Name: _____
Date: _____

Quiz 5 – A

1. Give an example of social desirability bias. Explain why it's a problem.

2. Let's say that you survey people about how much time they spend cooking in a week. No one remembers accurately, but some people overestimate and some people underestimate (i.e., there's not a consistent error people tend to make). Explain why this is NOT necessarily an example of response bias.

3. Explain two strategies researchers can use when response bias in a survey or a poll is expected.

   1)

   2)

4. Parents are taking a survey. A researcher wants to know whether their children are overscheduled but doesn't expect parents to answer a direct question honestly. Write four questions that the researcher might ask to address this latent variable. Justify each one.

   1)

   2)

   3)

   4)

5. Name three questions pollsters ask, other than, “Whom do you plan to vote for?”, that help determine who wins the presidential election. (Assume there’s an incumbent running.)

   1)

   2)

   3)

6. Name two acceptable alternatives to traditional phone polls. Explain what each one is, as well as any limitations to it.

   1)

   2)

Quiz 5 – A – answer key

1. People like to look like they exercise more than they do, go to church more than they do, eat healthier than they do, drink less than they do, etc. This is a problem because respondents might give false answers on a poll or survey without even realizing that they're doing it.

2. A bias requires that there's systematic error. While we should be at least a bit concerned that no one's memory is particularly good (perhaps there's a better way to get at the same information beyond just asking people), the errors described here should roughly balance out: too high balanced against too low estimates. The average of their answers will be roughly correct for the true average of time spent cooking.

3. Survey list experiment; latent variable through multiple questions; asking indirect questions like, "For your age group, how many…?" instead of direct personal ones like, "Are you…?"; making the survey anonymous; switching up the person interviewing, or switching to phone or online interviewing.

4. Answers will vary.

5. Who do you think will win the election?; Is the country on the right track or wrong track?; Which party do you want to control the U.S. House?; Do you approve of the job the President is doing?

6. Online polls, if an effort is made to get a representative, not a self-selected, sample; deliberative polling, if we understand that it reflects what people might move to with voter education campaigns; focus groups, if we understand that it can't tell us anything quantitative/summary statistical about an issue or candidate—it's only qualitative data about the vibes/how respondents might be framing an issue