Feedback — Quiz #4

You submitted this quiz on **Mon 27 Oct 2014 2:30 PM WET**. You got a score of **9.00** out of **10.00**.

Please select the best response to each question.

Question 1

Which one of these is an example of a bipolar scale?

Your Answer		Score	Explanation
⊙ 1-2-3-4-5-6-7	✖	0.00	
◯ Not at all satisfied-not very satisfied-somewhat satisfied-very satisfied			
◯ Very dissatisfied-somewhat dissatisfied-somewhat satisfied-very satisfied			
◯ None; these are all unipolar scales			
Total		0.00 / 1.00	

Question 2

Which of the following are true about agree/disagree questions? (multiple answers possible)

Your Answer		Score	Explanation
☑ They are appealing to respondents.	✔	0.33	Respondents generally like agree disagree questions.
☑ They are quick to answer.	✔	0.33	Agree/ disagree questions are very fast and easy to answer.
☐ They minimize	✔	0.33	

acquiescence bias.

Total	1.00 / 1.00	

Question 3

A question like "Do you agree, disagree, or do you not have an opinion on that?" is called a...

Your Answer	Score	Explanation
◯ ...blunt full filter.		
◯ ...justified full filter.		
◉ ...quasi-filter.	✔ 1.00	A quasi-filter keeps respondents from being forced to pick an answer category when they have no opinion.
◯ ...household screenig question.		
Total	1.00 / 1.00	

Question 4

Which of the following conditions is likely to increase satisficing compared to the opposite condition? (multiple answers possible)

Your Answer	Score	Explanation
☑ Respondents have low cognitive ability	✔ 0.33	Respondents with low cognitive ability can increase the occurrence of "don't know" responses
☑ Questions are complex or cognitively demanding	✔ 0.33	Complex questions can increase the occurrence of "don't know" responses
☑ Respondents have low motivation to respond	✔ 0.33	Respondents with low motivation can increase the occurrence of "don't know" responses
Total	1.00 /	

1.00

Question 5

Attitude questions are less reliable (produce more variability) when...

Your Answer	Score	Explanation
○ ...respondents can draw on similar inputs each time they are asked.		
○ ...respondents draw on highly accessible information.		
◉ ...there are different, but equal amounts of conflicting and consistent information available to respondents.	✔ 1.00	respondents need to interpret the question to determine the attitude object and evaluative dimension the researcher has in mind. Next they need to retrieve relevant information from memory. No change in attitudes is expected when similar inputs are available at all times and when the respondent draws on the same highly accessible information.
Total	1.00 / 1.00	

Question 6

Which of these questions from a course evaluation survey are attitude questions? (multiple answers possible)

Your Answer	Score	Explanation
☐ How often did you use the discussion board on the course website? Never, rarely, some of the time, a good bit of the time, or always?	✔ 0.25	

☑ How helpful were the additional materials provided on the course website in preparing for the final exam? Not at all helpful, a little helpful, somewhat helpful, very helpful, or extremely helpful? ✔ 0.25

☐ In the next six months, how likley is it that you will take another course provided by the same instructor? Very unlikely, somewhat unlikely, neither unlikely nor likely, somewhat likely, or very likely? ✔ 0.25

☑ How much do you agree or disgree with the follwoing statement? I prefer course material that really challenges me so I can learn new things. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree? ✔ 0.25

Total   1.00 / 1.00

Question 7

Which of these statements about attitudes are correct? (multiple answers possible)

Your Answer	Score	Explanation
☑ An attitude can be an enduring positive or negative feeling about some person, object, or issue.	✔ 0.25	
☑ The traditional view about attitudes is that they are pre-existing, retrievable, and independent of context and time.	✔ 0.25	
☑ Studies found that attitudes can be less stable than previously thought.	✔ 0.25	
☐ Attitudes always include a cognitive and a behavioral component.	✔ 0.25	
Total	1.00 / 1.00	

Question 8

If respondents include prior questions in interpreting and understanding the current questions,

this is called...

Your Answer	Score	Explanation
⦿ assimilation effect.	✔ 1.00	
◯ non-attitude.		
◯ file-drawer effect.		
◯ recency effect.		
Total	1.00 / 1.00	

Question 9

In which of these survey modes would you expect to find a primacy effect when presenting a list of unordered response options? (multiple answers possible).

Your Answer	Score	Explanation
☑ A mail survey	✔ 0.20	
☐ A telephone interview	✔ 0.20	
☑ A face-to-face survey, where show cards are used	✔ 0.20	
☐ A face-to-face survey, where no show cards are used	✔ 0.20	
☑ A Web survey	✔ 0.20	
Total	1.00 / 1.00	

Question 10

Which of theses statements about open-ended questions in surveys are correct? (multiple answers possible)

Your Answer	Score	Explanation
☐ Open-ended questions are usually faster to administer and therefore cheaper than closed questions.	✔ 0.25	
☑ Open-ended questions can reduce socially desirable	✔ 0.25	

responding when asking about frequencies of sensitive behaviors.

☑ Open-ended questions require the respondent to come up with their own verbatim answer.	✔	0.25
☐ Whenever possible, use open-ended questions instead of closed questions in your questionnaire.	✔	0.25
Total		1.00 / 1.00