**Chapter 2** **Questionnaire design**

**Test Bank**

**Type: multiple choice question**

**Title:** Chapter 2 Question 1

**1)** What types of psychological research are questionnaires useful for?

**a.** Experimental

**Feedback:** Questionnaires are highly adaptive and useful for all types of research.

**Section reference:** Questionnaires and research designs

**b.** Correlational

**Feedback:** Questionnaires are highly adaptive and useful for all types of research.

**Section reference:** Questionnaires and research designs

**c.** Qualitative

**Feedback:** Questionnaires are highly adaptive and useful for all types of research.

**Section reference:** Questionnaires and research designs

\***d.** All types of research

**Feedback:** Questionnaires are highly adaptive and useful for all types of research.

**Section reference:** Questionnaires and research designs

**Type: multiple choice question**

**Title:** Chapter 2 Question 2

**2)** What is wrong with this item? “I enjoy relaxing and socialising with friends”.

**\*a.** The question includes two components.

**Feedback:** It is generally not good practice to have questions include two components as participants may feel differently about each aspect of the item. Instead, try to create two separate items.

**Section reference:** Writing the questions

**b.** It is a double negative.

**Feedback:** It is generally not good practice to have questions include two components as participants may feel differently about each aspect of the item. Instead, try to create two separate items.

**Section reference:** Writing the questions

**c.** It is unethical.

**Feedback:** It is generally not good practice to have questions include two components as participants may feel differently about each aspect of the item. Instead, try to create two separate items.

**Section reference:** Writing the questions

**d.** It is not specific enough.

**Feedback:** It is generally not good practice to have questions include two components as participants may feel differently about each aspect of the item. Instead, try to create two separate items.

**Section reference:** Writing the questions

**Type: multiple choice question**

**Title:** Chapter 2 Question 3

**3)** What is wrong with this item? “I do not agree that all opinions should not be respected”.

**\*a.** It includes a double negative.

**Feedback:** Items that include double negatives can be confusing to read which can lead to bad data being provided by the participant.

**Section reference:** Writing the questions

**b.** It includes two components.

**Feedback:** Items that include double negatives can be confusing to read which can lead to bad data being provided by the participant.

**Section reference:** Writing the questions

**c.** It is unethical.

**Feedback:** Items that include double negatives can be confusing to read which can lead to bad data being provided by the participant.

**Section reference:** Writing the questions

**d.** It is not specific enough.

**Feedback:** Items that include double negatives can be confusing to read which can lead to bad data being provided by the participant.

**Section reference:** Writing the questions

**Type: multiple choice question**

**Title:** Chapter 2 Question 4

**4)** Which of the following would best describe an open-ended response option?

**a.** When you have participants answer by rank ordering set choices

**Feedback:** Open-ended responses generally provide a blank space for a participant to freely provide an answer.

**Section reference:** Creating the responses

\***b.** Leaving a blank space for a participant to write an answer

**Feedback:** Open-ended responses generally provide a blank space for a participant to freely provide an answer.

**Section reference:** Creating the responses

**c.** Having a categorical response option

**Feedback:** Open-ended responses generally provide a blank space for a participant to freely provide an answer.

**Section reference:** Creating the responses

**d.** Having a participant answer using a Likert scale

**Feedback:** Open-ended responses generally provide a blank space for a participant to freely provide an answer.

**Section reference:** Creating the responses

**Type: multiple choice question**

**Title:** Chapter 2 Question 5

**5)** If I were to design a questionnaire on happiness, which of the following would be an example of a reversed item?

**a.** I am usually a happy person.

**Feedback:** Reversed items aim to capture the opposite of what you are measuring, so in this case strongly agree answers should indicate low levels of happiness.

**Section reference:** Creating the responses

**b.** I am often in a cheerful mood.

**Feedback:** Reversed items aim to capture the opposite of what you are measuring, so in this case strongly agree answers should indicate low levels of happiness.

**Section reference:** Creating the responses

\***c.** I rarely express joy.

**Feedback:** Reversed items aim to capture the opposite of what you are measuring, so in this case strongly agree answers should indicate low levels of happiness.

**Section reference:** Creating the responses

**d.** I rarely find myself afraid.

**Feedback:** Reversed items aim to capture the opposite of what you are measuring, so in this case strongly agree answers should indicate low levels of happiness.

**Section reference:** 15 Creating the responses

**Type: multiple choice question**

**Title:** Chapter 2 Question 6

**6)** If you wanted to know whether the items of your questionnaire all measure the same thing, then what type of reliability would this reflect?

**\*a.** Internal consistency

**Feedback:** Whether the items of a questionnaire all measure the same thing is an example of internal consistency.

**Section reference:** Validity and reliability in questionnaire design

**b.** Inter-rater reliability

**Feedback:** Whether the items of a questionnaire all measure the same thing is an example of internal consistency.

**Section reference:** Validity and reliability in questionnaire design

**c.** Test-retest reliability

**Feedback:** Whether the items of a questionnaire all measure the same thing is an example of internal consistency.

**Section reference:** Validity and reliability in questionnaire design

**d.** Construct reliability

**Feedback:** Whether the items of a questionnaire all measure the same thing is an example of internal consistency.

**Section reference:** Validity and reliability in questionnaire design

**Type: multiple choice question**

**Title:** Chapter 2 Question 7

**7)** What is the response type used in the following question?

What is your highest level of education?

a. GCSE

b. A-Level

c. Degree

**a.** Open-ended

**Feedback:** Responses that get participants to select which category they ‘belong’ to is an example of a categorical response.

**Section reference:** Creating the responses

**b.** Rank order

**Feedback:** Responses that get participants to select which category they ‘belong’ to is an example of a categorical response.

**Section reference:** Creating the responses

**c.** Likert

**Feedback:** Responses that get participants to select which category they ‘belong’ to is an example of a categorical response.

**Section reference:** Creating the responses

\***d.** Categorical

**Feedback:** Responses that get participants to select which category they ‘belong’ to is an example of a categorical response.

**Section reference:** Creating the responses

**Type: multiple choice question**

**Title:** Chapter 2 Question 8

**8)** If we wanted to check that our questionnaire had a good level of internal consistency, which statistic could we use?

**a.** Descriptive statistics

**Feedback:** Cronbach’s alpha is a way of assessing the internal consistency of a questionnaire.

**Section reference:** Validity and reliability in questionnaire design

**b.** *t* test

**Feedback:** Cronbach’s alpha is a way of assessing the internal consistency of a questionnaire.

**Section reference:** Validity and reliability in questionnaire design

**c.** Multiple regression

**Feedback:** Cronbach’s alpha is a way of assessing the internal consistency of a questionnaire.

**Section reference:** Validity and reliability in questionnaire design

\***d.** Cronbach’s alpha

**Feedback:** Cronbach’s alpha is a way of assessing the internal consistency of a questionnaire.

**Section reference:** Validity and reliability in questionnaire design

**Type: multiple choice question**

**Title:** Chapter 2 Question 9

**9)** When calculating questionnaire scores, how might choosing the sum or the mean of the items affect your statistical analyses?

**a.** It wouldn’t affect the descriptive statistics, but would affect the significance of any test.

**Feedback:** Choosing the sum or the mean of the items would affect your sample mean and range, but it wouldn’t affect the significance in any inferential tests.

**Section reference:** Analysing questionnaire data

\***b.** It wouldn’t affect the significance of any test, but would affect the descriptive statistics.

**Feedback:** Choosing the sum or the mean of the items would affect your sample mean and range, but it wouldn’t affect the significance in any inferential tests.

**Section reference:** Analysing questionnaire data

**c.** It wouldn’t affect anything.

**Feedback:** Choosing the sum or the mean of the items would affect your sample mean and range, but it wouldn’t affect the significance in any inferential tests.

**Section reference:** Analysing questionnaire data

**d.** It would affect both the descriptive statistics and the significance of the test.

**Feedback:** Choosing the sum or the mean of the items would affect your sample mean and range, but it wouldn’t affect the significance in any inferential tests.

**Section reference:** Analysing questionnaire data

**Type: multiple choice question**

**Title:** Chapter 2 Question 10

**10)** What is wrong with this item? “I exercise on a regular basis”.

**a.** It is a double negative.

**Feedback:** The statement is too vague. Avoid using terms that are open to interpretation such as ‘regularly’. Instead try to be specific.

**Section reference:** Writing the questions

**b.** It is unethical.

**Feedback:** The statement is too vague. Avoid using terms that are open to interpretation such as ‘regularly’. Instead try to be specific.

**Section reference:** Writing the questions

\***c.** It is not specific enough.

**Feedback:** The statement is too vague. Avoid using terms that are open to interpretation such as ‘regularly’. Instead try to be specific.

**Section reference:** Writing the questions

**d.** It includes two components.

**Feedback:** The statement is too vague. Avoid using terms that are open to interpretation such as ‘regularly’. Instead try to be specific.

**Section reference:** Writing the questions