New Society (Canadian) 8th edition Brym Test Bank

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TRUE/FALSE

1 : There is very little difference between the subject matter of the natural and the social sciences.
A : true
B : false

Correct Answer : B

2 : Questioning lies at the heart of research.
A : true
B : false

Correct Answer : A

3 : A hallmark of science is its creativity.
A : true
B : false

Correct Answer : A

4 : Correlation is the same thing as causation.
A : true
B : false

Correct Answer : B

5 : Spuriousness happens when a researcher makes a correct inference about the causal relations between variables.
A : true
B : false

Correct Answer : B

6 : Random-digit-dialing procedures for telephone survey research will allow for accessing households with unlisted telephone numbers.
A : true
B : false

Correct Answer : A

7 : Using the Internet for a survey collection of data from the general population is problematic since it is next to impossible to establish a sampling frame, which then creates problems of external validity.
A : true
B : false

Correct Answer : A

8 : Measuring people’s attitudes is a good way to study their behaviour.
A : true
B : false

Correct Answer : B

9 : A middle-aged female who was being surveyed in a shopping mall gave her age as 38, when it was actually 46. This is an example of the problem of social desirability in surveys.
A : true
B : false

Correct Answer : A

10 : In Canada, the long-form census is mandatory.
A : true
B : false

Correct Answer : B

11 : In survey research, do not assume that the people you interview understand what you are asking.
A : true
B : false

Correct Answer : A

12 : According to Weber, the aim of participant observation research is to investigate the world view of those being studied.
A : true
B : false

Correct Answer : A

13 : Sound social research is required to design effective policy solutions that benefit all people.
A : true
B : false

Correct Answer : A

14 : The method of participant observation typically employs random samples of individuals or groups.
A : true
B : false

Correct Answer : B

15 : In analyzing a contingency table, it is more useful to compare raw numbers than standardized percentage figures.
A : true
B : false

Correct Answer : B

SHORT RESPONSE

16 : Define and provide examples of spurious relationships.

Correct Answer : Correlation does not prove causation; a third variable causes both; number of fire trucks and cost of fire damage correlated with size of fire.

17 : What are explanation and understanding, and why are they important in the social sciences?

Correct Answer : Account of the causal logic that shows why and how variables influence each other; ability to provide an authentic and valid definition of a situation; humans are an object of knowledge different from atoms and molecules; their actions are meaningful.

18 : What is the basic logic of experimentation in science? Why don't social scientists use experiments as often as natural scientists?

Correct Answer : Experiments enable the isolation of causes; random assignment of subjects into control and experimental groups; intervening independent variable; measurement of differences; not a lot of social processes amenable to experimentation.

19 : What is the Hawthorne effect? Can you describe a personal experience of yours in which reactivity became an issue?

Correct Answer : People who participate in a study may be influenced by the process of being studied. Changes in our behaviour may occur when a person unknown to us joins our company of friends.

20 : What social research method would you use to study pothead (marijuana smoking) culture, and why?

Correct Answer : Participant observation, interpretive understanding, meaning of social action, small survey, cluster of methods to refine understanding.

21 : Briefly explain the scientific meaning of objectivity, and why it is important for research.

Correct Answer : Objectivity—the attempt to minimize the effect of personal bias on research results (idea of impartiality)—is an ideal enhanced by the work of a single researcher being subject to peer review of other researchers. Total objectivity/impartiality in any research is a myth.

22 : What is a self-administered questionnaire and when would a researcher opt to use one?

Correct Answer : Method of collecting information—people record their own answers to preconstructed questions—can systematically compare question answers from a large sample of people in order to generalize results to the larger population from which the sample was drawn.

23 : What is an experiment, and why are they so very rarely conducted by sociologists?

Correct Answer : An experiment is a controlled test of the causal effects of a particular variable (set of variables) on a dependent (outcome) variable; many social processes of interest to sociologists do not tend to lend themselves to experimentation/ethical and practical problems of using experiments.

24 : What is randomization and why is it required in research?

Correct Answer : Random assignment lies at the heart of experimental design—assignment of people to an experimental condition, solely on the basis of chance allows for researchers to eliminate other variables that could influence the results.

MULTIPLE CHOICE

25 : A natural scientist can study fossil remains of long-dead animals, or examine the botanical composition of plants. How is social science significantly different from natural science?
A : Social research has added complexity because people interpret their own behaviour.
B : The scientific method means that natural science is not falsifiable.
C : The scientific method of systematic observation does not apply equally to both fields.
D : Social science is a completely subjective science.

Correct Answer : A

26 : After observing little girls at play, a researcher concluded that those girls wearing dresses acted in a more feminine manner. However, in reality, some of the girls wearing pants acted similarly. What may have influenced the researcher's erroneous finding?
A : participant observation
B : objective definition of femininity
C : sociological practices
D : observer bias

Correct Answer : D

27 : David was 12-years-old when he watched the continuous media coverage of the 9/11 terrorist attacks in New York. Since that time he has gone out of his way to not associate with people that are of Middle Eastern descent, asserting that "they can't be trusted." What type of reasoning has David used to draw this conclusion?
A : theoretical
B : observational
C : deductive
D : inductive

Correct Answer : D

28 : Which basic methodological research consideration might a black sociologist studying prejudice and discrimination have to be particularly careful to keep in mind, as a researcher and a member of an ethnic minority?
A : temptation to engage in fraud
B : processes that produce knowledge
C : required objectivity
D : method of collecting data

Correct Answer : C

29 : As a sociologist, I decide to study the social phenomenon of suicide; I am not value-free in choosing this topic, as I had a cousin who took his own life. What will I have to be mindful of when conducting my research?
A : randomization

B : confounding
C : validity
D : objectivity

Correct Answer : D

30 : Fatima meets with an immigrant woman without legal status to discuss a potential research project. The immigrant talks about her daily life and how she works without being identified by the authorities. However, Fatima is frustrated to hear how the immigrant was able to come to this country without going through the legal procedures that Fatima's parents had to go through. According to the text, why should Fatima NOT study this immigrant?
A : The immigrant may be identified and deported.
B : Fatima lacks objectivity.
C : The immigrant may disclose information harmful to other immigrants.
D : Fatima may reveal insights into her life.

Correct Answer : B

31 : Theresa has studied the social life of chimpanzees for 10 years. She claims that chimpanzees are antisocial with other mammals, based on her observations in the wild. However, another researcher argues that this statement cannot be made. Which argument is the basis of the second researcher's claim?
A : presumption of similarity
B : socialization factor
C : problem of induction
D : problem with observation in an uncontrolled environment

Correct Answer : C

32 : There is an old saying that sailors recite: "Red sky at night, sailors' delight; red sky in the morning, sailors' warning." However, meteorological observations lead to the conclusion that there is no correlation between the appearance of the sky, in either the evening or the morning, and either rough or calm seas. In this case, as Karl Popper has suggested, what can one conclude about observations versus theories?
A : Observations are irrelevant, as theories are already considered proven.
B : Observations provide good evidence of a bad theory.
C : Observations are less important than evidence supporting a theory.
D : Observations are more important than evidence supporting a theory.

Correct Answer : D

33 : According to the text, what is science?
A : a producer of irrefutable facts
B : an inquiry driven by one's bias
C : an enemy of superstition
D : a method of collecting facts

Correct Answer : D

34 : Tessa (a chemistry major) and Samantha (a sociology major) are roommates and one evening when studying for their midterms, Tessa asserted that sociologists don't "do" science. Samantha disagreed, saying that sociologists do science, but with one major difference. What is the primary difference that Samantha would cite?

A : Sociologists do not follow a prescribed method for researching.
B : Sociologists have to consider the meaningful action that underlies data collection
C : Chemistry is based on subjectivity and sociology is based on objectivity.
D : Chemistry is based on absolute truth and sociology is based on contextual truth.

Correct Answer : B

35 : Which assertion best explains the concept of falsification in science?
A : Scientists have to be able to prove their claims.
B : Unobservable ideas are useless for science.
C : Scientific claims must be testable and refutable.
D : Scientific theories are proven beyond falsification.

Correct Answer : C

36 : What is the most important difference between social science and natural science?
A : Social science tends to use controlled experiments and natural science does not.
B : Social science studies meaningful action and natural science does not.
C : Social science is subjective and natural science is objective.
D : Social science uses soft data and natural science uses hard data.

Correct Answer : B

37 : What is a necessary criterion for a scientific hypothesis?
A : It must meet the test of significance.
B : It must be based on knowledge.
C : It must be falsifiable.
D : It must meet the test of induction.

Correct Answer : C

38 : Over time, scientists made systematic observations of the heavens and concluded the earth was not at the centre of the solar system. Eventually, even the Catholic Church could no longer support the belief that the Earth was at the centre of everything. Which term best describes this process?
A : paradigm shift
B : bias resistance
C : meaning creation
D : Newtonian physics

Correct Answer : A

39 : Which statement best describes research that concludes there is a link between phases of the moon and crime rates?
A : It is causal evidence.
B : It is merely descriptive.
C : It is a spurious result.
D : It is a full explanation.

Correct Answer : B

40 : Robert had just purchased a Volkswagen Beetle, and when he went to the insurance company was told he would have to pay higher premiums because it was red in colour. When

asked to explain, the insurance agent said the company had accident history data that demonstrated red cars were involved in three times as many accidents. Robert analyzed the data and found that the red cars were predominantly high-speed sports cars. When he pointed this out, the insurance company readdressed its pricing policy. What did Robert discover?
A : a causal relationship
B : a spurious relationship
C : an a priori relationship
D : a nonspurious relationship

Correct Answer : B

41 : Raoul had returned home after a semester at university and was excitedly talking about the experiential learning component in one class, and the small group discussions and projects of another. His grandfather interjected, “Back in my day, the professor lectured, and we took notes and then studied like crazy to memorize the right answers for the tests.” Which concept explains the difference between Raoul’s and his grandfather’s experience?
A : divergent thinking
B : paradigm shift
C : mutation of educational practice
D : lowering educational standards

Correct Answer : B

42 : Janice walks out on her boyfriend after a six-year relationship. What topic must be studied in order to understand her motivation for this action?
A : the events the day before
B : Janice’s future plans
C : the history of the relationship
D : the relationships in which Janice interacts

Correct Answer : D

43 : Jason had slept in, and after a hurried shower was rushing out the door to school when his mother stopped him and told him to wear a hat to cover his wet hair. Jason asked why and his mother replied, “It’s cold outside and if you don’t, you’ll catch a cold.” What was Jason’s mother implying?
A : a fixed variation between having a shower and needing to wear a hat
B : a spurious relationship between sleeping in and developing a cold
C : a causal relationship between wet hair in the cold and being sick with a cold
D : a negative correlation between wearing a hat and having wet hair

Correct Answer : C

44 : Scientists can conclusively declare solar flares and the resulting radiation knocks out satellite transmissions. What can ultimately be said about these two events?
A : They are correlated.
B : They are both related.
C : They are both associated.
D : They are causally connected.

Correct Answer : D

45 : What must exist for a scientific explanation to be judged adequate?

A : statistical significance
B : causal mechanisms
C : representative samples
D : nonrecursive sequencing

Correct Answer : B

46 : Erving Goffman's work on the insane asylum revealed insights about mental patients. Which method of understanding was that work based on?
A : the definition of the situation
B : taking the role of the other
C : how to proceed with the activity
D : what is defined as real is real in its consequences

Correct Answer : A

47 : After reading the newspaper article reporting the standardized testing scores of various schools throughout the city, Sam asserted that the teachers in school A should all be fired because of the low results. Darlene asked Sam if he ever considered that school A was located in the poorest section of the city with one of the highest proportions of English as Second Language students. What was Darlene arguing?
A : explanatory pluralism
B : multiple causation
C : randomization of causality
D : incomprehensible causation

Correct Answer : B

48 : What is required for a full appreciation of a social activity?
A : objectivity and subjectivity
B : understanding and correlation
C : value neutrality and bias
D : explanation and understanding

Correct Answer : D

49 : Elisa has 1000 participants over the age of 21 for a research project on urban lifestyles, providing people in one group with a car, and another group with public transit passes. What procedure is best for selecting who will be in the group given a car?
A : select by age
B : select by residential area
C : select by education level
D : flip a coin

Correct Answer : D

50 : What is the best scientific methodology for a scientist to use to isolate a cause?
A : experiment
B : survey
C : field research
D : observation studies

Correct Answer : A

51 : What kind of research should a social scientist use to clearly establish the causal relationship between two variables?
A : experimental research
B : direct observation
C : correlational research
D : ethnographic research

Correct Answer : A

52 : In what kind of study do researchers attempt to closely control the research environment?
A : the field experiment
B : participant observation
C : survey research
D : experimental research

Correct Answer : D

53 : A social scientist conducts research on expectations and performance. He sets up two scenarios: one where a group does a task without any intervention and a second one where a different group is given the same task, but told to expect that the task will be difficult. The results are then measured. What kind of research has been conducted?
A : survey research
B : experimental research
C : observation studies
D : field research

Correct Answer : B

54 : In studying how ethnicity influences social interaction, Foschi and Buchan were careful to assign their subjects to each of the experimental conditions. Which process did they use?
A : experimenter experience
B : subject interviews
C : random-digit-dialling
D : random assignment

Correct Answer : D

55 : A researcher was interested in the influence of music on job motivation. One group was assigned to hear music while working and the other group would not hear music while working. To determine which test subject would go into which group, she flipped a coin. What term is given to this process of assignment?
A : establishing a control group
B : randomization
C : random sampling
D : establishing controls

Correct Answer : B

56 : If a person's sex is said to affect his or her income, then what kind of variable is sex?
A : independent
B : control
C : dependent

D : effective

Correct Answer : A

57 : The professor was curious if a five percent bonus mark would influence students to submit their term essays on time. Half the students were offered the bonus mark for on-time submission, the other half were not offered any bonus marks. What kind of variable is the bonus mark incentive?
A : independent
B : randomized
C : dependent
D : control

Correct Answer : A

58 : What does the term external validity mean in relation to experimental research?
A : verification of results by outside parties
B : consistency of measurement
C : generalizing results to a larger population
D : accuracy of measurement

Correct Answer : C

59 : Students who work at part-time jobs get lower grades than those who do not work. In methodological terms, what kind of variable are students' grades?
A : mediating
B : independent
C : dependent
D : confounding

Correct Answer : C

60 : We must be cautious in generalizing the results of laboratory experiments to nonlaboratory situations. Which concept best explains the extent to which experimental findings remain valid in nonlaboratory situations?
A : external validity
B : face validity
C : internal validity
D : empirical validity

Correct Answer : A

61 : What is external validity?
A : It is the accuracy of external measures.
B : It is validity established outside the experimental design.
C : It is the generalizability of research findings.
D : It is research assessments made by peer reviewers.

Correct Answer : C

62 : A researcher conducts a very carefully designed experiment on the relationship between time spent viewing violent video games and the incidence of violent behaviour. The researcher then generalizes these results to the broader gaming community. If the research accurately

reflects behaviours in the broader gaming community, then what can be said about this experiment?
A : It has spurious results.
B : It has external validity.
C : It has sampling.
D : It has internal validity.

Correct Answer : B

63 : In a study of the health of 16-year-old runaways in Toronto, the researcher examined housing, employment, and education. In this research, what is the independent variable?
A : age
B : housing
C : employment
D : health

Correct Answer : A

64 : Heidi observed children playing in a controlled setting, limiting toys and adult interaction. When the findings were compared with children studied playing in their homes, many findings were the same. As a result, what can first experiment be said to have?
A : control
B : similar independent variables
C : external validity
D : social interaction

Correct Answer : C

65 : When does the Hawthorne effect occur?
A : when subjects try to conceal their reactions to the experimental conditions
B : when subjects of an experiment are not aware they are being studied
C : when subjects do not react to the experimental conditions they experience
D : when subjects' behaviours are because of their awareness of being studied

Correct Answer : D

66 : Which technique is often employed by social scientists to eliminate the problem of external validity associated with experiments?
A : participant observation
B : personal interviews
C : the survey technique
D : the field experiment

Correct Answer : D

67 : Who bears the primary ethical responsibility in university-based academic research?
A : funding agencies
B : ethics boards
C : researchers
D : subjects

Correct Answer : C

68 : An experimenter sets up a situation to observe people's behaviour when they are subjected to certain variables that she is testing. However, she begins to suspect that her presence alone is changing the behaviour of the subjects. What is this phenomenon called?
A : self-monitoring
B : Hawthorne effect
C : self-consciousness
D : experiment anxiety

Correct Answer : B

69 : Research in online chat rooms is challenging. Even if researchers announce that they have logged in, someone logging in later might not be aware of their presence. This is an important research issue. What does it pertain to?
A : technology
B : ethics
C : research intent
D : research outcomes

Correct Answer : B

70 : Pavel explained his research to a potential participant. He told her that he wanted to study the influence of a specific government policy on household finances in order to understand purchasing decisions in the family. Pavel was required to give this much detail. What is Pavel trying to obtain?
A : financial records
B : government approval
C : informed consent
D : data

Correct Answer : C

71 : Which statement best explains what is meant when a researcher talks about the validity of things being measured?
A : The measurements have been used successfully in other studies.
B : The research instrument measures what it is supposed to.
C : Re-using the measurements repeatedly produces the same results.
D : Other variables in the research are affecting the measured results.

Correct Answer : B

72 : Which term refers to obtaining consistent results with the same measure?
A : multiple causation
B : reliability
C : experimenter presence
D : validity

Correct Answer : B

73 : Jodi and Paula were discussing their research proposals and Jodi asked Paula what form of data collection activity she was going to undertake. Paula answered, "The primary one of social science research." What is Paula going to use in her research project?
A : social survey
B : field study

C : ethnographic study
D : experiment

Correct Answer : A

74 : When are measurements in research considered reliable?
A : when they are correlated
B : when they are consistent or repeatable
C : when they measure what they were supposed to measure
D : when they are accurate and relevant

Correct Answer : B

75 : As an honours sociology student, you spend considerable time preparing a survey questionnaire on the use of Internet porn sites. What is your biggest concern about conducting survey research?
A : Surveys are expensive and time consuming.
B : You want accuracy and truthfulness in the responses.
C : The results are only as good as the questions.
D : You fear having difficulty getting people to participate.

Correct Answer : B

76 : What kind of research is Statistics Canada's national census?
A : ethnographic research
B : experiment
C : survey research
D : field study

Correct Answer : C

77 : What is random-digit-sampling?
A : choosing subjects selectively from a sampling frame
B : dividing a population into equal and representative samples
C : procedures for producing experimental conditions
D : telephone procedures for establishing random samples

Correct Answer : D

78 : In survey research, what is a sampling frame?
A : a final list of individuals who will actually take part in the study
B : a list from which the sample is selected
C : a population to which the results will be generalized
D : a list of individuals who will not take part in the study

Correct Answer : B

79 : What do survey researchers often ask in order to randomly select members of a household?
A : Who is the oldest?
B : Who was the most recent person to arrive home?
C : What is your favourite number?
D : Who had the most recent birthday?

Correct Answer : D

80 : Having studied Stanley Milgram's experiments on obedience to authority, which were conducted in the early 1960s, Thomas wanted to see if people were still as willing to obey authority. Using the same methodology, Thomas conducted his experiments and found that the average obedience rates were remarkably similar. What can be said about Milgram's original experimental results?
A : They show causation.
B : They have confidence.
C : They have verifiability.
D : They have reliability.

Correct Answer : D

81 : There are 500 000 farmers affected by a new federal policy. A subset of 1000 farmers will be used to examine the effect on all of the farmers. Within sociological research, which label is given to the 500 000 farmers?
A : sampling frame
B : social group
C : professional community
D : sociological sample

Correct Answer : A

82 : You conduct a survey with a large introductory class of sociology students, but you want to sample only 30 percent of them. When passing out the survey, you need to make sure that each person in the class has an equal chance of being selected to complete it. What kind of sample have you selected?
A : multivariate
B : cross-sectional
C : random
D : multistage

Correct Answer : C

83 : Kamal told the researcher he believes children should exercise every day, using the example of playing in the park. However, during that week, Kamal took his child to the park only three times. This example shows the potential for discrepancy between which of the following?
A : exercise and play
B : attitudes and behaviours
C : ideas and opinions
D : private and public

Correct Answer : B

84 : Carly believes that, contrary to the stereotype of silent men and chatty women, men chat as often—if not more—as women do when they're eating. For four months, Carly eats her lunch in the university cafeteria, recording the talking time of males and females in couples and in groups during their food breaks. What type of study is Carly conducting?
A : observational
B : participant observation
C : objective analytical

D : group experimental

Correct Answer : A

85 : A graduate sociology student proposes a thesis on pool hustlers. A major part of his methodology is to hang out in pool halls, and as a reasonably good pool player he will play games and allow himself to be hustled, and he will use his skill to set up hustles himself. What kind of research is he conducting?
A : participant observation
B : social observation
C : unethical observation
D : primary observation

Correct Answer : A

86 : Julio went shopping with Lei to see she what she bought on a weekly basis. However, the five bags of chips and two containers of ice cream contradicted Lei's claim that her family eats only healthy food. When asked about the food, she replied "a little treat now and then doesn't hurt anyone." Which methodology identified this contradiction between the conversation and the shopping experience?
A : interview
B : measurements
C : participant observation
D : hypothesis

Correct Answer : C

87 : Which research method places the most emphasis on understanding the members of a group from their own point of view?
A : unobtrusive measurement
B : participant observation
C : survey research
D : experiment

Correct Answer : B

88 : Tony is doing research on alcoholism and the effects it has on individuals and their families. Which of the following would Tony NOT use in his ethnographic study?
A : reports on provincial alcohol sales
B : interviews with alcoholics
C : personal interviews with wives and husbands of alcoholics
D : attending AA meetings with alcoholics

Correct Answer : A

89 : As part of a research project, Carmen attended the birthday party of a child. When the cake was served, Carmen was asked to teach everyone the "Happy Birthday Song" in English. After the cake, presents were opened, including the gift from Carmen. What part of this event was problematic for Carmen's research?
A : Carmen's presence influenced events at the party.
B : Teaching the English song distracted Carmen from other observations.
C : Carmen should not have attended the child's party.
D : Carmen should not have given a gift to a research participant's family member.

Correct Answer : A

90 : Which sociological concept is associated with the “member test of validity,” a method for reducing the problems in participant observation bias?
A : Hawthorne effect
B : ethnocentrism
C : creating meaning
D : unobtrusive measures

Correct Answer : A

91 : Which form of sociological research uses the idea of a “member test of validity” is a way of reducing personal bias?
A : surveys
B : experiments
C : historical analysis
D : ethnographies

Correct Answer : D

92 : A researcher engages in a participant observation study of skateboarders. In order to verify his observations, he asks questions of his informants, checking his perceptions of the situation, and verifying his impressions and conclusions. What is the researcher doing?
A : member test validity
B : reliability testing
C : ensuring generalizability
D : random minimization

Correct Answer : A

93 : Which method did Scarce’s ethnographic account of salmon, biology, and the social construction of nature rely on the most?
A : surveys
B : participant observation
C : interviews
D : experiments

Correct Answer : C

94 : Tammy was extremely interested in exploring the connection between morality and the level of integration of people within a society. Whose writings should she be using in her research paper?
A : Max Weber
B : Auguste Comte
C : Émile Durkheim
D : Karl Marx

Correct Answer : C

95 : Which form of sociological research is exemplified in Max Weber’s work linking capitalism and Protestantism?
A : documentary analysis

B : historical methods
C : ethnographic study
D : survey research

Correct Answer : B

96 : A sociologist who owns a Harley-Davidson bike starts hanging out with a biker gang. In addition to the hanging out, he informally conducts interviews with the members, and supplements his research with official statistics and police reports. Then he publishes a book on his work that gives an in-depth insider's look at the structure and process of gang life, contrasted with the official information. His work both confirms some aspects of official data, and explodes some myths about biker gangs. What kind of research is this?
A : an experimental research project
B : a survey research project
C : an ethnographic research project
D : an academic writing project

Correct Answer : C

97 : When discussing her research project on family violence, Serena says that she will use official police statistics and data from Statistics Canada as her main source of data. Tom pointed out to her that she may have a problem with validity of her findings. Why would Tom say this?
A : Official statistics are less reliable for social research than for the natural sciences.
B : Official statistics are collected by bureaucrats who often find results that support their interests.
C : Official statistics do not meet the criteria of falsifiability.
D : Statistics are problematic since they are not objective factors on which everyone agrees.

Correct Answer : D

98 : What is often the basis of criticism aimed at social research that uses official statistics as its main source of data?
A : data collection
B : ethical integrity
C : its reliability
D : its validity

Correct Answer : D

99 : Paul was conducting research into the causal linkages between age, income, education level attained, and intimate partner abuse. What type of statistical analysis would Paul conduct?
A : linear regression
B : multiple regression
C : contingency tables
D : descriptive statistics breakdown

Correct Answer : B

100 : A survey of 1000 people was done, asking opinions about today's education system. In his report, the researcher talked about the percentage of respondents who felt strongly about each topic. What was the researcher trying to do by using the percentages?
A : not deal with 1000 different opinions
B : discuss flaws in the education system

C : highlight topics of relevance
D : standardize the data

Correct Answer : D

101 : According to research outlined in the text, which statement best describes the relationship between education, income, and gender?
A : Data suggest the effect of education on income for men and women is about the same.
B : Data support the contention that schooling is a spurious variable.
C : There may be a causal link between education and gender income differentials.
D : There is no causal link between education and gender income differentials.

Correct Answer : C

102 : Making unconscious mistakes in classifying or selecting observations is now commonly discussed as being a danger to good methodological procedure. What term denotes this practice?
A : selective data manipulation
B : observer bias
C : researcher prejudice
D : unconscious discrimination

Correct Answer : B

103 : According to the text, which of the following is an example of a purpose for sociological investigation?
A : to manipulate social structures
B : to simply learn more
C : to better the human condition
D : to maximize profits

Correct Answer : C

104 : By imagining yourself in the role of another, you come to appreciate someone else's point of view. This process is called "taking the role of the other." Whose work made use of this process?
A : Max Weber
B : George Herbert Mead
C : Erving Goffman
D : Gregor Mendel

Correct Answer : C

105 : Donna was studying her research data and said to fellow researcher Carl that she believed she had discovered a causal relationship. What would Carl expect Donna to provide as support for her assertion?
A : that Donna's data included a single observation of an event that followed another and appears to be causally connected
B : that Donna's theoretical explanations were based on time-honoured beliefs about what causes what
C : that two variables in Donna's data had occurred simultaneously without any impact from other causes
D : that two variables in Donna's data were associated sequentially and nonspuriously, and she could explain how the causation would happen

Correct Answer : D

106 : According to the text, ethnography contains written results. What are these about?
A : participant observation
B : a survey
C : environmental behaviour
D : an experiment

Correct Answer : A

107 : How is ethnography best defined?
A : It is the reification of the characteristics of multiethnic societies.
B : It is the examination of the textual histories of various ethnic groups.
C : It is the detailed description of a particular culture or way of life.
D : It is the only analysis of the oral culture of an ethnic group.

Correct Answer : C

108 : Which statement best defines randomization?
A : It is the assigning of subjects to experimental conditions on the basis of chance.
B : It is the selecting of stories for use in content analysis.
C : It is the process of selecting samples for survey research.
D : It is the selective assigning of subjects to experiments on the basis of purpose.

Correct Answer : A

109 : A researcher wants to measure the effect of one variable upon another. What is the term for the effect being measured?
A : causal variable
B : effect variable
C : independent variable
D : dependent variable

Correct Answer : D

110 : Which situation is an accurate depiction of the Hawthorne effect?
A : Many of the professors did not respond to the survey that they had received from the registrar's office.
B : Several toddlers did not cooperate with the researcher throughout the study of childhood aggression.
C : Students in the statistics class paid more attention than usual to the professor during an experiment.
D : The college president provided an overly optimistic report of his school in an interview.

Correct Answer : C

111 : A group of researchers were conducting a study of management—employee relationships in the workplace. Julie and her co-workers noticed that they were given increased attention and recognition by their boss when the researchers were in the office. What term can be used to describe this phenomenon?
A : Hawthorne effect
B : observation bias
C : confounding correlation
D : Social Impression effect

Correct Answer : A

112 : Renae has finished her participant observation study and is now ready to analyze the data. Which method is she most likely to use?
A : observational analysis
B : computer analysis
C : quantitative analysis
D : qualitative analysis

Correct Answer : D

113 : What is the procedure used in experiments to assign test subjects to experimental conditions on the basis of chance?
A : sampling
B : randomization
C : accidental assignment
D : indiscriminate sorting

Correct Answer : B

114 : In research, what term is used to refer to the accuracy or relevancy of measurement in relation to the theoretical concept that it is supposed to measure?
A : reliability
B : internal consistency
C : validity
D : randomization

Correct Answer : C

ESSAY

115 : Using your own examples, demonstrate how science differs from other forms of knowledge.

Correct Answer : Responses will vary.

116 : Write a proposal for a sociological research experiment.

Correct Answer : Responses will vary.

117 : Summarize the basic principles of the logic of experimentation. Use an example to demonstrate the relationship between independent and dependent variables.

Correct Answer : Responses will vary.

118 : Describe some of the difficulties that social scientists face when doing survey research.

Correct Answer : Responses will vary.

119 : Explain why and how social scientists use official statistics.

Correct Answer : Responses will vary.

120 : For many students, the mere mention of research methods provokes a cringing reaction. What was your outlook on the subject matter prior to studying this chapter? What have you learned that you can apply when reading newspaper articles and other reports of research findings? How does understanding the various methods of research help you to acquire a deeper understanding of the social world you live in?

Correct Answer : Responses will vary.

121 : Imagine that you have been asked to conduct a research study on Internet porn website usage of university students. What research method(s) would you use and why? Discuss both the advantages and disadvantages of your selected research method(s), incorporating material from the text.

Correct Answer : Responses will vary.

122 : Many organizations are now using the Internet and creating pools of respondents who are willing to answer polls and surveys online. Quite often, these people are rewarded with cash or gifts for their participation. Does this make you wonder about bias in polling and survey research? Why and/or why not? Have you ever participated in an online survey? If so, please elaborate.

Correct Answer : Responses will vary.

123 : In June 2010 the federal government announced that the long-form census was no longer mandatory despite protests from all sectors of society and testimony from the country's two most senior statisticians, who claimed that the voluntary census would result in "useless" data. Explain how a non-mandatory census would result in flawed data.

Correct Answer : Responses will vary.