

Feedback — Quiz #4


[Help](#)

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
<input checked="" type="radio"/> 1-2-3-4-5-6-7	 0.00	
<input type="radio"/> Not at all satisfied-not very satisfied-somewhat satisfied-very satisfied		
<input type="radio"/> Very dissatisfied-somewhat dissatisfied-somewhat satisfied-very satisfied		
<input type="radio"/> 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
<input checked="" type="checkbox"/> They are appealing to respondents.	 0.33	Respondents generally like agree disagree questions.
<input checked="" type="checkbox"/> They are quick to answer.	 0.33	Agree/ disagree questions are very fast and easy to answer.
<input type="checkbox"/> 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
<input type="radio"/> ...blunt full filter.		
<input type="radio"/> ...justified full filter.		
<input checked="" type="radio"/> ...quasi-filter.	✓ 1.00	A quasi-filter keeps respondents from being forced to pick an answer category when they have no opinion.
<input type="radio"/> ...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
<input checked="" type="checkbox"/> Respondents have low cognitive ability	✓ 0.33	Respondents with low cognitive ability can increase the occurrence of "don't know" responses
<input checked="" type="checkbox"/> Questions are complex or cognitively demanding	✓ 0.33	Complex questions can increase the occurrence of "don't know" responses
<input checked="" type="checkbox"/> 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
<input type="radio"/> ...respondents can draw on similar inputs each time they are asked.		
<input type="radio"/> ...respondents draw on highly accessible information.		
<input checked="" type="radio"/> ...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
<input checked="" type="checkbox"/> 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 likely 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 disagree with the following 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
<input checked="" type="checkbox"/> An attitude can be an enduring positive or negative feeling about some person, object, or issue.	✓ 0.25	
<input checked="" type="checkbox"/> The traditional view about attitudes is that they are pre-existing, retrievable, and independent of context and time.	✓ 0.25	
<input checked="" type="checkbox"/> Studies found that attitudes can be less stable than previously thought.	✓ 0.25	
<input type="checkbox"/> 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
<input checked="" type="radio"/> assimilation effect.	✓ 1.00	
<input type="radio"/> non-attitude.		
<input type="radio"/> file-drawer effect.		
<input type="radio"/> 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
<input checked="" type="checkbox"/> A mail survey	✓ 0.20	
<input type="checkbox"/> A telephone interview	✓ 0.20	
<input checked="" type="checkbox"/> A face-to-face survey, where show cards are used	✓ 0.20	
<input type="checkbox"/> A face-to-face survey, where no show cards are used	✓ 0.20	
<input checked="" type="checkbox"/> 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
<input type="checkbox"/> Open-ended questions are usually faster to administer and therefore cheaper than closed questions.	✓ 0.25	
<input checked="" type="checkbox"/> Open-ended questions can reduce socially desirable	✓ 0.25	

responding when asking about frequencies of sensitive behaviors.

<input checked="" type="checkbox"/> Open-ended questions require the respondent to come up with their own verbatim answer.	✓	0.25
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<input type="checkbox"/> Whenever possible, use open-ended questions instead of closed questions in your questionnaire.	✓	0.25
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Total		1.00 /
		1.00