Moore SCC 8e

Chapter 4 Practice Quiz

1. An example of a sampling error is:

a. Undercoverage

b. Nonresponse

c. Processing Error

d. Response Error

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

3. Margin of Error only covers:

a. Nonsampling errors

b. Random sampling errors

c. Undercoverage

d. Nonresponse

4. The most serious problem facing sample surveys is:

a. Processing errors

b. Nonresponse

c. Response error

d. Wording

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

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

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

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.

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.

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.