

Feedback — Quiz #2

[Help](#)

You submitted this quiz on **Mon 13 Oct 2014 1:38 PM WEST**. You got a score of **9.00** out of **10.00**.

Question 1

For the following survey question, please indicate which phase of the response process is most likely to cause measurement error.

Have you ever had a myocardial infarction?

Your Answer		Score	Explanation
<input checked="" type="radio"/> Comprehension	✓	1.00	
<input type="radio"/> Retrieval			
<input type="radio"/> Judgment			
<input type="radio"/> Reporting			
Total		1.00 / 1.00	

Question 2

For the following survey question, please indicate which phase of the response process is most likely to cause measurement error.

Thinking about the past 5 years, how many meals have you eaten in restaurants?

Your Answer		Score	Explanation
<input type="radio"/> Comprehension			
<input checked="" type="radio"/> Retrieval	✓	1.00	

☐ Judgment

☐ Reporting

Total

1.00 / 1.00

Question 3

For the following survey question, please indicate which phase of the response process is most likely to cause measurement error.

Please indicate your marital status. Are you:

1. Married

2. Divorced

3. A member of an unmarried couple

4. Widowed

5. Separated

Your Answer

Score

Explanation

☒ Reporting



1.00

This can pose problems such as a primacy effect if presented visually (imagine R has been separated for many years and divorced for all intent and purpose, although not formally; he/she may select "divorced" when visually encountered even though "separated" would better fit R's circumstances) or a recency effect if spoken by an interviewer (imagine R has a common law spouse and has, technically, never been married; she/he might select "Never married" even though "A member of an unmarried couple" fits better.)



Comprehension



Judgment



Retrieval

Total

1.00 /

1.00

Question 4

Which of the following statements about the ideal response process is correct?

Your Answer	Score	Explanation
<input checked="" type="radio"/> The processes are sequential but respondents can back track to previous stages.	✓ 1.00	
<input type="radio"/> Respondents move from one stage to another without moving back.		
<input type="radio"/> If respondents comprehend the question correctly, none of the following stages will be a problem.		
Total	1.00 / 1.00	

Question 5

Which of the following actions will help to improve comprehension?

Your Answer	Score	Explanation
<input type="checkbox"/> Using technical terms when available.	✓ 0.25	
<input checked="" type="checkbox"/> Providing definitions that interviewers can easily administer.	✓ 0.25	
<input checked="" type="checkbox"/> Using pretests to find terms that people understand in the same way.	✓ 0.25	
<input checked="" type="checkbox"/> Removing unrelated information from the question.	✓ 0.25	
Total	1.00 / 1.00	

Question 6

Which of the following statements about retrieval are correct?

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> Using images as retrieval cues may remind respondents of very specific events only and should be selected carefully.	✓ 0.33	
<input type="checkbox"/> Retrieving relevant information to answer a question is only necessary for factual questions not for subjective/opinion questions.	✓ 0.33	
<input checked="" type="checkbox"/> The regularity with which events occur will influence how often respondents rely on episodic versus semantic memory when formulating their answers.	✓ 0.33	
Total	1.00 / 1.00	

Question 7

There are three broad strategies respondents use when estimating behavioral frequencies, each of them generally leading to different types of error. Match the strategies to the error.

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> Impression based estimation generally leads to overestimation	✓ 0.17	
<input checked="" type="checkbox"/> Rate based estimation generally leads to overestimation.	✓ 0.17	
<input checked="" type="checkbox"/> Recall and count generally leads to underestimation.	✓ 0.17	
<input type="checkbox"/> Impression based estimation generally leads to underestimation	✓ 0.17	
<input type="checkbox"/> Recall and count generally leads to overestimation	✓ 0.17	
<input type="checkbox"/> Rate based estimation generally leads to underestimation.	✓ 0.17	

Total

1.00 /
1.00

Question 8

Which of these statements about satisficing is correct?

Your Answer**Score****Explanation**

☐ Satisficing is the strategy respondent's use to please the interviewer in face to face surveys.

☒ Satisficing refers to mental shortcuts that enable respondents to provide acceptable but not optimal answers leading, for example, to primacy effects. ✓ 1.00

☐ Satisficing is thought to be responsible for recency effects.

Total

1.00 /
1.00

Question 9

When faced with a question that requires recall over a long period of time such as 'Over the last five years ...' respondents ...

Your Answer**Score****Explanation**

☐ will always take the time to recall and count all the instances.

☐ will not give an answer unless they are sure they remembered all instances.

☒ may base their answers on estimates about their own behavior. ✓ 1.00

Total

1.00 /
1.00

Question 10

Which, if any, of the following are true about primacy effects?

Your Answer	Score	Explanation
<input type="radio"/> Primacy effects refer to early options being selected less often than later options on an unordered list.		
<input type="radio"/> Primacy effects are an example of survey satisficing.		
<input type="radio"/> Primacy effects occur most often in oral, not visual, modes.		
Total	0.00 / 1.00	