# Chapter 8 Review Questions

1. True or False: You can use questionnaires in experimental research.
2. True or False: Surveys can be used to find out why people do things (e.g.., You can find out why people used a certain drug by asking them why they used that drug).
3. What are retrospective self-reports? What is wrong with asking questions that involve retrospective self-reports?
4. Why might you get incorrect answers to a survey question? What implications do these reasons have for what questions you should ask and how you should word them?
5. What 2 problems are created by asking extremely personal questions?
6. If people lie when answering a question, that harms \_\_\_\_\_\_\_ validity.
7. If many people refuse to answer a question, that leads to \_\_\_\_\_\_\_\_\_ \_\_\_\_\_, which harms \_\_\_\_\_\_\_ validity.
8. If questions ask participants to classify themselves (e.g., by gender), data from that question will be
   1. Interval
   2. Nominal
   3. Ordinal
   4. Ratio
9. If questions ask participants to choose between 2 options (e.g., “yes” or “no”), data from that question will be \_\_\_\_\_\_\_\_\_\_\_.
   1. Interval
   2. Nominal
   3. Ordinal
   4. Ratio
10. Most psychological researchers consider rating scale to be
    1. Interval
    2. Nominal
    3. Ordinal
    4. Ratio
11. Rank the sampling strategies (convenience, quota, random, and stratified) from best (1) to worst (4) in terms of producing representative samples.
12. True or False: The size of the sample determines its representativeness.
13. State two advantages of using random sampling.
14. State two reasons the results of a survey might lack external validity.
15. What are 9 tips for editing questions? Hint: You should look over your questions so that you can **avoid** these types of questions and these types of words:
16. The biggest problem with mail and telephone surveys is \_\_\_\_ \_\_\_\_\_\_\_\_\_.
17. Why do researchers usually prefer
    1. Fixed response items to open ended questions?
    2. Structured interviews to unstructured interviews?
18. When might researchers prefer to use open-ended questions and unstructured interviews?
19. If you have **nominal** data,
    1. How should you summarize data on that variable?
    2. Which correlation coefficient should you use?
    3. To compare two groups, which statistical test should you use?
20. If you have **interval** data,
    1. How should you summarize data on that variable?
    2. Which correlation coefficient should you use?
    3. To compare two groups, which statistical test should you use?

# Answers to Chapter 8 Review Questions

1. **True** or False: You can use questionnaires in experimental research.
2. True or **False**: Surveys can be used to find out why people do things (e.g.., You can find out why people used a certain drug by asking them why they used that drug).
3. What are retrospective self-reports? What is wrong with asking questions that involve retrospective self-reports?
   1. **Retrospective self-reports are asking people questions about their past behavior, thoughts, or attitudes**
   2. **Retrospective self-reports have all the problems that typical self-reports have (people lying, people not knowing their own mind) plus the problem that memory is both imperfect and biased**.
4. What are 4 reasons participants might give incorrect answers to a survey question? What implications do these reasons have for what questions you should ask and how you should word them?
5. **Participants don’t know the answer to the question because you are asking about information that is not accessible to their conscious mind (e.g., “Why do you love \_\_\_\_” or “Why are you able to have good depth perception?”)**

**Implication: Do not ask “why” (cause-effect) questions and expect to get the real reasons behind some action.**

1. **Participants have forgotten the answer to your question.**

**Implication: Be careful when asking about the past.**

1. **Participants are not good at predicting how they will behave in future situations that they have not encountered before (e.g., “What would you do if you won a billion dollars in a lottery?).**

**Implication: Be careful when asking about the future or about hypothetical situations.**

1. **Even if people know, they may not tell you the truth because of social desirability bias, demand characteristics, and response sets.**

**Implications:**

* + 1. **if you are concerned about social desirability bias, consider making the survey anonymous;**
    2. **if you are concerned about demand characteristics, take care not to act in a way or word questions in a way that suggests that a certain answer is the correct or expected one; and**
    3. **if you are concerned about response sets, vary whether “agree” or “disagree” supports a certain belief.**

1. What 2 problems are created by asking extremely personal questions?
2. **Participants may not answer the question and may even withdraw from the survey, creating a nonresponse bias problem (which would hurt your study’s external validity).**
3. **Participants may lie, which would harm construct validity.**
4. If people lie when answering a question, that harms **construct** validity.
5. If many people refuse to answer a question, that leads to **nonresponse** b**ias**, which harms **external** validity.
6. If questions ask participants to classify themselves (e.g., by gender), data from that question will be
   1. Interval
   2. **Nominal**
   3. Ordinal
   4. Ratio
7. If questions ask participants to choose between 2 options (e.g., “yes” or “no”), data from that question will be \_\_\_\_\_\_\_\_\_\_\_.
   1. Interval
   2. **Nominal**
   3. Ordinal
   4. Ratio
8. Most psychological researchers consider rating scale to be
   1. **Interval**
   2. Nominal
   3. Ordinal
   4. Ratio
9. Rank the sampling strategies (convenience, quota, random, and stratified) from best (1) to worst (4) in terms of producing representative samples.
10. **Stratified random sampling**
11. **Random sampling**
12. **Quota sampling**
13. **Convenience sampling**
14. True or **False:** The size of the sample determines its representativeness. Although big random samples are better than small ones, large, nonrandom samples can be biased.
15. State two advantages of using random sampling.
16. **If your sample is big enough, your sample is likely to be representative of the population.**
17. **You can use inferential statistics to make inferences about the population.**
18. State two reasons the results of a survey might lack external validity.
19. **A sampling problem due to either (1) not starting a list of the entire population so you didn’t sample from your intended population (e.g., in a study predicting the election, you were wrong about who was going to vote, so you sampled from the wrong population, or in a study of your town, you sampled from the phone book) or (b) non- non-randomly from the population.**
20. **Non-response bias (e.g., an exit poll could be wrong because voters for the more controversial candidate might be less likely to respond to the poll).**
21. What are 9 tips for editing questions? Hint: You should look over your questions so that you can **avoid** these types of questions and these types of words:
22. **Avoid leading questions**
23. **Avoid questions loaded with social desirability**
24. **Avoid double-barreled questions**
25. **Avoid long questions**
26. **Avoid negations**
27. **Avoid irrelevant questions**
28. **Avoid poorly worded response options**
29. **Avoid big words**
30. **Avoid words and terms that may be misinterpreted**
31. The biggest problem with mail and telephone surveys is **nonresponse bias** **(which hurts their ability to generalize to the population).**
32. Why do researchers usually prefer
    1. Fixed response items to open ended questions? **Because fixed response items are easier to objectively score and are usually easier for respondents to answer.**
    2. Structured interviews to unstructured interviews? **Because structured interviews are easier to replicate, are less prone to bias, and easier to score.**
33. When might researchers prefer to use open-ended questions and unstructured interviews?

**In the early stages of a research program, the researcher might not know enough to know what to ask. In that case, using open-ended questions and unstructured interviews might help the researcher develop hypotheses, get hints about what the relevant variables are, and learn how participants talk about the topic so that the researcher can develop relevant questions that are worded using language and terms that are familiar to participants.**

1. If you have **nominal** data on a variable,
   1. how should you summarize data on that variable?

**Percentages or just the totals**

* 1. Which correlation coefficient should you use?

**Phi coefficient**

* 1. To compare two groups, which statistical test should you use?

**Chi square**

1. If you have **interval** data on a variable,
   1. How should you summarize data on that variable?

**Use the mean.**

* 1. Which correlation coefficient should you use?

**Pearson’s *r***

* 1. To compare two groups, which statistical test should you use?

***t* test or ANOVA**