

Systems, Roles, and Development Methodologies, 8e (Kendall/Kendall)
Chapter 4 Information Gathering: Interactive Methods

4.1 Multiple Choice

1) Which of these is most useful in understanding an organization's culture more fully?

- A) goals
- B) feelings
- C) informal procedures
- D) opinions

Answer: B

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2) Which of these steps in interview preparation is most helpful in allowing the interviewer to build a vocabulary common to the interviewee?

- A) deciding on question types and structure
- B) deciding whom to interview
- C) establishing interview objectives
- D) preparing the interviewee
- E) reading background material

Answer: E

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3) Which of the following should be used to prepare the interviewee?

- A) Email your questions to the interviewee ahead of time so that he/she can formulate responses.
- B) Tell the interviewee the type and format of the questions.
- C) Let the interviewee know the names of other people that you have interviewed.
- D) Ask the interviewee what he/she would like to be questioned about.

Answer: A

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4) Which of these interview structures begins with the general and ends with the specific?

- A) circle
- B) diamond
- C) funnel
- D) pyramid

Answer: C

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5) Which of these is an advantage of open-ended questions?

- A) allows more spontaneity
- B) gets to the point more quickly
- C) makes comparing interviews easier
- D) saves time

Answer: A

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6) Which of these is an advantage of closed interview questions?

- A) keeps interviewer in control of the interview
- B) makes it more interesting for the interviewee
- C) makes phrasing easier for the interviewer
- D) provides richness of detail

Answer: A

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7) Which kind of question is easiest to analyze?

- A) closed
- B) open
- C) probe
- D) tactical

Answer: A

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8) Probing questions:

- A) should be avoided, since they may make the interviewee feel that he/she is being interrogated.
- B) are not used when interviewing business professionals since the questioning should be strictly limited to understanding the system and business situation.
- C) are used to clarify, draw out and expand on the interviewee's point.
- D) should be done using an investigative/reporter approach.

Answer: C

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9) Which structure should be used when you want to warm up the interviewee to a topic?

- A) funnel
- B) pyramid
- C) diamond
- D) oval

Answer: B

Diff: 1 Page Ref: 108

10) After an interview has been conducted, which of these is not a good idea?

- A) arranging for a followup meeting with the interviewee
- B) proceeding directly to the next scheduled interview while you are still in "interview mode"
- C) writing the interview report as soon as possible after the interview
- D) none of the above

Answer: B

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11) What question should be asked at the end of an interview?

- A) "Are there any answers that you would like to change, now that you have had time to think things over?"
- B) "Others in your organization have provided conflicting information. Do we have your permission to explain your point of view?"
- C) "Do you mind if we check your answers out with others in future interviews?"
- D) "Is there anything we haven't touched on that you think it is important for me to know?"

Answer: D

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12) The written interview report:

- A) should be written as soon as possible after the interview.
- B) should be a transcript of the interview.
- C) should not be shown to the interviewee since it may contain interview opinions that may not be perceived as favorable.
- D) should not contain the user's name or position.

Answer: A

Diff: 1 Page Ref: 109

13) Which of the following is not an advantage of using Joint Application Design (JAD)?

- A) Users have improved ownership of the system.
- B) The time to develop the system is reduced.
- C) JAD works independent of organizational culture.
- D) JAD help to generate new ideas.

Answer: C

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14) JAD sessions:

- A) are used when several interviews, with several users, contain only closed, detailed questions.
- B) are used when the users do not get along with one another.
- C) are used to perform interviews with management and primary clients outside the corporation.
- D) are used to reduce the time and the cost of doing many one-to-one interviews

Answer: D

Diff: 2 Page Ref: 113

15) A JAD session involves:

- A) casual planning, since the interaction between users is when the activity occurs in a creative fashion.
- B) using a session leader that has excellent communication skills.
- C) having a systems analyst as a session leader.
- D) note-taking by all the individuals within the session.

Answer: B

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16) JAD sessions may be used when

- A) user groups are restless and want something new.
- B) organizational culture is very individualistic and the employees need to learn how to relate to one another.
- C) the users are pressed for time and cannot get away for the block of time required for many interviews.
- D) the questions are very closed and the analysts are not concerned about idea generation.

Answer: A

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17) Which of the following is not a disadvantage of JAD sessions?

- A) JAD requires a commitment of a large block of time from the users.
- B) If the preparation for a JAD session is inadequate, it may result in a less than satisfactory design.
- C) Only one or two users have input into a JAD session.
- D) The organizational culture may not support a JAD session.

Answer: C

Diff: 2 Page Ref: 113

18) Which term is defined as "what organizational members do"?

- A) attitudes
- B) behavior
- C) beliefs
- D) characteristics

Answer: B

Diff: 1 Page Ref: 114

19) Which term is defined as "what people in the organization say they want"?

- A) attitudes
- B) behavior
- C) beliefs
- D) characteristics

Answer: A

Diff: 2 Page Ref: 114

20) Which is not a guideline in determining whether use of questionnaires is appropriate?

- A) The people you need to question are widely dispersed.
- B) There are only a few people involved in the systems project.
- C) You are doing an exploratory study to gauge overall opinion.
- D) You desire to do problem sensing to identify problems with the current system.

Answer: B

Diff: 2 Page Ref: 114

21) The biggest difference between the questions used for most interviews and those on questionnaires is:

- A) interview questions may be open ended.
- B) interview questions may be grouped into categories.
- C) interviewing allows the analyst to include questions that are both open ended and closed.
- D) interviewing permits interaction between the questions and their meanings.

Answer: D

Diff: 2 Page Ref: 114

22) Closed questions should be used when the analyst:

- A) needs to explore a new situation.
- B) is able to list all possible responses.
- C) needs to learn an opinion.
- D) has only a small group of people to obtain information from.

Answer: B

Diff: 1 Page Ref: 115

23) Which is not a good guideline to use when choosing questionnaire language?

- A) Avoid bias in wording.
- B) Do not use low-level language choices.
- C) Keep questions general rather than specific.
- D) Keep questions short.
- E) Use respondents' language whenever possible.

Answer: C

Diff: 2 Page Ref: 116

24) The degree in which the question measures what the analyst intends to measure is called:

- A) external consistency.
- B) internal consistency.
- C) factoring.
- D) validity.

Answer: D

Diff: 2 Page Ref: 118

25) The problem of that occurs when respondents rate everything as average is called:

- A) bipolarity.
- B) central tendency.
- C) halo effect.
- D) leniency.

Answer: B

Diff: 2 Page Ref: 119

4.2 True/False

1) In an interview, opinions may be more important and more revealing than facts.

Answer: TRUE

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2) The interview is a valuable time to explore key human-computer interaction concerns.

Answer: TRUE

Diff: 1 Page Ref: 104

3) When deciding whom to interview, it is unnecessary to include all organizational levels which will be affected by the system.

Answer: FALSE

Diff: 1 Page Ref: 105

4) A bipolar question is a special kind of open-ended question.

Answer: FALSE

Diff: 1 Page Ref: 106

5) One drawback of closed questions is the possibility that they may bore the interviewee.

Answer: TRUE

Diff: 1 Page Ref: 107

6) One benefit of a closed interview question is the richness of detail provided.

Answer: FALSE

Diff: 2 Page Ref: 106

7) When the interviewer begins with a very detailed set of questions and then expands the scope, the interview is said to have a funnel shape.

Answer: FALSE

Diff: 2 Page Ref: 108

8) A pyramid structure should be used if the analyst believes the interviewee needs to warm up to the topic.

Answer: TRUE

Diff: 1 Page Ref: 108

9) A funnel-shaped question sequence is useful when the interviewee feels emotionally about the topic and needs freedom to express those emotions.

Answer: TRUE

Diff: 1 Page Ref: 109

10) The diamond structure has the advantage of taking less interviewer time.

Answer: FALSE

Diff: 3 Page Ref: 109

11) The longer you wait to write up your interview, the more suspect the quality of the data becomes.

Answer: TRUE

Diff: 1 Page Ref: 109

12) No more than one JAD session should be conducted with an interviewee.

Answer: FALSE

Diff: 1 Page Ref: 111

13) A JAD session should be held at a comfortable location away from the corporate headquarters.

Answer: TRUE

Diff: 2 Page Ref: 112

14) A drawback of holding JAD sessions is that the system usually takes longer to implement while each person schedules their individual meeting.

Answer: FALSE

Diff: 2 Page Ref: 114

15) It is unimportant to read background information about the organization prior to an interview since it adds to the expense of the project and the information may be obtained from early open-ended questions.

Answer: FALSE

Diff: 1 Page Ref: 104

16) One advantage of JAD sessions is that it isolates the user from the analysis and design process.

Answer: FALSE

Diff: 2 Page Ref: 113

17) Behavior is defined as "what people in the organization say they want."

Answer: FALSE

Diff: 2 Page Ref: 114

18) Responses gained through questionnaires using open-ended questions are relatively easy to quantify.

Answer: FALSE

Diff: 1 Page Ref: 122

19) Questionnaires are a quick way to gather massive amounts of data.

Answer: FALSE

Diff: 2 Page Ref: 114

20) A questionnaire is an excellent means of doing an in depth analysis of a manager's decision-making processes.

Answer: FALSE

Diff: 1 Page Ref: 114

21) Using questionnaires is useful for doing exploratory studies to gauge overall opinion.

Answer: TRUE

Diff: 1 Page Ref: 114

22) Questionnaires are useful in providing the analyst with interactive feedback.

Answer: FALSE

Diff: 1 Page Ref: 114

23) Validity is the degree to which the question measures what the analyst intends to measure.

Answer: TRUE

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24) Reliability measures the degree to which the respondents may be trusted to complete the questionnaire.

Answer: FALSE

Diff: 2 Page Ref: 118

25) The halo effect is when an impression formed in one question carries into the next question.

Answer: TRUE

Diff: 2 Page Ref: 119

4.3 Fill-in-the-Blank

1) The interview is also a valuable time to explore key _____ concerns, including ergonomic aspects and system usability.

Answer: human computer interaction (HCI)

Diff: 1 Page Ref: 104

2) During an interview, the analyst should get the _____ of the interviewees, their feelings, organizational and personal goals, and informal procedures.

Answer: opinions

Diff: 1 Page Ref: 103

3) An example of an _____ question is "Explain how you make a purchasing decision."

Answer: open-ended

Diff: 1 Page Ref: 105

4) A _____ question has a finite number of responses.

Answer: closed

Diff: 2 Page Ref: 106

5) A question for which there are only two possible responses, e.g., yes or no, is known as a _____ question.

Answer: bipolar

Diff: 1 Page Ref: 106

6) An example of a _____ is the question "Why?"

Answer: probe

Diff: 1 Page Ref: 107

7) An inductive organization of interview questions can be visualized as having a _____ shape.

Answer: pyramid

Diff: 2 Page Ref: 108

8) With a _____ structure, the interviewer begins with generalized questions and then narrows possible responses.

Answer: funnel

Diff: 2 Page Ref: 109

9) An interview that begins in a very specific way, then examines general issues, and concludes very specifically is said to have a _____ shape.

Answer: diamond

Diff: 2 Page Ref: 109

10) _____ can replace a series of one-on-one interviews.

Answer: Joint Application Design

Diff: 1 Page Ref: 111

11) A _____ is responsible for taking notes at a JAD session.

Answer: scribe

Diff: 3 Page Ref: 111

12) The _____ is responsible for keeping the JAD session on track and for negotiating and resolving conflicts.

Answer: session leader

Diff: 2 Page Ref: 111

13) _____ offer technical explanations and advice during a JAD session.

Answer: Observers

Diff: 2 Page Ref: 111

14) _____ are what people in the organization say they want.

Answer: Attitudes

Diff: 3 Page Ref: 114

15) _____ are what people think is actually true.

Answer: Beliefs

Diff: 3 Page Ref: 114

16) _____ is what organizational members do.

Answer: Behavior

Diff: 2 Page Ref: 114

17) _____ are properties of people or things.

Answer: Characteristics

Diff: 3 Page Ref: 114

18) _____ questions leave all possible response options to the respondent.

Answer: Open-ended

Diff: 1 Page Ref: 115

19) _____ is the process of assigning numbers to an attribute for the purpose of measuring that attribute.

Answer: Scaling

Diff: 2 Page Ref: 118

20) _____ scales are used to classify things.

Answer: Nominal

Diff: 3 Page Ref: 118

21) _____ is the degree to which the question measures what the analyst intends to measure.

Answer: Validity

Diff: 1 Page Ref: 118

22) One quality questionnaires must possess is _____, a measure of consistency.

Answer: reliability

Diff: 2 Page Ref: 118

23) _____ is a problem caused by respondents who rate everything as average.

Answer: Central tendency

Diff: 1 Page Ref: 119

24) Administering a questionnaire _____ is one way to reach current users with minimal duplication costs.

Answer: electronically

Diff: 1 Page Ref: 122

25) A _____ is used to obtain a yes-no or true-false answer on a Web survey.

Answer: radio button

Diff: 2 Page Ref: 119

4.4 Short Answer

1) What are the five steps in the interview preparation process?

Answer: 1. Read background material
2. Establish interviewing objectives.
3. Decide whom to interview
4. Prepare the interviewee
5. Decide on question types and structure.

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2) Compose an open-ended question for Dr. DiVito, a university professor who is eligible for retirement in three weeks.

Answer: Example: Dr. DiVito, what factors do you take into account when deciding whether or not to retire?

Diff: 2 Page Ref: 105

3) When should an interviewer compose a written interview report and why?

Answer: To capture as much data about the interview as possible, the interviewer should compose their written report as soon as the interview is complete.

Diff: 2 Page Ref: 109

4) Describe a situation in which JAD would be ideal.

Answer: Students should describe one of the following situations: (1) User groups are restless and want something new, not a standard solution to a typical problem, (2) The organizational culture supports joint problem-solving behaviors among multiple levels of employees, (3) Analysts forecast that the number of ideas generated via one-on-one interviews will not be as plentiful as the number of ideas possible from an extended group exercise or (4) Organizational workflow permits the absence of key personnel during a two-to-four-day block of time.

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5) List three of the five methods of administering a questionnaire.

Answer: The five methods are: (1) Convening all concerned respondents together at one time, (2) Personally handing out blank questionnaires and taking back completed ones, (3) Allowing respondents to self-administer the questionnaire at work and drop it in a centrally located box, (4) Mailing questionnaires to employees at branch sites and supplying a deadline, instructions, and return postage, (5) Administering the questionnaire electronically either via email or on the Web.

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