Moore SCC 8e

Chapter 4

1. An example of a sampling error is:

*a. Undercoverage

b. Nonresponse

c. Processing Error

d. Response Error

A. Correct. Undercoverage occurs when some groups of the population are left out of the process when choosing the sample.
B. Incorrect. Nonresponse is a type of nonsampling error. Undercoverage occurs when some groups of the population are left out of the process when choosing the sample.
C. Incorrect. Processing error is a type of nonsampling error. Undercoverage occurs when some groups of the population are left out of the process when choosing the sample.
D. Incorrect. Response error is a type of nonsampling error. Undercoverage occurs when some groups of the population are left out of the process when choosing the sample.

Text Reference: Section 4.2: Sampling errors, p.62-63

2. Sampling frame is defined as:

a. The list of individuals in the sample

b. The parameters under which the survey is given

*c. The list of individuals from which we draw the sample

d. The sources of error in sample surveys

A. Incorrect. The sampling frame is the list of individuals that you can draw the sample from.
B. Incorrect. The sampling frame is the list of individuals that you can draw the sample from.
C. Correct.

D. Incorrect. The sampling frame is the list of individuals that you can draw the sample from.

Text Reference: Section 4.2: Sampling errors, p. 62

3. Margin of Error only covers:

a. Nonsampling errors

*b. Random sampling errors

c. Undercoverage

d. Nonresponse

A. Incorrect. Nonsampling errors are not covered in the margin of error.
B. Correct. Only random sampling errors are represented by the margin of error.
C. Incorrect. Undercoverage, nonresponse, and nonsampling errors are not represented by the margin of error. Only random sampling errors are.
D. Incorrect. Undercoverage, nonresponse, and nonsampling errors are not represented by the margin of error. Only random sampling errors are.

Text Reference: Section 4.1: How sample surveys go wrong, p. 62

4. The most serious problem facing sample surveys is:

a. Processing errors

*b. Nonresponse

c. Response error

d. Wording

A. Incorrect. Although processing errors are not helpful, nonresponse is the most serious problem facing sample surveys. When was the last time you completed a phone survey?
B. Correct. Think about the last time you completed a phone survey.
C. Incorrect. Although response errors are not helpful, nonresponse is the most serious problem facing sample surveys. When was the last time you completed a phone survey?

D. Incorrect. Although wording errors are not helpful, nonresponse is the most serious problem facing sample surveys. When was the last time you completed a phone survey?

Text Reference: Section 4.3: Nonsampling errors, p. 65

5. What kind of error is this an example of: *During a phone survey, the person being called hangs up immediately?*

a. Processing errors

*b. Nonresponse

c. Response error

d. Wording

A. Incorrect. Processing errors are mistakes in mechanical tasks. This is an example of nonresponse.
B. Correct. There is a failure to obtain data from this individual selected for the sample.
C. Incorrect. Response error occurs when a subject gives an incorrect response. This subject didn't even respond. This is nonresponse.
D. Incorrect. Wording deals with how the question is worded and may produce an influence towards one type of answer. This person didn't even respond. This is nonresponse.

Text Reference: Section 4.3: Nonsampling errors, p. 65

6. What kind of error is this an example of?

The subject lies about the number of drinks she has in a week because she is embarrassed.

a. Processing error

*b. Response error

c. Nonresponse

d. Wording

A. Incorrect. Processing errors are mistakes in mechanical tasks. This is an example of response error. The subject responds incorrectly to the question.
B. Correct. The subject responds incorrectly to the question.
C. Incorrect. There is not a failure to obtain data from this subject—the subject did not respond correctly to the question. This is an example of response error.
D. Incorrect. The wording did not play a role in how the subject responded. This is a response error.

Text Reference: Section 4.3: Nonsampling errors, p. 64

7. If a person is asked on a survey, “Don't you think McDonalds is your favorite fast food restaurant,” this is an example of what type of error?

a. Processing error

b. Nonresponse

*c. Wording

d. Undercoverage

A. Incorrect. Processing errors are mistakes in mechanical tasks. This is an example of response error. The wording of the question influences answers.
B. Incorrect. There is not a failure to obtain data from this subject. The wording of the question influences answers.
C. Correct. The wording of the question influences answers.
D. Incorrect. The wording of the question influences answers. Undercoverage is a sampling error. This is a nonsampling error.

Text Reference: Section 4.4: Wording questions, p. 67

8. Weighting the responses to a sample survey:

a. Helps correct sources of bias

b. Increases variability

c. Helps to adjust for variations in the sample related to population in age, gender, and other variables

*d. All of the choices are correct.

A. Incorrect. Although it does help to correct sources of bias, it also increases variability and allows for adjustment for variation in the sample related to population.
B. Incorrect. Although it does increase variability, it also helps to correct sources of bias and allows for adjustment for variation in the sample related to population.
C. Incorrect. Although it adjusts for variations in the sample related to population, it also helps to correct sources of bias and increases variability.
D. Correct.

Text Reference: Section 4.5: How to live with nonsampling errors, p. 69

9. True or False: In a stratified random sample, all individuals in the population have the same chance of being chosen.

a. True—by dividing the sampling frame into distinct groups, we assure that everyone in the population has an equal chance of being chosen.

b. True—the strata are deliberately represented equally in the sample.

c. True—stratification makes sure that each group has the same number of people surveyed.

*d. False—stratified samples need not give all individuals in the population the same chance of being chosen. Some strata may be overrepresented in the sample to represent the population.

A. Incorrect. Not everyone has an equal chance of being chosen in a stratified random sample.
B. Incorrect. Read Examples 7 and 8 in Chapter 4 for clarification.
C. Incorrect. Read Example 8 in Chapter 4 for clarification.
D. Correct.

Text Reference: Section 4.6: Sample design in the real world, p. 70-71

10. Before you believe a poll, you should:

a. Find out whose opinions were being sought

b. Determine if it was just after some event that might have influenced opinion

c. Check to see if random sampling was mentioned

*d. All of the choices are correct.

e. None of the choices are correct.

A. Incorrect. Although you should check this, you should also determine if it was just after some event that might have influenced opinion and check to see if random sampling was mentioned.
B. Incorrect. Although you should check this, you should also find out whose opinions were being sought, and if a random sampling method was used.
C. Incorrect. Although you should check this, you should also find out whose opinions were being sought, and if it was just after some event that may have influenced opinion.
D. Correct. Checking for whose opinions were being sought, the timing of the survey, and if it was a random sample help you to better believe the results of a poll.
E. Incorrect. Checking for whose opinions were being sought, the timing of the survey, and if it was a random sample help you to better believe the results of a poll.

Text Reference: Section 4.10: Questions to ask before you believe a poll, p. 77