

## Chapter 10

Survey Research

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**MULTIPLE CHOICE.** Choose the one alternative that best completes the statement or answers the question.

- 1) Which of the following is a principle of good question writing?
- A) Use ambiguity to encourage participants to say what is on their mind.
  - B) Avoid jargon so that participants understand the question.
  - C) Incorporate unrelated questions to check for participant honesty.
  - D) Use emotional language to engage respondents.

Answer B

Diff: 1 Page Ref: 314-315

- 2) To reduce the misuse of survey research, the American Association for Public Opinion Research and similar organizations suggest that journalists who report on surveys include which of the following?
- A) the size of the sample
  - B) the population which the sample represents
  - C) the method of sampling
  - D) all of the above

Answer D

Diff: 1 Page Ref: 352

- 3) Survey research and survey results
- A) require a random sample, pilot tests, and great care in question writing to yield high quality information.
  - B) are sometimes misused to advance a point of view or mislead the public.
  - C) greatly expanded during World War II when the governments wanted to know what citizens thought about the war and plan the economy.
  - D) all of the above.

Answer D

Diff: 1 Page Ref: 309-311, 352

- 4) Four of the following survey questions contain glaring errors. Which question avoids any errors in question writing?
- A) "Have you ever had angina or cardiac fibrillation?"
  - B) "In the last two weeks, how many alcoholic beverages have you consumed?"
  - C) "When did you stop exercising on a regular basis?"
  - D) "Do you believe in ghosts and God?"

Answer B

Diff: 1 Page Ref: 313-320



What is the major error illustrated in each of the following questions?

10) What is your religious affiliation?

- Christian                       Jewish  
 Catholic                          Muslim  
 Baptist                            Other

- A) false premise  
 C) NOT exhaustive

- B) NOT mutually exclusive  
 D) double-barreled

Answer B

Diff: 1      Page Ref: 317

11) What is your marital status?

- Married                       Single

- A) NOT exhaustive  
 C) NOT mutually exclusive

- B) double-barreled  
 D) false premise

Answer A

Diff: 1      Page Ref: 317

12) What is the following type of question called?

“Please tell me if you Agree, Disagree, or Have No Opinion regarding the statement: The law should change the age at which a person can legally purchase alcohol, raising it to 25.”

- A) a partially open question  
 C) a quasi-filter question

- B) a full-filter question  
 D) an open-ended question

Answer C

Diff: 2      Page Ref: 326

13) What is the following type of question?

“Do you have an opinion about the recent events in Egypt? [TO INTERVIEWER: IF NO, SKIP TO NEXT QUESTION. IF YES, CONTINUE.] Please tell me if you Agree, Disagree, or Have No Opinion regarding the statement: The Egyptian government should give in to the demands of people staging mass demonstrations in the streets.”

- A) a quasi-filter question  
 C) a partially open question

- B) an open-ended question  
 D) a full-filter question

Answer D

Diff: 2      Page Ref: 326

14) Survey respondents who are very uncertain of an answer may give the last choice offered to them. This is called

- A) recency effects.                      B) order effects.                      C) wording effects.                      D) context effects.

Answer A

Diff: 2      Page Ref: 327

15) Survey respondents are likely to understate their true behavior on sensitive questions. With which topic is understatement most likely to occur?

- A) owning a library card  
 B) voting in a recent election  
 C) the occurrence of spousal abuse in their household  
 D) contributing money to a charitable organization

Answer C

Diff: 2      Page Ref: 320

- 16) With which behavior is a respondent most likely to overstate in a survey interview?
- A) giving to a charitable organization
  - B) having a grocery store club card
  - C) the occurrence of spousal abuse in one's family
  - D) having a venereal disease

Answer A

Diff: 2 Page Ref: 322

- 17) When is it most appropriate to use an "open-ended" question?
- A) when statistical analysis is paramount to your analysis
  - B) when one wants to limit the number of response categories to a question
  - C) when doing exploratory research or starting a new research area
  - D) when there are really only a few simple choices for your questions

Answer C

Diff: 1 Page Ref: 323-326

- 18) In general, a closed-ended question
- A) provides the researcher with quantitative data on respondents that is easy to analyze by using statistics.
  - B) provides the opportunity to explore many different avenues of a respondent's answer.
  - C) allows respondents to answer questions in rich detail.
  - D) can permit an unlimited number of possible answers.

Answer A

Diff: 2 Page Ref: 323-324

- 19) It is a good idea when ordering the questions in a questionnaire to
- A) incorporate irrelevant useless questions to make respondents comfortable.
  - B) put the most difficult questions towards the front of the questionnaire.
  - C) incorporate sensitive questions only after a warm-up period
  - D) put the more sensitive questions towards the front of the questionnaire.

Answer C

Diff: 2 Page Ref: 320

- 20) What is a "probe" in survey research?
- A) a sequence of questions starting with general ones and ending with specific ones
  - B) the name for the middle or neutral choice among the answers to an attitude question
  - C) a follow-up question asked by an interviewer to have a respondent clarify or elaborate on an answer
  - D) a question designed to measure the honesty of the respondent

Answer C

Diff: 1 Page Ref: 345

- 21) When conducting a survey research interview, an interviewer should
- A) speak without facial expression or change in tone of voice, like a robot, because otherwise he or she will influence the respondent.
  - B) allow respondents the opportunity to control the direction of the survey.
  - C) offer his or her own opinion first to build rapport.
  - D) maintain a professional but receptive demeanor when interviewing respondents.

Answer D

Diff: 2 Page Ref: 346-347

- 22) When asking questionnaire items, a survey interviewer should
- A) ask all the easy questions first, skipping questions that the respondent is slow to answer and then return to difficult questions later.
  - B) summarize and reword what respondent says in response to an open-ended question, so that it is a more meaningful answer.
  - C) react with a verbal response (e.g., Yes, Oh no! That's a good answer) after the respondent answers a question to show interest.
  - D) ask each question for the respondent, even if it seems that the respondent has been asked about the topic already.

Answer D

Diff: 2 Page Ref: 342-345

- 23) Which of the following types of surveys has the highest response rate?
- A) telephone interviews
  - B) Web surveys
  - C) face-to-face interviews
  - D) mail questionnaires

Answer C

Diff: 1 Page Ref: 338

- 24) Which of the following kinds of surveys has the lowest response rate?
- A) telephone interviews
  - B) face-to-face interviews
  - C) mail questionnaires
  - D) Web surveys

Answer C

Diff: 1 Page Ref: 338

- 25) Which of the following types of surveys is the one to choose to determine the quickest results?
- A) telephone interviews
  - B) mail questionnaires
  - C) Web surveys
  - D) face-to-face interviews

Answer C

Diff: 1 Page Ref: 338

- 26) Which of the following types of surveys permits the longest interview and the most complex questions?
- A) face-to-face interviews
  - B) telephone interviews
  - C) Web surveys
  - D) mail questionnaires

Answer A

Diff: 1 Page Ref: 338

- 27) Generally, which type of survey provides the fewest questions for the respondent?
- A) face-to-face interviews
  - B) Web surveys
  - C) telephone interviews
  - D) mail questionnaires

Answer C

Diff: 1 Page Ref: 338