

TV SURVEY PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. Which term describes a form of episodic drama focused on a case of the week and investigative procedures?**
 - A. Procedural
 - B. Seriality
 - C. Melodrama
 - D. Sitcom

- 2. What is the role of program-level weights in cross-program comparability?**
 - A. Program-level weights measure how many recalls viewers have.
 - B. Program-level weights adjust for differences in program popularity and sample representation so that comparisons across programs reflect actual audience distribution.
 - C. Program-level weights determine access control in privacy by design.
 - D. Program-level weights forecast future ratings.

- 3. What is unit nonresponse and how does it differ from item nonresponse?**
 - A. Unit nonresponse occurs when a selected unit does not participate at all; item nonresponse occurs when a respondent answers some questions but not others.
 - B. Unit nonresponse occurs when a respondent answers all questions; item nonresponse is when they skip the survey.
 - C. Unit nonresponse occurs only in households; item nonresponse only in individuals.
 - D. Unit nonresponse refers to incomplete diaries.

- 4. Which statement best defines validity?**
 - A. Validity means the data collection is fast.
 - B. Validity means the instrument measures what it intends to measure.
 - C. Validity means the results are always accurate.
 - D. Validity means the survey has no errors.

- 5. What is the comprehensive document outlining the core concept, characters, and world-building used as a reference for writers and producers?**
 - A. Show Bible
 - B. Pitch Deck
 - C. Treatment
 - D. Style Guide

- 6. Which term describes the practice of watching multiple episodes or an entire season in one sitting?**
- A. Time shifting
 - B. Binge watching
 - C. Interiority
 - D. Narrative spectacle
- 7. Which character from a famous crime drama is murdered at the end of a season for being an informant?**
- A. Big Pussy
 - B. Tony Soprano
 - C. Christopher Moltisanti
 - D. Silvio Dante
- 8. Define the diary method used in TV surveys and identify its primary bias.**
- A. It asks respondents to watch and report in real time with perfect accuracy.
 - B. Diaries record viewing over a period and are prone to recall error, incomplete logs, and social desirability bias.
 - C. It uses device logs that may misrecord viewing when the device is turned off.
 - D. It uses experimental manipulations to assign viewing patterns.
- 9. Which data-processing steps are typical in a TV survey project?**
- A. Editing responses, coding open-ended items, imputing missing values, assigning program codes, correcting time stamps, and preparing datasets for weighting and analysis.
 - B. Deleting all incomplete responses.
 - C. Replacing data with random numbers.
 - D. Skipping data cleaning to save time.
- 10. If Reach is 60% and Frequency is 3, what is the GRP?**
- A. 120
 - B. 180
 - C. 1.8
 - D. 0.6

Answers

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1. A
2. B
3. D
4. B
5. A
6. B
7. A
8. B
9. A
10. B

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Explanations

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1. Which term describes a form of episodic drama focused on a case of the week and investigative procedures?

- A. Procedural**
- B. Seriality
- C. Melodrama
- D. Sitcom

At the heart of this description is a storytelling approach where each episode centers on a single case that is introduced, investigated, and resolved within that installment. The focus is on the investigative process—gathering evidence, following procedures, and using logical steps to reach a conclusion. That emphasis on case-driven investigation and a self-contained resolve is what defines a procedural. This differs from serial shows, which unfold ongoing storylines across many episodes and require viewers to follow long-term character arcs. It also contrasts with melodrama, where the emphasis is on heightened emotions, moral conflicts, and dramatic personal stakes rather than procedural problem-solving. And it isn't a sitcom, which centers on humor and everyday interactions among a recurring cast rather than a procedural investigation. So the term that best fits a form of episodic drama focused on a case of the week and investigative procedures is procedural.

2. What is the role of program-level weights in cross-program comparability?

- A. Program-level weights measure how many recalls viewers have.
- B. Program-level weights adjust for differences in program popularity and sample representation so that comparisons across programs reflect actual audience distribution.**
- C. Program-level weights determine access control in privacy by design.
- D. Program-level weights forecast future ratings.

Program-level weights are used to align survey data so that comparisons across different TV programs reflect how many people actually watch each program. They adjust for two main things: how popular a program is and how well the sample represents the viewer population. Without weights, a highly popular program or one with more respondents could dominate the comparison just because of its size, not because it's truly different in audience behavior. Applying weights scales each respondent's contribution so that the aggregate data match the real distribution of viewers across programs. This makes estimates of audience size, recall, and other metrics across programs comparable and meaningful. It also helps account for the sampling design and uneven response rates, so smaller but important audiences aren't misrepresented. The other ideas don't fit this purpose: recalling measures a different aspect of response, privacy access control isn't about comparing programs, and forecasting ratings is about predicting the future rather than adjusting current cross-program comparability.

3. What is unit nonresponse and how does it differ from item nonresponse?

- A. Unit nonresponse occurs when a selected unit does not participate at all; item nonresponse occurs when a respondent answers some questions but not others.
- B. Unit nonresponse occurs when a respondent answers all questions; item nonresponse is when they skip the survey.
- C. Unit nonresponse occurs only in households; item nonresponse only in individuals.
- D. Unit nonresponse refers to incomplete diaries.**

Unit nonresponse means the selected unit does not participate at all, so there is no data from that unit. Item nonresponse means the unit or respondent participates but some questions are left unanswered, giving partial data. This distinction matters because you would handle a nonparticipating unit with follow-up, weighting, or other adjustments to account for its absence, whereas with item nonresponse you can use methods to address missing values on the questions that were answered, such as imputation or modeling missingness. The idea that unit nonresponse only happens in households and item nonresponse only in individuals isn't accurate—nonresponse can occur at different levels depending on the study, and item nonresponse can occur for any responding unit. Incomplete diaries fit the idea of item nonresponse, since they reflect missing entries within a participating unit rather than a unit that failed to participate at all.

4. Which statement best defines validity?

- A. Validity means the data collection is fast.
- B. Validity means the instrument measures what it intends to measure.**
- C. Validity means the results are always accurate.
- D. Validity means the survey has no errors.

Validity is about whether the measurement actually reflects the thing you intend to assess. In other words, a valid instrument captures the true concept you're trying to measure, so the scores map onto that construct rather than something else. For example, if you want to measure satisfaction with an online course, the questions should reflect aspects of satisfaction (contentment with the course, engagement, perceived value), not unrelated factors like how quickly someone completed the module or their general mood that day. That's why the statement that best defines validity is the one saying the instrument measures what it intends to measure. The other ideas miss the point: speed of data collection doesn't determine validity; results being always accurate isn't required for validity and can be false even with a valid measure; and having no errors is unrealistic—validity concerns whether you're capturing the right construct, not guaranteeing flaw-free data. Reliability (consistency) can matter, but a measure can be reliable yet not valid if it's not actually assessing the intended concept.

5. What is the comprehensive document outlining the core concept, characters, and world-building used as a reference for writers and producers?

A. Show Bible

B. Pitch Deck

C. Treatment

D. Style Guide

The main idea here is a reference document that captures the show's central premise, all the main characters, and the rules and details of the imagined world. This is known as a show bible. It acts as the single source of truth for writers and producers, keeping story details, character motivations, settings, canon events, and the tone consistent across episodes and seasons. It usually includes the premise, character bios, world-building rules, lore, timelines, and example story arcs, all organized so anyone on the team can understand how the world works and what belongs in it. Other options serve different purposes. A pitch deck is used to pitch the concept to executives and tends to be visual and high-level rather than a full world-building guide. A treatment outlines the story and key beats but doesn't typically compile the complete world-building details. A style guide focuses on visual and production standards—things like fonts, color palettes, wardrobe, and shot language—rather than establishing the full canon of the world. So the comprehensive reference for writers and producers is the show bible.

6. Which term describes the practice of watching multiple episodes or an entire season in one sitting?

A. Time shifting

B. Binge watching

C. Interiority

D. Narrative spectacle

Binge watching describes the practice of watching multiple episodes or an entire season in one sitting. This term captures the behavior created by streaming platforms and auto-play features that make it easy to continue from one episode to the next without a break. Time shifting, in contrast, is about viewing content later than its original broadcast time, not about the length of a single viewing session. The other terms relate to storytelling or presentation rather than viewing habits—interiority focuses on characters' inner thoughts, and narrative spectacle refers to dramatic or visual showiness. So the best fit for the described behavior is binge watching.

7. Which character from a famous crime drama is murdered at the end of a season for being an informant?

A. Big Pussy

B. Tony Soprano

C. Christopher Moltisanti

D. Silvio Dante

Big Pussy Bonpensiero epitomizes the moment when loyalty clashes with betrayal in a crime-drama world. He's a trusted associate who is revealed to be working as an FBI informant, and that discovery seals his fate because the crew must eliminate the threat to their operations and secrecy. The end of that season marks a turning point where Tony and the others decide that a traitor cannot be tolerated, no matter how long they've known him. The other characters don't fit this specific scenario. Tony Soprano remains alive and in charge, Christopher Moltisanti's death isn't tied to being an informant, and Silvio Dante's arc doesn't conclude with him being murdered for informant status. So the character who fits the description precisely is Big Pussy.

8. Define the diary method used in TV surveys and identify its primary bias.

- A. It asks respondents to watch and report in real time with perfect accuracy.
- B. Diaries record viewing over a period and are prone to recall error, incomplete logs, and social desirability bias.**
- C. It uses device logs that may misrecord viewing when the device is turned off.
- D. It uses experimental manipulations to assign viewing patterns.

The diary method asks people to keep a log of what they watched over a set period, recording programs, channels, and times as they occur. The primary bias is inaccuracies from memory and logging: recall error means entries are forgotten or approximated, diaries can be incomplete if entries are missed, and social desirability bias can lead respondents to alter what they report to look better or more socially acceptable. These factors can distort the true viewing patterns. The other descriptions refer to different measurement approaches—real-time reporting with perfect accuracy, device logs that miss data when a device is off, and experimental manipulation—none of which capture the diary-style self-reporting method.

9. Which data-processing steps are typical in a TV survey project?

- A. Editing responses, coding open-ended items, imputing missing values, assigning program codes, correcting time stamps, and preparing datasets for weighting and analysis.**
- B. Deleting all incomplete responses.
- C. Replacing data with random numbers.
- D. Skipping data cleaning to save time.

In TV survey data processing, the emphasis is on cleaning, organizing, and readying data for analysis. Editing responses helps catch inconsistencies or errors, ensuring data quality. Coding open-ended items converts free-text answers into structured categories so they can be analyzed statistically. Imputing missing values addresses gaps in the data so analyses don't lose cases or become biased. Assigning program codes maps each response to the appropriate instrument and program context, keeping the dataset consistent. Correcting time stamps ensures accurate timing information, which can be important for sequencing and timing analyses. Finally, preparing datasets for weighting and analysis makes the data ready to produce representative results, accounting for survey design. These steps are standard because they collectively transform messy raw responses into clean, analyzable data, preserving information and enabling valid conclusions. Skipping cleaning, deleting incomplete responses, replacing data with random numbers, or skipping data processing would undermine data quality and accuracy, which is why they aren't typical practices.

10. If Reach is 60% and Frequency is 3, what is the GRP?

- A. 120
- B. 180**
- C. 1.8
- D. 0.6

Gross Rating Points show total exposure by combining how many people you reach with how often they see the message. Reach is the percentage of the target audience exposed at least once, and frequency is the average number of exposures per person. Multiply them: $60\% \times 3 = 180$. So the GRP is 180. (If you used the decimal form of reach, 0.60×3 would be 1.8, which is a different way of expressing ratings, but GRPs are conventionally reported as 180.)

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://tvsurvey.examzify.com>

We wish you the very best on your exam journey. You've got this!

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