EIS Quiz – Questions

1. Which one of the following statements <u>cannot</u> be considered as one of the characteristics of evaluation? (only one correct answer)
   a) Criteria must be determined before the evaluation process.
   b) Evaluation must be conducted based on systematically collected data.
   c) Evaluation can only be performed for information systems design
2. What are the elements of the "Deming cycle", which can be used to follow the necessary steps of the evaluation process? (only one correct answer)
   a) Perform - Transform - Deal - Check
   b) Plan - Do - Check - Act
   c) Try - Check - Change - Perform
3. Which of the following data collection methodologies/data sources are primarily used for evaluation? (only one correct answer)
   a) Content analysis
   b) Factual databases
   c) Data already collected previously, for a certain purpose
4. What might be a disadvantage when using secondary data for evaluation? (only one correct answer)
   a) Outdated data
   b) Using data, based on observation
   c) Preparing process of a valid questionnaire
5. Please fill in the blanks for the following statement about the type of evaluation depending on its purpose: (only one correct answer)
"………. provides information on what needs to be improved, as well as, whether an "activity" should be completed or continued"
   a) Formative evaluation
   b) Summative evaluation
   c) Pro-active evaluation
6. What is a perceived service quality? (only one correct answer)
   a) the manager's view of the demand for a new service
   b) the customer's assessment of the overall superiority or excellence of the service
   c) the system requirements formulated by the information system designer
7. Which of the following options suits best the improvement of the interface design of your open access repository? (only one correct answer)
   a) a user satisfaction questionnaire
   b) a usability test
   c) a cost-benefit analysis
8. Which objective measure will be most useful for deciding about the best time for the opening hours of the archive? (only one correct answer)
   a) the number of logs onto the archive's website
   b) the empirically acquired number of visitors at a particular time period
   c) the wishes of the users collected by questioning those who visited the archive
9. What can you evaluate by using the SERVQUAL tool? (only one correct answer)
   a) the amount of people using the service
   b) the user's perception of a given service
   c) the impact of the service on the quality of life of users
10. Which are possible evaluation objects for the contents of an information retrieval system (multiple answers possible)?
    a) the quality of the journal articles which are covered
    b) the search modes which are available
    c) the detail of the description of the covered journal articles (author names, affiliations, article title, abstract, publication year, …)

11. With regard to which dimensions can a retrieval system (software) be evaluated (multiple answers possible)?
    a) provided search functions
    b) available classification system
    c) usability
    d) provided sorting possibilities
12. Calculation of recall and precision

    The library of the Department of Information Studies consists of 10000 books.

    For your seminar paper you have to search for literature on information management.

    a) Your first trial was a title keyword search (TI = INFORMATION AND TI = MANAGEMENT) which resulted in 100 hits. After you have checked each single hit, you found out that 50 books of them were relevant. Since a friend of you works in the departmental library, you want to assure if you have found all relevant books. Therefore, you ask him how many information management books the library might possess. According to the estimate of your friend, there might be approximately 200 books on information management.

    Please calculate recall and precision for the title keyword search (only one correct answer).

    aa) Precision = 50%, Recall = 25 %
    ab) Precision = 60%, Recall = 20 %
    ac) Precision = 70%, Recall = 30 %

    b) Your friend gives you the advice to perform a subject search (each book is indexed with 2 to 3 descriptors which are selected from a pre-defined descriptor list and which describe the content of that book.) Since one of his main activities is the indexing of books, he recommends you to use the descriptor "information resources management": (SU = information resources management).

    This search resulted in 250 books out of which you found 150 relevant. What are the values for recall and precision for the second search? (only one correct answer)

    ba) Precision = 50%, Recall = 70 %
    bb) Precision = 60%, Recall = 75 %
    bc) Precision = 70%, Recall = 80 %

13. Why are the values for the recall for a title keyword search usually lower than for a subject search (multiple answers possible)?
    a) a title keyword search usually does not consider all synonyms
    b) the title keywords are only entered in the mother tongue of the searcher (though many publications are in foreign languages and their titles are not translated)
    c) a search term has different meanings (= homonym)
    d) search terms are only given in singular though they also appear in plural in the title
14. Why are the values for precision for a title keyword search usually lower than for a subject search? (only one correct answer)
    a) a title keyword search usually does not consider all synonyms
    b) the title keywords are only entered in the mother tongue of the searcher (though many publications are in foreign languages and their titles are not translated)
    c) a search term has different meanings (= homonym)
    d) search terms are only given in singular though they also appear in plural in the title
15. Why must the concept of recall be considered critically (multiple answers possible)?
    a) Usually it is not known how many relevant documents an information retrieval system consists of
    b) It assumes that each relevant document has the same degree of relevance to the searcher
    c) Relevance judgments are often not objective