**Chapter 10 Multiple Choice Questions**

1. What three primary factors influence users’ expectations and attitudes regarding response time?
	1. Previous experiences, individual personality differences, and task differences
	2. Skill level, previous experience, and task differences
	3. Individual personality differences, skill level, and type of hardware
	4. Previous experience, user goals, and skill level
2. Which statement is not true about user response time?
	1. Users generally prefer shorter response times.
	2. Longer response times (> 15 seconds) are disruptive.
	3. Shorter response time leads to longer user think time.
	4. A faster pace may increase productivity, but it may also increase error rates.
3. Which statement is not true about short-term, long-term, and working memory?
	1. People have limited capacities for absorbing information.
	2. People store short “chunks” of information in short-term memory.
	3. People use short-term memory in conjunction with working memory for processing information and for problem solving.
	4. Long-term memory processes perceptual input, whereas working memory is used to generate and implement solutions.
4. Under what conditions might a *slower* response rate might be more desirable?
	1. A slower response rate is never more desirable. Users demand speed.
	2. When increasing user think time can lead to better processing of information and fewer errors.
	3. For software developers working on collaborative projects.
	4. When web display variables cannot be controlled.
5. An example of response time choke is \_\_\_\_\_\_\_\_\_\_\_\_\_.
	1. When network installers implement a response-time mechanism by which they could slow down the system when the load was light.
	2. When interface designers maximize the response time of a system that must adapt to different user requirements.
	3. When a home user with a dial-up modem gets frustrated with the slow response time
	4. Users assess their download and upload speeds with web tools.
6. Ways a designer can reduce user frustration include all of the following except:
	1. Increase server capacity, network speed, and network reliability.
	2. Improve user training, online help, and online tutorials.
	3. Redesign instructions and error messages.
	4. Design for expert users first, not for universal usability.
7. What is the effect of modest (small) variations in response time (plus or minus 50% of the mean)?
	1. They have just as big of a negative effect on performance as long delays.
	2. They appear to be tolerable and to have little effect on performance.
	3. Frustration emerges only if response is unusually short.
	4. Users do not respond at all to variations in response time.
8. Well-designed web sites often download \_\_\_\_\_\_\_\_\_\_.
	1. Slowly, to improve accuracy.
	2. Critical information first.
	3. Critical information last.
	4. Eliminate the use of graphics in order to speed information delivery.
9. For repetitive tasks, users prefer and will work more rapidly with \_\_\_\_\_\_\_\_\_\_.
	1. Variable response times
	2. Longer response times
	3. Shorter response times
	4. Linear productivity
10. For complex problems, users will \_\_\_\_\_\_\_\_\_\_\_.
	1. Typically perform well even as response time grows, as they can use the delays to plan ahead.
	2. Be annoyed by delays of more than a few tenths of a second.
	3. Be deeply concerned with trust, credibility, and privacy.
	4. Pick up the pace of the interface and may fail to fully comprehend the presented material.
11. Automaticity is \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
	1. Conscious control of information processing.
	2. Automatic and involuntary information processing, occurring without conscious control.
	3. Computer automation of information processing.
	4. When a user performs a complex sequence of actions with a heavy cognitive load.
12. The three initial strategies that can reduce user frustration are \_\_\_\_\_\_\_\_\_\_\_\_\_.
	1. Reduce long-term memory load, provide only very simple interfaces, and decrease automaticity.
	2. Reduce short-term and working memory load, provide information-abundant interfaces, and increase automaticity.
	3. Increase short-term and working memory load, provide information-abundant interfaces, and decrease automaticity.
	4. Increase response times for simple tasks, increase short-term memory load only, increase automaticity.
13. Error rates at shorter response times increase with \_\_\_\_\_\_\_\_\_\_\_.
	1. Users’ frustration levels.
	2. The number of tasks to be accomplished.
	3. Users’ ability levels.
	4. The cognitive complexity of the tasks.
14. Which of the following is not true of users?
	1. Novices may exhibit better performance with somewhat slower response times.
	2. Novices prefer to work at speeds slower than those chosen by knowledgeable, frequent users.
	3. When there is little penalty for an error, users prefer to work more slowly.
	4. If users have experienced rapid performance previously, they will expect and demand it in future situations.
15. The size of a chunk of information a person can hold in short-term memory depends on \_\_\_\_\_\_\_\_\_.
	1. Their familiarity with the material (knowledge and experience).
	2. Their long-term memory
	3. Their natural cognitive abilities
	4. Their age and gender.