





## Feedback — Quiz #5

[Help](#)

You submitted this quiz on **Wed 5 Nov 2014 7:24 PM WET**. You got a score of **9.00** out of **10.00**.

### Question 1

Which of the following statements are false? (multiple answers possible)

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> In expert reviews the information is obtained directly from the type of respondents that make up the target audience.	 0.25	Expert reviews rely on subject matter experts, not potential respondents.
<input type="checkbox"/> Expert reviews are cost effective.	 0.25	
<input checked="" type="checkbox"/> The results of expert reviews are independent of the reviewer.	 0.25	The results of the review are highly dependent upon the reviewer's perspective.
<input checked="" type="checkbox"/> Expert reviews rely on input from the respondent.	 0.25	Expert reviews do not involve respondent input; for respondent input, cognitive interviews should be used.
Total	1.00 / 1.00	

### Question 2

Which of the following statements is correct when considering the question: "What does the term MOOC mean to you?"

Your Answer	Score	Explanation
<input checked="" type="radio"/> Is is a general probe.	 0.00	
<input type="radio"/> It is recall probe.		
<input type="radio"/> It is a confidence judgment.		

☐ It examines respondents' comprehension.

Total 0.00 / 1.00

Question 3

A question with unclear words or terms may lead to which of the following behaviors from respondents?

Your Answer	Score	Explanation
<input type="radio"/> Clarification request		
<input type="radio"/> Inadequate response		
<input type="radio"/> Uncodable "don't know" response		
<input checked="" type="radio"/> All of these	✓ 1.00	Requesting clarification, offering an inadequate response, or answering "don't know" are all likely with unclear questions.
Total	1.00 / 1.00	

Question 4

If you wanted to confirm that conversational interviewers clarify the meaning of questions when respondents don't understand the question, you should code behaviors at the level of the...

Your Answer	Score	Explanation
<input checked="" type="radio"/> turn.	✓ 1.00	
<input type="radio"/> interview.		
<input type="radio"/> interviewer.		
<input type="radio"/> question.		
Total	1.00 / 1.00	

**Question Explanation**

Explanation: By coding at the turn level it's possible to see if interviewer-provided clarification is preceded by respondent evidence of confusion.

**Question 5**

Cognitive interviewing is better than behavior coding for identifying which kinds of problems?

(multiple answers possible)

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> Respondents don't know the meaning of a particular word in the question.	✓ 0.25	In a cognitive interview, the respondent can say "I don't know what that word means" or make this apparent through other verbal reports; behavior coding involves classifying problems in ordinary interviews in which respondents might simply answer the question without explicitly commenting on their comprehension processes.
<input type="checkbox"/> Respondents interrupt the interviewer while she or he is reading the question.	✓ 0.25	Cognitive interview analyses typically do not concern the interaction between interviewer and respondent -- including behaviors like interruption -- but behavior coding can easily capture this.
<input checked="" type="checkbox"/> The recall period is too long for respondents to carefully search their memories.	✓ 0.25	Because respondents in cognitive interviews report on their thinking it is their task to indicate that the recall period is too long; because behavior coding concerns answers in ordinary interviews, it is not part of respondents' job to comment on the difficulty of the recall task
<input type="checkbox"/> Interviewer difficulty delivering questions.	✓ 0.25	Cognitive interviewing analyses typically concern respondents' mental processes, not interviewers' experiences. Behavior coding can easily capture this.
Total	1.00 / 1.00	

## Question 6

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

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> Behavior coding can be used at different stages of the data collection process, i.e., prior to, during, or after the actual data collection.	✓ 0.20	
<input type="checkbox"/> Behavior coding provides a fix for problems with questions.	✓ 0.20	
<input checked="" type="checkbox"/> Behavior coding provides relatively objective measures of problems with questions.	✓ 0.20	
<input checked="" type="checkbox"/> Behavior coding includes methodical observations of the interviewer-respondent interaction.	✓ 0.20	
<input type="checkbox"/> Behavior coding provides information on underlying causes of problems with questions.	✓ 0.20	
Total	1.00 / 1.00	

## Question 7

Which of these are commonly used codes in behavior coding? (multiple answers possible)

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> Respondent requests repeat of question	✓ 0.20	
<input checked="" type="checkbox"/> Interviewer makes reading error	✓ 0.20	
<input checked="" type="checkbox"/> Respondent gives inadequate answer	✓ 0.20	
<input type="checkbox"/> Respondent gives socially desirable answer	✓ 0.20	
<input checked="" type="checkbox"/> Respondent interrupts interviewer	✓ 0.20	
Total	1.00 / 1.00	

## Question 8

Which of these statements about Latent Class Analysis (LCA) are correct? (multiple answers possible)

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> LCA works based on the assumption that multiple observed indicators (i.e., survey questions) form a latent construct.	✓ 0.25	
<input type="checkbox"/> LCA allows to estimate the amount of nonresponse error caused by a respondent not answering an item.	✓ 0.25	
<input checked="" type="checkbox"/> LCA can identify problematic survey items.	✓ 0.25	
<input type="checkbox"/> LCA is a qualitative technique that can be used for pretesting questionnaires.	✓ 0.25	
Total	1.00 / 1.00	

## Question 9

You are beginning to draft questions for a new survey, and you need to know how your target population thinks and talks about the survey topic (i.e., what words they use, how they define those terms, etc.). What technique should you employ?

Your Answer	Score	Explanation
<input type="radio"/> Latent class analysis		
<input type="radio"/> Interviewer debriefing		
<input type="radio"/> Expert review		
<input type="radio"/> Cognitive interviewing		
<input checked="" type="radio"/> Focus groups	✓ 1.00	
Total	1.00 / 1.00	

## Question 10

Which of these problems could be revealed with the help of a field test that includes interviewer debriefing? (Multiple answers possible)

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> There is an error in the skip instructions.	✓ 0.25	
<input type="checkbox"/> Respondents consistently misinterpret a term in the questionnaire but still answer the question.	✓ 0.25	
<input checked="" type="checkbox"/> There is an unusually high number of "don't know" responses to one question.	✓ 0.25	
<input checked="" type="checkbox"/> The questionnaire takes much longer to administer than anticipated.	✓ 0.25	
Total	1.00 / 1.00	