1. Click on “Begin Assessment” button.
2. Scroll down to begin quiz.
1. A Gallup poll sponsored by the disposable diaper industry asked, “It is estimated that disposable diapers account for less than 2% of the trash in today’s landfills. In contrast, beverage containers, third-class mail and yard waste are estimated to account for about 21% of the trash in landfills. Given this, in your opinion, would it be fair to ban disposable diapers?” 84% responded no. (Data from EESEE.)

Which type of bias does this poll suffer from?

- Under-coverage bias
- Non-response bias
- Response bias
- Question wording bias
- Interviewer bias
2. True or False: Bias can occur in both probability and non-probability samples.
   True
   False

3. Using a local telephone book to select a simple random sample could introduce which type of bias?
   Under-coverage bias
   Non-response bias
   Measurement bias
   Question wording bias
   Interviewer bias
4. An important characteristic of probability samples is that results of one sample are usually the same as the results for the entire population. Results of one sample are usually the same as another sample of the same size. Principles of chance apply and the size of error due to sampling is measurable. Smaller samples give more accurate results than larger samples.
5. If people tend to respond differently to a question depending on whether the interviewer is male or female, which type of bias is present?

Under-coverage bias
Non-response bias
Response bias
Question wording bias
Interviewer bias
Click on the “Grade Quiz” button to see how you did.

Questions correct:

Percentage correct:

Click on the “Correct” button to highlight your correct answers in green and wrong answers in red. For question solutions either:

- shift-click on the “Ans” button that appears next to the free-response box or
- shift-click on the correct answer for the multiple choice questions.
Solutions to Quizzes

Solution to Quiz: 1. This poll suffers from question wording bias because the question includes leading phrases that influence the response.

End Quiz
Solution to Quiz: 2. No additional information.
Solution to Quiz: 3. Using a local telephone book to select a random sample could introduce under-coverage bias. People without phones or whose names or phone numbers are not listed in the telephone book will be systematically left out of the sample.  

End Quiz
Solution to Quiz: 4. It is unlikely that the results of one sample will be exactly the same as the results for the entire population. It is also unlikely that the results of one sample will be exactly the same as another sample of the same size. Larger samples give more accurate results than smaller samples. Because probability samples use chance to select the sample, the principles of chance apply and the size of error due to sampling is measurable. End Quiz
Solution to Quiz: 5. Interviewer bias is present because the gender of the interviewer is influencing responses.

End Quiz