Lecturer Testbank

Chapter 9

Answers are indicated with a \*

1. The hypotheses of a study are a good starting point when designing a questionnaire.

\*a. T

b. F

2. The hypotheses need to be briefly explained to the respondent when a questionnaire is used to collect data.

a. T

\*b. F

3. A questionnaire includes the following question, measured on a 5-point Likert scale:

*“To what extent are you satisfied with the appearance and the service of the shop-assistants?”*

This question is an example of a:

a. Leading question.

b. Loaded question.

\*c. Double-barreled question.

d. Ambiguous question.

4. An advantage of personally administered questionnaires is that uncertainties can be explained.

\*a. T

b. F

5. What is metacognition?

a. A question that is impurely and inaccurately formulated.

b. An assessment error from the researcher about the knowledge level of the respondent.

\*c. Ideas of the respondent about what he should think or feel.

d. Ideas of the respondent about what the interviewer would like to hear.

6. Evaluate the following question on suitability for the use in a questionnaire (measured on a 5-point Likert scale):

“*Do you think that in the current economical situation it is wise to reduce salaries of top sportsman?”*

\*a. This question is leading.

b. This question is loaded.

c. This question is double-barreled.

d. This question in any case is not leading, loaded or double-barreled.

7. A disadvantage of electronic questionnaires is that this way of surveying is relatively expensive.

a. T

\*b. F

8. ‘*To what extent can you say about yourself that you are happy?*’ is an example of a loaded question.

a. T

\*b. F

9. If in the introduction of the questionnaire it is made clear that the answers will be handled anonymously, this can lead to bias of the results.

a. T

\*b. F

10. The sequence of questions in a questionnaire can lead to a certain bias; this phenomenon is also referred to as ordering effects.

\*a. T

b. F

11. With respect to the sequence of questions in a questionnaire, you start with asking difficult questions which you unravel to more specific questions later.

a. T

\*b. F

12. With respect to the sequence of questions in a questionnaire, it is wise to end with questions that respondents refuse to answer.

a. T

\*b. F