<input type="radio"/> Advanced current knowledge
For the present purposes, we understand “Basic statistics” to mean establishing the basic characteristics of a data-set, such as means, medians, standard deviations, crosstabs and correlations.	
Item analysis	<ul style="list-style-type: none"><input type="radio"/> No or scarcely any current knowledge<input type="radio"/> Basic current knowledge<input type="radio"/> Good current knowledge<input type="radio"/> Advanced current knowledge
For the present purposes, we understand “Item analysis” to mean statistical techniques to identify whether a set of items form a scale (exploring latent dimensions and/or establishing measures of internal consistency across series of items)	
Analysis of variance	<ul style="list-style-type: none"><input type="radio"/> No or scarcely any current knowledge<input type="radio"/> Basic current knowledge<input type="radio"/> Good current knowledge<input type="radio"/> Advanced current knowledge
For the present purposes, we understand “Analysis of variance” to mean a statistical technique for estimating how much of the variability in a set of observations can be ascribed to different causes (i.e., partitioning of variance)	
Linear & Multiple regression	<ul style="list-style-type: none"><input type="radio"/> No or scarcely any current knowledge<input type="radio"/> Basic current knowledge<input type="radio"/> Good current knowledge<input type="radio"/> Advanced current knowledge
For the present purposes, we understand “Linear & Multiple regression” to mean statistical techniques for estimating causal effects based on the assumption of a linear relationship between a target (dependent) variable and one or multiple predictors (independent) variables.	
Multilevel analysis	<ul style="list-style-type: none"><input type="radio"/> No or scarcely any current knowledge<input type="radio"/> Basic current knowledge<input type="radio"/> Good current knowledge<input type="radio"/> Advanced current knowledge





For the present purposes, we understand “Multilevel analysis” (also named: hierarchical linear modeling) to mean a statistical technique analyzing variance in outcome variables at multiple hierarchical levels simultaneously.	
Structural Equation Modeling	<input type="radio"/> No or scarcely any current knowledge <input type="radio"/> Basic current knowledge <input type="radio"/> Good current knowledge <input type="radio"/> Advanced current knowledge
For the present purposes, we understand “Structural Equation modeling” to mean a method for determining causal patterns on the basis of the pattern of variances and covariances in a data set.	
Discourse/text analysis	<input type="radio"/> No or scarcely any current knowledge <input type="radio"/> Basic current knowledge <input type="radio"/> Good current knowledge <input type="radio"/> Advanced current knowledge
For the present purposes, we understand “Discourse/text analysis” to mean a collection of methods for deconstructive reading and interpretation of a problem or text	
Other, namely:	<input type="radio"/> Good current knowledge <input type="radio"/> Advanced current knowledge

Item 3: Have you ever worked with the following software packages to analyze data?

	Not/hardly ever	A few times	Fairly often	Extensively
Excel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPSS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
STATA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SAS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LISREL/AMOS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MAXQDA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other, namely.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Is there anything else that you consider of relevance for the selection committee’s correct interpretation of your level of knowledge of social and behavioral research methods?

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