

## Feedback — Final Exam

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You submitted this exam on **Tue 11 Nov 2014 12:06 PM WET**. You got a score of **14.78** out of **25.00**. You can [attempt again](#), if you'd like.

### Question 1

When designing a paper-and-pencil questionnaire, which of the following possible formatting guidelines are true? Check all that apply.

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> Ask one question at a time	✓ 0.17	
<input checked="" type="checkbox"/> Use narrow columns to encourage more complete reading of words	✓ 0.17	
<input checked="" type="checkbox"/> Use close spacing or shading if you want respondents to consider elements as part of a group	✓ 0.17	
<input type="checkbox"/> Remove brightness or color of visual elements if you want something not to be noticed.	✗ 0.00	
<input checked="" type="checkbox"/> Place as many questions as possible on one page	✗ 0.00	
<input type="checkbox"/> Always place demographic questions at the beginning of the questionnaire	✓ 0.17	
Total	0.67 / 1.00	

### Question 2

Which of the following statements are true about context effects? Check all that apply.

Your Answer	Score	Explanation
<input type="checkbox"/> Assimilation effects may be observed when the respondent includes information used to answer prior questions when formulating an answer to the current item	✗ 0.00	

<input type="checkbox"/> Contrast effects may be observed when the respondent excludes information used to answer prior questions in answering the current item	✗	0.00
<input type="checkbox"/> The presentation and order of questions does not affect survey responses	✓	0.20
<input type="checkbox"/> Context effects only appear in self-administered surveys	✓	0.20
<input checked="" type="checkbox"/> The presentation and order of response options may affect survey responses	✓	0.20
Total		0.60 / 1.00

### Question 3

Why is pretesting necessary in questionnaire design? Check all that apply.

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> It identifies respondent processing issues that lead to response errors	✓ 0.20	
<input checked="" type="checkbox"/> It detects operationalization errors such as variability across respondents or interviewers	✓ 0.20	
<input checked="" type="checkbox"/> It identifies instrument features that lead to response errors	✓ 0.20	
<input checked="" type="checkbox"/> It helps to reduce sampling variance	✗ 0.00	
<input checked="" type="checkbox"/> It reduces non-response error	✗ 0.00	
Total	0.60 / 1.00	

### Question 4

A longer recall period may cause...

Your Answer	Score	Explanation
<input type="radio"/> A longer reference period		

☐ A shorter reference period

☒ Increased measurement error ✓ 1.00

☐ Decreased measurement error

☐ None of the answers (A-D) is correct.

Total 1.00 / 1.00

## Question 5

The main source or sources of measurement error are...

Your Answer	Score	Explanation
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☐ Interviewer

☐ Respondent

☐ Multi-stage sampling procedure

☐ Questionnaire

☐ Interviewer and respondent

☒ Interviewer, respondent, and questionnaire ✓ 1.00

Total 1.00 / 1.00

## Question 6

Which statement about standardized survey interviewing is not true?

Your Answer	Score	Explanation
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☐ The aim of standardized interviewing is to eliminate the interviewer as a source of bias.

☐ Interviewers always read aloud all answer categories.

☐ Interviewers should avoid directive probes.

☒ The aim of standardized surveys is to standardize the meaning of the question content, not the wording. ✓ 1.00

Total

1.00 /  
1.00

## Question 7

What does Grice's Maxim of Quality mean?

Your Answer	Score	Explanation
<input type="radio"/> Do not make your contribution to the conversation wordier than necessary.		
<input type="radio"/> Avoid obscure wording.		
<input checked="" type="radio"/> Do not say something that you know is false.	✓ 1.00	
<input type="radio"/> Do not talk about something for which you have no evidence.		
<input type="radio"/> Always say something relevant.		
Total	1.00 / 1.00	

## Question 8

The filtering procedure in self-administered questionnaires can be simplified by means of various elements. Which recommendation is NOT such an element?

Your Answer	Score	Explanation
<input type="radio"/> All tips and instructions for respondents should be bundled and placed at the beginning of the questionnaire.		
<input type="radio"/> The targeted use of accentuations (font format, size, color, etc.) steers the attention of the respondent to individual elements.		
<input type="radio"/> Accentuations should, as much as possible, be used uniformly.		
<input checked="" type="radio"/> The numbering of questions can serve as a reference point for respondents.	✗ 0.00	

Total

0.00 /  
1.00

## Question 9

The filtering procedures in surveys can result in “errors of commission”. Such an error:

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

☐ as a rule, occurs just as often as the so-called “error of omission”.

☒ as a rule, occurs more often than the so-called “error of omission”.

 1.00

☐ as a rule, occurs less often than the so-called “error of omission”.

☐ can, by definition, never occur in web-based surveys.

Total

1.00 /  
1.00


## Question 10

Which of the following statements is true? The use of tips and cues...

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

☐ always leads to a reduction in bias.

☒ helps the respondent to recall events.

 1.00

☐ is unique to conversational interviewing.

☐ none of these

Total

1.00 / 1.00

## Question 11

Which of the following are components of the Response-Process Model? Check all that apply.

Your Answer		Score	Explanation
<input checked="" type="checkbox"/> Comprehension	✓	0.17	
<input checked="" type="checkbox"/> Retrieval	✓	0.17	
<input checked="" type="checkbox"/> Judgment	✓	0.17	
<input type="checkbox"/> Reporting	✗	0.00	
<input type="checkbox"/> Interviewing	✓	0.17	
<input checked="" type="checkbox"/> Respondent selection	✗	0.00	
Total		0.67 / 1.00	

## Question 12

Indirect questioning methods such as Randomized Response Technique (RRT):

Your Answer	Score	Explanation
<input type="radio"/> Lead to a situation in which only the frequency of the sensitive behaviors across the sample can be estimated.		
<input checked="" type="radio"/> Do not exhibit any measurement errors and can thus reduce the bias to zero.	✗ 0.00	
<input type="radio"/> Improve the statistical efficiency of the estimate.		
Total	0.00 / 1.00	

## Question 13

Which of the following statements are correct? Check all that apply. In surveys on sensitive topics it is preferable:

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> To first ask general questions on the topic and then move on to specific questions pertaining to the respondent's own behavior.	✓ 0.25	
<input type="checkbox"/> To first ask specific questions pertaining to the respondent's own behavior and then move on to more general questions on the topic.	✓ 0.25	
<input checked="" type="checkbox"/> To test thoroughly which dimensions (privacy, legal consequences, social desirability) are affected and then choose the appropriate survey mode.	✓ 0.25	
<input type="checkbox"/> To repeatedly and insistently refer to the confidentiality and anonymity of the survey.	✓ 0.25	
Total	1.00 / 1.00	

## Question 14

What are the advantages of standardized interviews relative to conversational interviews? Check all that apply.

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> They result in faster interviews and reduce costs.	✓ 0.25	
<input checked="" type="checkbox"/> They are intended to avoid interviewer effects.	✓ 0.25	
<input checked="" type="checkbox"/> They aid comprehension on the part of the respondent.	✗ 0.00	
<input checked="" type="checkbox"/> They increase the likelihood that all respondents receive the same stimulus material.	✓ 0.25	
Total	0.75 / 1.00	

## Question 15

Which of the following statements are correct? Check all that apply.

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

☒ While anonymized data permit conclusions about the identity of a respondent, access to this information is limited to specific persons.

✗ 0.00

☒ While confidential data permit conclusions about the identity of a respondent, access to this information is limited to specific persons.

✓ 0.25

☒ Confidential data do not permit any conclusions about the identity of a respondent.

✗ 0.00

☒ Anonymized data do not permit any conclusions about the identity of a respondent.

✓ 0.25

Total

0.50 /  
1.00

## Question 16

Problems retrieving information stored in people's memories...

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

☐ A. Can be reduced with modern sampling techniques

☐ B. Can be caused by other similar events.

☐ C. Can be reduced by the interviewer.

☐ D. Answers B and C are correct.

☒ E. All statements (A-C) are correct.

✗ 0.00

Total

0.00 / 1.00

## Question 17

Which of the following techniques is LESS likely to reduce the sensitivity of questions as perceived by the respondent?

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



☐ A. Paraphrasing the question or using trivializing wording.

☐ B. Limiting the reference period to the past 12 months.

☐ C. Changing the survey mode.

☐ D. Using indirect methods, such as ICT or RRT

☒ E. Answers C and D are correct.

✗ 0.00

Total

0.00 / 1.00

## Question 18

What is/ are the advantages of Think-Aloud Interviews?

**Your Answer**

**Score**

**Explanation**

☐ A. Minimal interviewer training is required.

☐ B. No training of the respondents is required.

☐ C. They provide a window into how respondents think while answering survey questions.

☒ D. They are easy for respondents.

✗ 0.00

☐ E. Answers A and C are correct.

☐ F. All statements (A-D) are correct.

Total

0.00 /  
1.00

## Question 19

The central result of the JPSM 2005 Alumni Study by Kreuter, Presser and Tourangeau (2008) is that:

**Your Answer**

**Score**

**Explanation**

☐ A. Individual perceptions of sensitivity are central to the estimate of the sensitivity of this feature.

☐ B. Sensitive questions in an online survey tend to be reported more frequently than in a comparable telephone survey

☐ C. For sensitive questions, indirect questioning, as opposed to conventional, direct questioning, leads to higher estimates of prevalence.

☐ D. For sensitive questions, higher estimates of prevalence are gained using the ICT than when using the RRT.

☒ E. Answers A and B are correct. ✓ 1.00

☐ F. Answers C and D are correct.

Total	1.00 / 1.00
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## Question 20

In designing a self-administered questionnaire...

Your Answer	Score	Explanation
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☐ A. It is preferable to present the questions vertically

☐ B. It is recommended that, in web-based questionnaires, questions cover the entire width of the screen to the extent possible.

☐ C. It is recommended that the question stem and answer categories are on the same page.

☐ D. It is preferable to ask two questions at the same time, whenever possible, in order to minimize stress for the respondent.

☒ E. Answers A and C are correct. ✓ 1.00

☐ F. Answers B and D are correct.

Total	1.00 / 1.00
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## Question 21

In answering a survey question, a respondent who was “satisficing” would be taking the following approach:

Your Answer	Score	Explanation
<input type="radio"/> The respondent seeks to formulate an answer that will make the researcher happy.		
<input type="radio"/> The respondent seeks to formulate an answer that will make the interviewer happy.		
<input checked="" type="radio"/> The respondent seeks to minimize his or her effort on himself and uses just enough information to formulate a plausible answer	✓ 1.00	
<input type="radio"/> The respondent seeks to provide the most thoughtful answer possible, using as much information as they can recall in order to formulate an answer		
Total	1.00 / 1.00	

## Question 22

If survey responses to a target question are affected by questions that come before it this is called...

Your Answer	Score	Explanation
<input type="radio"/> A poorly written question		
<input checked="" type="radio"/> A response order effect	✗ 0.00	
<input type="radio"/> A question order effect		
<input type="radio"/> A wording effect		
Total	0.00 / 1.00	

## Question 23

Please read the following survey question: “How often would you like to receive emails about blood donations?” The response categories were a. Every week, b. Once a month, c. Four times a

year, or d. Once a year? Which of the following problems does this question have?

Your Answer	Score	Explanation
<input type="radio"/> Unwarranted Presupposition		
<input type="radio"/> Ambiguity		
<input type="radio"/> Vagueness		
<input checked="" type="radio"/> Recall error	✖ 0.00	
<input type="radio"/> None. It is a perfectly fine question.		
Total	0.00 / 1.00	

## Question 24

What is the most likely reason that respondents interrupted the interviewer so many times in the question about payment for a doctor visits in the Oksenberg, Cannell & Kalton (1991) study discussed in Unit #5?

Your Answer	Score	Explanation
<input checked="" type="radio"/> There are some instructions after the question. It would be natural for respondents to start answering after the main part of the question.	✔ 1.00	
<input type="radio"/> There were not enough answer categories.		
<input type="radio"/> There were technical difficulties with the skip pattern [filtering].		
<input type="radio"/> None of these.		
Total	1.00 / 1.00	

## Question 25

Which of the following statements about expert reviews is false?

Your Answer	Score	Explanation
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☐ Expert reviews are cost effective.

☒ The outcome of expert reviews depends on the reviewer. ✖ 0.00

☐ There is no input from actual respondents

☐ Experts are only able to detect wording problems

Total 0.00 / 1.00