7. (a) Information where there is only a limited number of answers
(b) More than one answer or ranking or unlimited number of choices
(ii) (a) Stating preference of each choice in the list
(b) Specific questions with only one answer
(iii) (a) Information with more than one answer
(b) Ranking or answers that are not given
(iv) (a) Evaluating something or expressing an opinion about it
(b) Ranking, more than one answer, information other than a rating
8. (a) open, information (b) open, information
(c) open (d) closed, ranking
(e) open, information (f) closed, checklist
(g) open, ranking
10. (a) Rate the quality of cafeteria food at your school with a number from 1 to 5 (1 means horrible, 5 means great).
(b) Rank the following musical styles from most favourite (1) to least favourite (6): __ alternative __ folk __ hip hop __ pop __ jazz __ rock
(c) Check the activities that you would like to see offered at a school fundraiser. ❏ lucky draw ❏ drama ❏ singing contest ❏ magic show
12. (a) closed, information (b) open
(c) closed, ranking (d) closed, information
(e) open (f) closed, information

2.5 Exercises, page 113

1. (a) non-response (b) sampling
(c) response (d) sampling
2. (a), (b), and (c)
3. (a), (b), and (c)
4. Response bias. Have the company name blocked from Call Display. (Could also be considered non-response bias)
5. Which store did you visit? How much money did you spend?
6. Make each question have the option of being open. Provide a space for other:
9. Non-response: The alumnus may not reply. Household: Only 60% of associations provided lists, there might be misrepresentation.
10. (a) non-response, household
11. (a) (i) Response bias. Information about rising youth crime should not be given.
(ii) What do you feel should be the top enforcement priority for the local police force?
(b) (i) Response bias. Baseball, fastball, softball, and two-pitch are almost the same, so are ice hockey, shinny, and ball hockey.
(ii) Rank the following: __ baseball __ hockey __ cricket __ basketball __ lacrosse
(c) (i) Response bias. Scrumptious is larger than Bland; use of bold text
(ii) You should have ordered Scrumptious Really Good Decent Bland (same font size)
12. The entire questionnaire generates a response bias and should be rewritten (except Question 1).

2.6 Exercises, page 123

1. (a) Information about Thomas Engine trains
(b) Information on Gandalf found on members.tripod.com
Web sites
(c) Information on sharks but not related to hockey
(d) Sites in the .ca domain with words like Canada, Canadian, etc.
(e) Information on hot dogs or ketchup or mustard
(f) Sites about Slim Whitman or Slim Whitman

2. (a) A Web directory is a commercial service that provides keyword searches that link to sites. A search engine is a Web site that performs searches of the whole Internet.
(b) (i) Web directory
(ii) search engine
(iii) search engine
(iv) Web directory

3. (a) (Sale | Sell) & “CD burners”
(b) Stat* & software
(c) Literature +domain:ca
(d) “Your school” +domain:ca
(e) education +site:gov.on.ca
(f) download +“independent recording artist” +domain:ca

4. (a) “Ralph Waldo Emerson” +quotes
(b) “Mount Logan” +altitude OR height
(c) RCMP +history
(d) “Emily Carr” +site:canoe.ca
(e) “Toronto Blue Jays” + (“Montreal Expos”) + player +stat*
(f) drug* +illicit –heroin –coca...