Nachmiass RMSS 8e Chapter 11

1. Questions concerning age, sex, and marital status are classified as \_\_\_\_\_ questions.

A) attitude

B) opinion

\*C) factual

D) open-ended

2. The question "Should the government guarantee a job to anyone who wants one?" is an example of a(n) \_\_\_\_\_ question.

A) factual

B) attitude

\*C) opinion

D) double-barreled

3. The items in this web quiz are examples of \_\_\_\_\_ questions.

\*A) closed-ended

B) open-ended

C) motivation

D) opinion

4. A questionnaire item which allows respondents to answer in their own words is a(n) \_\_\_\_\_ question.

A) close-ended

\*B) open-ended

C) contingency

D) matrix

5. In a questionnaire, respondents are asked if they agree that people, regardless of their race, should have the same opportunities in life as anyone else. They are then asked questions about whether Blacks and Whites should go to separate schools, whether companies should be required to use racial quotas in hiring, and whether respondents would be willing to sell their homes to a person of a different race than their own. This approach would be using the question sequence known as the \_\_\_\_\_ sequence.

\*A) funnel

B) inverted funnel

C) longitudinal

D) contingency

6. In questionnaires, a major drawback in the use of open-ended questions is that they:

A) do not enable the researcher to ascertain lack of information or knowledge on the part of the respondent.

B) prevent the researcher from learning about the process or reasoning by which the respondent arrived at a particular opinion.

\*C) call for responses that are often hard to interpret and analyze.

D) are generally more difficult to word than closed-ended questions.

7. In constructing questions that prevent respondents from answering items that are irrelevant to them, one should use \_\_\_\_\_ questions.

A) double-barreled

\*B) contingency

C) funnel-sequence

D) actual

8. One virtue of using closed-ended questions is that they:

A) are more useful than open-ended questions when respondents do not have firm opinions on a subject.

B) are more flexible than open-ended questions in how they can be worded.

\* C) call for responses that are more easily communicated than responses to open-ended questions.

D) are better able to reveal a person's reasons for his or her opinions than are open-ended questions.

9. When the topic of a survey does not easily or strongly motivate respondents to respond, one should use:

A) the funnel sequence of questions.

B) a schedule-structured interview.

\*C) the inverted funnel sequence of questions.

D) matrix questions.

10. The following sequence is included in a questionnaire:

Are you married?

( ) yes. If yes, answer question 16.

( ) no. If no, skip to question 17.

This question is called a \_\_\_\_\_ question.

\*A) filter

B) matrix

C) funnel

D) contingency

11. Which statement concerning questionnaire construction is correct?

A) Try to keep the questionnaire short by putting as many questions as you can on each page.

B) In order to make the most economical use of space, use abbreviations whenever possible.

C) Place questions that may be personally embarrassing to respondents at the beginning of the questionnaire to ensure they are answered.

\*D) The questionnaire must translate the research objectives into specific questions.

12. Which item is NOT a potential source of bias in questionnaires?

\*A) inverted funnel sequencing

B) question wording

C) response sets

D) position of questions

13. If a researcher suspects that respondents may be answering all questions in a questionnaire in the same way regardless of the content of the questions, there may be a bias due to:

A) leading questions.

\* B) response sets.

C) interviewer bias.

D) double-barreled questions.

14. An introduction should do all of these EXCEPT:

A) identify the sponsor of the study.

\*B) be less detailed than an interviewer's introductory statement.

C) tell why it is important for the respondent to respond.

D) explain the purpose of the study.

15. A set of instructions must always be placed at the \_\_\_\_\_ in a questionnaire.

A) beginning of each question

B) end of each question

\* C) beginning of the questionnaire

D) end of the questionnaire

**Note:** Correct options are marked with “\*”.