Nachmiass RMSS 8e Chapter 10

1. Which feature is NOT a principal advantage of mail surveys?

A) increased anonymity

B) lack of interviewer-induced biases

C) ability to include complex questions

D) low cost

2. The most promising way to increase the response rate of a mail survey is to:

A) offer inducements such as a small amount of money.

B) use a short questionnaire (1–2 pages in length).

C) use one or more follow-up mailings.

D) carefully select the respondents.

3. Which feature is NOT among the advantages of personal interviews over mailed questionnaires?

A) greater flexibility

B) better control of the interview situation

C) less bias

D) better response rate

4. In conducting personal interviews, which of the following is recommended?

A) The interviewer should approach each and every respondent in the same manner.

B) The interview should begin by asking questions about the respondent's age, income, and marital status.

C) The interviewer should never rephrase questions which respondents seem to have trouble answering.

D) After the introduction, the interviewer should tell the respondents how they were chosen to be interviewed.

5. During a schedule-structured interview, the interviewer should:

A) ask questions in the same order in which they appear on the questionnaire.

B) create a quiz atmosphere to ensure that the respondent takes the interview seriously.

C) skip over questions which appear to confuse or embarrass the respondent.

D) challenge the respondent if the respondent appears to give evasive or untruthful answers.

6. In conducting personal interviews, probing is:

A) used to determine the reasons for a respondent's answers to certain questions.

B) more important in structured that in nonstructured interviewing methods.

C) a good way to tell if a respondent is lying.

D) used to establish rapport with respondents.

7. In order to do random-digit dialing, one needs to know:

A) the name of the person to be called.

B) only the last four digits of the phone number of the person to be called.

C) all working telephone exchanges in the areas to be sampled.

D) when persons to be called will be at home.

8. Telephone interviews can produce higher-quality data than personal interviews because:

A) respondents are more truthful.

B) interviewers are less exhausted from walking and driving.

C) interviewers can be directly monitored by a superior.

D) respondents are less likely to terminate the interview before it is complete.

9. The "broken-off" interview is a kind of nonresponse associated with:

A) personal interviews.

B) captive audience surveys.

C) telephone surveys.

D) mail surveys.

10. If one's greatest concern is to understand the contexts/environments in which respondents give their answers, which survey research method should be used?

A) telephone interview

B) personal interview

C) mail questionnaire

D) none of these answers are correct

11. Which method of obtaining survey information is most effective in obtaining detailed information?

A) personal interview

B) mail questionnaire

C) telephone interview

D) mail survey

12. If one wanted to survey a sample of respondents to see how many could correctly name the justices of the U.S. Supreme Court. Which survey method would be LEAST appropriate?

A) mail questionnaire

B) personal interview

C) telephone interview

D) all of these answers are correct

13. Each statement reflects a guideline suggested by the Survey Research Center for conducting a personal interview EXCEPT:

A) never tell the respondent how he or she was chosen.

B) adopt one approach and stay with that approach.

C) tell the respondent what you are doing in a way that will only slightly stimulate his or her interest.

D) keep instruction brief.

14. In response to an interview question, a respondent simply says "Yes." In order to get more information from the respondent, the interviewer should resort to the techniques known as:

A) focusing.

B) redirection.

C) transference.

D) probing.

15. Computer-assisted telephone interviewing (CATI) is likely to be MOST effective when the researcher is interested in what two factors?

A) high response rate and the use of open-ended questions

B) randomized questions and a reduction in "broken off" interviews

C) more information and greater security

D) speed and the use of complex instructions