

**Quiz: Polling & Surveys**  
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- 1. The social desirability effect describes how participants:**
  - a. May seek out every opportunity they can find to participate in surveys
  - b. May answer a survey question in a way that makes them look good according to our society's beliefs and practices
  - c. May avoid taking surveys so that those conducting the survey don't think their opinions are weird or strange
  - d. All of the above
  - e. None of the above
  
- 2. True or False: Priming is when a researcher asks survey questions in a way—whether intentionally or unintentionally—that leads the participant to answer in certain ways.**
  - a. True
  - b. False
  
- 3. Let's say your news organization is planning to conduct a survey, and you are now determining who your sample will be. You've decided to list all of the individuals in your population, assign them numbers and use an online program to randomly pick numbers, which will then become the participants in your sample. What is this called?**
  - a. Volunteer sample
  - b. Convenience sample
  - c. Simple random sample
  - d. Systematic random sample
  
- 4. If you asked participants open-ended questions about their favorite summer break activities, which type of analysis should you conduct on your survey results?**
  - a. Count the answers for each category
  - b. Run statistical analyses to determine relationships
  - c. Tabulate the answers
  - d. Review the answers, looking for themes common in their responses
  
- 5. True or False: Infographics are one good way to report on survey findings in a clear, easy to understand format for readers.**
  - a. True
  - b. False

- 6. Polls and surveys can be used by journalists in their reporting in what ways:**
- To introduce an issue
  - To help readers better understand an issue
  - To let readers know what others think about an issue
  - All of the above
  - None of the above
- 7. True or False: Journalists should use vague or tricky language in their survey questions to prevent participants from knowing exactly what it is they are hoping to find out.**
- True
  - False
- 8. Individuals who routinely conduct surveys and polls want to be certain they have enough participants to be confident in their results. This is also known as a confidence interval. How confident (by percentage) do we want to be in our results, typically?**
- 75%
  - 90%
  - 95%
  - 100%
- 9. When reporting on a poll or survey conducted by someone else, journalists should keep the following item(s) in mind:**
- If the survey is objective
  - If the questions are clear and accurately measure what was intended
  - Who participated in the survey
  - All of the above
  - None of the above
- 10. We often think of polls during election years—especially presidential election years—being used by journalists covering the elections. What other uses are there for public opinion polls and surveys?**
- Businesses gauging how satisfied consumers are with their products
  - Journalists looking to see what readers think about an important issue
  - Local governments considering a new city policy
  - All of the above
  - None of the above