

CHAPTER 10 EXERCISES

This chapter contains two exercises.

- Exercise 10.1: Nonprofit Lobbying asks you to analyze a transcript to learn why nonprofits do not lobby.
- ~~Exercise 10.2: Learning from Others: Making a Public Apology instructs you how to craft a public apology. This exercise asks you to locate and analyze transcripts to help you design an effective risk management strategy.~~

EXERCISE 10.1 Nonprofit Lobbying

Section A: Getting Started

1. Recently interviews were conducted as part of a study about why nonprofit organizations do not lobby their legislators for programmatic and fiscal policy. Take a moment to develop a list of preset codes you will use to code the interviews. Write a definition or brief phrase explaining each code. Do this by considering the varied reasons nonprofit organizations might refrain from lobbying.
2. Read the following excerpt from an interview transcript. Using the margins, code the data using your list of preset codes. If additional codes emerge, note them on your list of codes and provide a definition for each new code. Make five copies of your code list.

Section B: Class Inter-rater Reliability

Groups of three to five provide copies of your code list and code definitions to your group members.

1. ~~Compare the code lists. Come to group consensus on the list of codes and their definitions.~~
2. Write or draw out the interconnections of the themes. Be sure to
 - a. condense codes to develop larger themes;
 - b. identify any temporal codes;
 - c. identify any embedded codes.
3. Using the developed themes, identify at least one theory about nonprofit lobbying.
4. Identify at least two quotes from the list to support your theory.

EXERCISE 11.1 An Antiflu Campaign

Scenario 1

In Chapter 4, Exercise 4.1 you were asked to create a logic model for the Mid Valley Family Health Center. The center is launching an aggressive antiflu campaign in the communities served by its clinics. The campaign will consist of two major activities: a publicity campaign about behaviors that can prevent the spread of flu and providing flu shots at no cost. The clinics, which serve low-income households, are located in racially and ethnically diverse communities

Scenario 2

Prior to launching the publicity campaign a video is produced. Investigators want to learn if it effectively communicates accurate knowledge about influenza and seasonal flu shots. Investigators will assign people to watch one of the two videos: the new video (NEW) and a video from a newscast on flu (OLD). After viewing the video, subjects will be given a short questionnaire asking questions about the flu and flu shots.

Scenario 3

Assume that the investigators have monthly data on the number of flu cases and the flu rate for your community and for specific age groups. Statewide data are available for cities over 10,000 population.

Scenario 4

A month after the last clinic a random sample of health center patients is surveyed. The database contains the information for each individual.

- Did you receive a flu shot this September? (yes/no)
- This year were you hospitalized with flu? (yes/no)
- This year were you diagnosed with flu, but not hospitalized? (yes/no)
- This year did you have flu symptoms but didn't receive medical care? (yes/no)
- Do you regularly get a flu shot? (yes/no)
- Did you see ads about the value of getting a flu shot (yes/no/don't remember)
- Were you urged by family or friends to get a flu shot (yes/no)
- Age
- Census track (filled in by staff)

Section A: Getting Started

1. You decide to analyze this data using a cross section study.
 - a. Identify your independent and dependent variables.
 - b. Briefly describe how you would analyze the data.
 - c. If the analysis showed that persons who get the flu shot were less likely to (i) be hospitalized with flu, (ii) be diagnosed with flu, or (iii) have flu symptoms, consider each finding separately (i, ii, and iii) and discuss what it suggests about the effectiveness of the flu shot that the flu shot were effective.
2. The center decides to do a cost-benefit (or cost-effectiveness analysis) of both the publicity campaign and the flu clinics. For each campaign identify
 - a. the costs you would include.
 - b. the benefit you would track.
 - c. whether you would recommend CBA or CEA. Justify your choice.