

**Chapter 7**  
**Multiple Choice Questions**  
**(The answers are provided after the last question.)**

1. When each member of a population has an equally likely chance of being selected, this is called:
  - a. A nonrandom sampling method
  - b. A quota sample
  - c. A snowball sample
  - d. An Equal probability selection method
  
2. Which of the following techniques yields a simple random sample?
  - a. Choosing volunteers from an introductory psychology class to participate
  - b. Listing the individuals by ethnic group and choosing a proportion from within each ethnic group at random.
  - c. Numbering all the elements of a sampling frame and then using a random number table to pick cases from the table.
  - d. Randomly selecting schools, and then sampling everyone within the school.
  
3. Which of the following is not true about stratified random sampling?
  - a. It involves a random selection process from identified subgroups
  - b. Proportions of groups in the sample must always match their population proportions
  - c. Disproportional stratified random sampling is especially helpful for getting large enough subgroup samples when subgroup comparisons are to be done
  - d. Proportional stratified random sampling yields a representative sample
  
4. Which of the following statements are true?
  - a. The larger the sample size, the greater the sampling error
  - b. The more categories or breakdowns you want to make in your data analysis, the larger the sample needed
  - c. The fewer categories or breakdowns you want to make in your data analysis, the larger the sample needed
  - d. As sample size decreases, so does the size of the confidence interval
  
5. Which of the following formulae is used to determine how many people to include in the original sampling?
  - a.  $\text{Desired sample size} / \text{Desired sample size} + 1$
  - b.  $\text{Proportion likely to respond} / \text{desired sample size}$
  - c.  $\text{Proportion likely to respond} / \text{population size}$
  - d.  $\text{Desired sample size} / \text{Proportion likely to respond}$
  
6. Which of the following sampling techniques is an equal probability selection method (i.e., EPSEM) in which every individual in the population has an equal chance of being selected?
  - a. Simple random sampling
  - b. Systematic sampling

- c. Proportional stratified sampling
- d. Cluster sampling using the PPS technique
- e. All of the above are EPSEM

7. Which of the following is not a form of nonrandom sampling?

- a. Snowball sampling
- b. Convenience sampling
- c. Quota sampling
- d. Purposive sampling
- e. They are all forms of nonrandom sampling

8. Which of the following will give a more “accurate” representation of the population from which a sample has been taken?

- a. A large sample based on the convenience sampling technique
- b. A small sample based on simple random sampling
- c. A large sample based on simple random sampling
- d. A small cluster sample

9. Sampling in qualitative research is similar to which type of sampling in quantitative research?

- a. Simple random sampling
- b. Systematic sampling
- c. Quota sampling
- d. Purposive sampling

10. Which of the following would generally require the largest sample size?

- a. Cluster sampling
- b. Simple random sampling
- c. Systematic sampling
- d. Proportional stratified sampling

11. How often does the Census Bureau take a complete population count?

- a. Every year
- b. Every five years
- c. Every ten years
- d. Twice a year

12. People who are available, volunteer, or can be easily recruited are used in the sampling method called \_\_\_\_\_.

- a. Simple random sampling
- b. Cluster sampling
- c. Systematic sampling
- d. Convenience sampling

13. Which of the following types of sampling involves the researcher determining the appropriate sample sizes for the groups identified as important, and then taking convenience samples from those groups?

- a. Proportional stratified sampling
- b. Quota sampling
- c. One-stage cluster sampling
- d. Two-stage cluster sampling

14. A type of sampling used in qualitative research that involves selecting cases that disconfirm the researcher's expectations and generalizations is referred to as \_\_\_\_\_.

- a. Extreme case sampling
- b. Typical-case sampling
- c. Critical-case sampling
- d. Negative-case sampling

15. Using Figure 6.6 (pg. 178), how many participants will you need for a research study with a population of 120,000?

- a. 242
- b. 331
- c. 377
- d. 384

16. In which of the following nonrandom sampling techniques does the researcher ask the research participants to identify other potential research participants?

- a. Snowball
- b. Convenience
- c. Purposive
- d. Quota

17. Which of the following is the most efficient random sampling technique discussed in your chapter?

- a. Simple random sampling
- b. Proportional stratified sampling
- c. Cluster random sampling
- d. Systematic sampling

18. If we took the 500 people attending a school in New York City, divided them by gender, and then took a random sample of the males and a random sampling of the females, the variable on which we would divide the population is called the \_\_\_\_\_.

- a. Independent variable
- b. Dependent variable
- c. Stratification variable
- d. Sampling variable

19. A number calculated with complete population data and quantifies a characteristic of the population is called which of the following?

- a. A datum
- b. A statistic

- c. A parameter
- d. A population

20. The type of sampling in which each member of the population selected for the sample is returned to the population before the next member is selected is called \_\_\_\_\_.

- a. Sampling without replacement
- b. Sampling with replacement
- c. Simple random sampling
- d. Systematic sampling

21. Which of the following is not a type of nonrandom sampling?

- a. Cluster sampling
- b. Convenience sampling
- c. Quota sampling
- d. Purposive sampling
- e. They are all type of nonrandom sampling

22. Which of the following would usually require the smallest sample size because of its efficiency?

- a. One stage cluster sampling
- b. Simple random sampling
- c. Two stage cluster sampling
- d. Quota sampling

23. A technique used when selecting clusters of different sizes is called \_\_\_\_\_.

- a. Cluster sampling
- b. One-stage sampling
- c. Two-stage sampling
- d. Probability proportional to size or PPS

24. The process of drawing a sample from a population is known as \_\_\_\_\_.

- a. Sampling
- b. Census
- c. Survey research
- d. None of the above

25. It is recommended to use the whole population rather than a sample when the population size is of what size?

- a. 500 or less
- b. 100 or less
- c. 1000 or less
- d. you should always use a sample

26. Which of the following is not an example of a nonrandom sampling technique?

- a. Purposive
- b. Quota

- c. Convenience
- d. Cluster

27. Which of the following sampling methods is the best way to select a group of people for a study if you are interested in making statements about the larger population?

- a. Convenience sampling
- b. Quota sampling
- c. Purposive sampling
- d. Random sampling

28. \_\_\_\_\_ is a set of elements taken from a larger population according to certain rules.

- a. Sample
- b. Population
- c. Statistic
- d. Element

29. Determining the sample interval (represented by  $k$ ), randomly selecting a number between 1 and  $k$ , and including each  $k^{\text{th}}$  element in your sample are the steps for which form of sampling?

- a. Simple Random Sampling
- b. Stratified Random Sampling
- c. Systematic Sampling
- d. Cluster sampling

30. The nonrandom sampling type that involves selecting a convenience sample from a population with a specific set of characteristics for your research study is called \_\_\_\_\_.

- a. Convenience sampling
- b. Quota sampling
- c. Purposive sampling
- d. Snowball sampling

**Answers:**

- 1. d
- 2. c
- 3. b
- 4. b
- 5. d
- 6. e
- 7. e
- 8. c
- 9. d
- 10. a
- 11. c
- 12. d
- 13. b
- 14. d
- 15. d

- 16. a
- 17. b
- 18. c
- 19. c
- 20. b
- 21. a
- 22. b
- 23. d
- 24. a
- 25. b
- 26. d
- 27. d
- 28. a
- 29. c
- 30. c