

Chapter 10 – MR Practice Quiz

Fielding the Data-Gathering Instrument

TRUE/FALSE

1. To minimize total error and to gather accurate information as efficiently as possible, the field service of a questionnaire should be well planned.

ANS: T PTS: 1

2. “May I ask you some questions?” is a good approach to an interview.

ANS: F PTS: 1

3. The interviewer must record answers in the exact words of the respondent.

ANS: T PTS: 1

4. Skillful probing is essential in the case of closed-ended questions.

ANS: F PTS: 1

5. Nonsampling errors commonly arise from errors in design, logic, interpretation, field service, or presentation.

ANS: T PTS: 1

MULTIPLE CHOICE

1. The first step in developing a relationship with the respondent is
- obtaining the cooperation of the potential respondent
 - establishing rapport with the respondent
 - ensuring the respondent that the interview is anonymous
 - finding out personal information about the respondent

ANS: A PTS: 1

2. When interviewers are unable to input responses directly into the computer, which issue listed below is likely to arise?
- | | |
|---------------------------------|----------------------------------|
| a. circling or checking answers | c. rapport with the respondent |
| b. validation of data | d. legibility of what is written |

ANS: D PTS: 1

3. All of the following are examples of a nonsampling error except
- | | |
|--------------------------|-----------------------|
| a. sampling frame errors | c. data errors |
| b. response errors | d. interviewer errors |

ANS: B PTS: 1

4. Interviewing errors and measurement errors are considered _____ errors.
- a. sampling frame
 - b. data
 - c. response
 - d. nonresponse

ANS: B PTS: 1

5. Questions to help the interviewer clarify a response include all except
- a. What do you mean by _____?
 - b. Your ideas/opinions are so helpful; can you tell me more?
 - c. Where does that occur?
 - d. What about _____?

ANS: B PTS: 1