

ISS 305:002
Evaluating Evidence:
Becoming a Smart Research Consumer

10. Evaluating Non-Experimental Evidence
(Survey Research)

Reminder: Turn on your I<CLICKER

ISS 305: Mini-quiz Question 1

Having a very large sample in a survey (e.g., 15,000 people) means that

- A. The sample is representative of the population of interest
- B. The sample is a probability sample
- C. There is no sampling error in the survey
- D. None of the above are correct

ISS 305: Mini-quiz Question 2

Suppose I want to do a survey (with two choices) of all 7,467,695,945 living humans and want to have a margin of error for my results around 3% (with 95% confidence).

- A. I must have a probability sample that includes at least 3% (roughly 224 million) of all living people
- B. I must have a probability sample of at least half of all living people (about 3.7 billion)
- C. I must have a probability sample of at least 60,000
- D. I could settle for a probability sample of 1,000

ISS 305: Mini-quiz Question 3

•“Yes or no: I think that the MSU campus is well-maintained and I feel safe walking around campus at night.” This is an example of a(n):

- A) ambiguous question.
- B) double barreled question.
- C) leading (loaded) question.
- D) good question.

ISS 305: Mini-quiz Question 4

•“Where did you put the money you stole?” This is an example of a(n)

- A) ambiguous question.
- B) double barreled question.
- C) leading (loaded) question.
- D) good question.

ISS 305: Mini-quiz Question 5

People are asked to estimate how old they believe the woman below is. Based on the anchoring effect, if they are first asked to indicate if she is older or younger than 70 (Group A), their estimation would be more than people asked to first indicate if she is older or younger than 60 (Group B).



- A. True
- B. False

ISS 305: Mini-quiz Question 6

•“Should the university have the right to search your dorm room?” This is an example of a(n)

- A) ambiguous question.
- B) double barreled question.
- C) leading (loaded) question.
- D) good question.