CPSC 344 – Week 03 Pre-reading Quiz

Questions:
Correct answers are in **bold**.

1. Which of the following are typically features of a direct observation in a controlled setting using a think-aloud technique?
   (a) Takes place in the user’s normal environment; more opportunities to learn what the user is thinking; good for understanding context.
   (b) **Takes place in any controlled environment; more opportunities to learn what the user is thinking; good for capturing details of what individuals do.**
   (c) Takes place in any controlled environment; fewer opportunities to learn what the user is thinking; good for understanding context.
   (d) Takes place in the user’s normal environment; fewer opportunities to learn what the user is thinking; good for capturing details of what individuals do.

2. When conducting an observational study, and assuming you have planned your budget successfully, which are the most appropriate guidelines for when it is reasonable to stop collecting data:
   (a) You start to see the same patterns of behavior being repeated.
   (b) You run out of time and/or resources.
   (c) You have collected data on all the main user/stakeholder groups and their perspectives.
   (d) **Both (a) and (c)**
   (e) All of (a), (b) and (c) …**note: d & e will be marked as correct**

3. Consider the following interview question: “Why do you like having a smartphone on an 4G LTE network, and why is this better than previous smartphones that you’ve had?”
   Which of the following guidelines for developing interview questions does the question violate?
   (a) Keep questions neutral to avoid bias
   (b) Use layman terms and avoid jargon
   (c) Avoid compound sentences by splitting them into separate questions
   (d) **All of the above**

4. Which of the following are features of a Structured Interview?
   (a) Uses primarily open questions; topics (but not necessarily questions) are pre-determined; useful for exploring topics in depth.
   (b) Uses a mix of open and closed questions; all questions are pre-determined; useful when range of possible answers already known.
   (c) Uses primarily closed questions; topics (but not necessarily questions) are pre-determined, useful for exploring topics in depth.
   (d) **Uses primarily closed questions; all questions are pre-determined; useful when range of possible answers already known.**
5. Which of the following is NOT true of the data recording methods discussed in the pre-readings?
   (a) Any combination of recording methods can be used when appropriate.
   (b) Data recording methods vary in how intrusive they can be.
   (c) **Data collected by any method is only useful when fully transcribed.**
   (d) Data recording methods should be chosen based on the context, time available, and level of detail required.

6. Imagine you are creating a survey for Starbucks customers and have decided to include a question about how much customers like or dislike the Pumpkin Spice Lattes. Which of the following question and response formats would be best to use for that question?
   (a) 3-point Likert scale
   (b) **5-point Likert scale**
   (c) Check boxes
   (d) 5-point Semantic differential scale
   (e) 9-point Semantic differential scale