

4. (10 points) Describe acquiescence bias. Give an example survey question or research question (different than any examples on this exam) that may have acquiescence bias. Explain why your example may lead to acquiescence bias.

5. Suppose University Dining Services administers a customer satisfaction survey to customers during lunch time, and offers them a coupon for a free dessert to be used at a future visit if they complete the survey.

(a) (10 points) Identify two potential sources of bias considering the sampling design. Describe how the survey could alternatively be administered to limit this source of bias.

(b) Suppose the dining services survey in the previous question ends with the following three questions:

- How would you rate the friendliness of the service you received?
Very Satisfied / Somewhat Satisfied / Somewhat Dissatisfied / Very Dissatisfied.
- How would you rate your satisfaction of Dining Services' costeffective and healthy lunch options?
Very Satisfied / Somewhat Satisfied / Somewhat Dissatisfied / Very Dissatisfied.
- How would you rate your overall dining experience?
Very Satisfied / Somewhat Satisfied / Somewhat Dissatisfied / Very Dissatisfied.

(10 points) Describe two (2) potential sources of bias evident in these questions. Describe how they can be fixed.

6. (10 points) Suppose you are conducting a survey research project. To incentivize people to participate and complete the survey, you provide a random drawing for one participant to win \$500. Describe why this may pose an ethical problem.

7. (10 points) Suppose you are conducting a survey research project to investigate whether UWL students of different races have different educational experiences. The university student body is approximately 89% white and 11% nonwhite. To ensure you have an adequate sample size to make a comparison, you decide to collect an equal number of white and nonwhite respondents. Describe why this research design may pose an ethical problem.

8. (10 points) What is an informed consent statement? Describe three essential components.