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Chapter 2 Research Methods

Multiple Choice

1. 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.

ANS: a
PTS: 1
REF: Introduction
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-01

2. 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

ANS: d
PTS: 1
REF: Introduction
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-02

3. 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

ANS: d
PTS: 1
REF: Introduction
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-03

4. Which methodological technique lies at the heart of experimental design?
a. randomization
b. external validity
c. generalizability
d. objectivity

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ANS: a
PTS: 1
REF: Introduction
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-04

5. 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. observer bias
c. validity
d. objectivity

ANS: d
PTS: 1
REF: Introduction
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-05

6. 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.

ANS: b
PTS: 1
REF: Introduction
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-06

7. 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. problem of deduction
c. problem of induction
d. problem with observation in an uncontrolled environment

ANS: c
PTS: 1
REF: Introduction
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-07

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8. 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.

ANS: d
PTS: 1
REF: Introduction
TYPE: Multiple Choice
KEY: Bloom’s Higher Order
ID: 02-08

9. 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

ANS: d
PTS: 1
REF: Introduction
TYPE: Multiple Choice
KEY: Bloom’s Remember
ID: 02-09

10. 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 must 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.

ANS: b
PTS: 1
REF: Introduction
TYPE: Multiple Choice
KEY: Bloom’s Higher Order
ID: 02-10

11. Which assertion best explains the concept of falsification in science?

a. Scientists must 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.

ANS: c
PTS: 1

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REF: Introduction
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-11

12. 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.

ANS: b
PTS: 1
REF: Introduction
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-12

13. 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.

ANS: c
PTS: 1
REF: Introduction
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-13

14. 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. falsification

ANS: a
PTS: 1
REF: Introduction
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-14

15. 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. researcher reflexivity
    b. observer bias
    c. researcher prejudice
    d. unconscious discrimination

ANS: b

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PTS: 1
REF: Introduction
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-15

16. 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. conjecture
d. lowering educational standards

ANS: b
PTS: 1
REF: Introduction
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-16

17. Which statement best describes research that concludes there is a link between phases of the moon and crime rates?

a. It is causal.
b. It is merely descriptive.
c. It is spurious.
d. It is testable.

ANS: b
PTS: 1
REF: Methods of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-17

18. 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. a hypothetical relationship
d. a nonspurious relationship

ANS: b
PTS: 1
REF: Methods of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-18

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19. Which data collection technique do qualitative researchers use most?
a. participant observation
b. content analysis
c. interviews
d. photography
ANS: c
PTS: 1
REF: Methods of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-19

20. 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
ANS: c
PTS: 1
REF: Methods of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-20

21. 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.
ANS: d
PTS: 1
REF: Methods of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-21

22. What must exist for a scientific explanation to be judged adequate?
a. statistical significance
b. causal mechanisms
c. representative samples
d. nonrecursive sequencing
ANS: b
PTS: 1
REF: Methods of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-22

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23. 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 psychiatrists
c. how to proceed with the activity
d. what is defined as real is real in its consequences

ANS: a
PTS: 1
REF: Methods of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-23

24. 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

ANS: b
PTS: 1
REF: Methods of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-24

25. 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

ANS: d
PTS: 1
REF: Methods of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-25

26. 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

ANS: b
PTS: 1

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REF: Methods of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-26

27. 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
ANS: c
PTS: 1
REF: Methods of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-27

28. 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
ANS: d
PTS: 1
REF: Methods of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-28

29. According to the text, ethnography contains written results. What are these results based on?
a. participant observation
b. survey data
c. environmental behaviour
d. experiment results
ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-29

30. How is ethnography best defined?
a. It is the reification of the characteristics of multiethnic societies.

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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.

ANS: c
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-30

31. 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.

ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-31

32. 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

ANS: d
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-32

33. 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.

ANS: c
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-33

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34. 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

ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-34

35. 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

ANS: b
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-35

36. 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

ANS: c
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-36

37. 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

ANS: d
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order

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ID: 02-37

38. What is the best scientific methodology for a scientist to use to isolate a cause?
    a. experiment
    b. survey
    c. field research
    d. participant observation

ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-38

39. What kind of research should a social scientist use to clearly establish the causal relationship between two variables?
    a. experimental research
    b. participant observation
    c. correlational research
    d. ethnographic research

ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-39

40. 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

ANS: d
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-40

41. 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

ANS: b
PTS: 1
REF: Techniques of Social Research

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TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-41

42. 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
ANS: d
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-42

43. 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
ANS: b
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-43

44. 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
ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-44

45. 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

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d. control

ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-45

46. 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

ANS: c
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-46

47. 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. control
b. independent
c. dependent
d. confounding

ANS: c
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-47

48. 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. objective validity
c. internal validity
d. empirical validity

ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-48

49. What is external validity?

a. It is the accuracy of external measures.
b. It is validity established outside the experimental design.

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c. It is the generalizability of research findings.
d. It is research assessments made by peer reviewers.

ANS: c
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-49

50. 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 is not falsifiable.
d. It has internal validity.

ANS: b
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-50

51. 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

ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-51

52. 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 the first experiment be said to have?

a. internal validity
b. similar independent variables
c. external validity
d. social interaction

ANS: c
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-52

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53. 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

ANS: d
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-53

54. 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. content analysis
    d. the field experiment

ANS: d
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-54

55. Who bears the primary ethical responsibility in university-based academic research?
    a. funding agencies
    b. university ethics boards
    c. researchers
    d. research subjects

ANS: c
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-55

56. 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

ANS: b
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-56

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57. 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

ANS: c
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-57

58. 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.

ANS: b
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-58

59. Which term refers to obtaining consistent results with the same measure?

a. multiple causation
b. reliability
c. experimenter presence
d. validity

ANS: b
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-59

60. 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

ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice

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KEY: Bloom's Higher Order
ID: 02-60

61. 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
ANS: b
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-61

62. 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.
ANS: b
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-62

63. What kind of research is Statistics Canada's national census?
a. ethnographic research
b. experiment
c. survey research
d. field study
ANS: c
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-63

64. 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.
ANS: d
PTS: 1

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REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-67

65. 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 the farmers. Within sociological research, which label is given to the 500 000 farmers?

a. representative sample
b. social actors
c. purposeful sample
d. sociological sample

ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-68

66. 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

ANS: c
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-69

67. 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. opinion and fact
d. private and public

ANS: b
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-70

68. 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

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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. content analysis
c. survey research
d. experimental

ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-71

69. 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. experimental observation

ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-72

70. 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. content analysis
c. participant observation
d. hypothesis

ANS: c
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-73

71. 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

ANS: b
PTS: 1
REF: Techniques of Social Research

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TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-74

72. 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

ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-75

73. 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.

ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-76

74. 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. ethics
c. meaningful action
d. unobtrusive measures

ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-77

75. Which form of sociological research uses the idea of a "member test of validity" is a way of reducing personal bias?

a. survey
b. experiment
c. content analysis

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d. ethnography

ANS: d
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-78

76. 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

ANS: a
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-79

77. Which method did Scarce's ethnographic account of salmon, biology, and the social construction of nature rely on the most?

a. surveys
b. observation
c. interviews
d. experiments

ANS: b
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-80

78. 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

ANS: c
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-81

79. Which form of sociological research is exemplified in Max Weber's work linking capitalism and Protestantism?

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a. documentary analysis
b. historical methods
c. ethnographic study
d. interviews

ANS: b
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-82

80. 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. experimental research
b. historical research
c. ethnographic research
d. interview-based research

ANS: c
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-83

81. 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.

ANS: d
PTS: 1
REF: Techniques of Social Research
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-84

82. 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. generalizability
d. validity

ANS: d
PTS: 1
REF: Techniques of Social Research

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TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-85

83. 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

ANS: d
PTS: 1
REF: The Analysis of Numerical Data
TYPE: Multiple Choice
KEY: Bloom's Higher Order
ID: 02-87

84. 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.

ANS: c
PTS: 1
REF: The Analysis of Numerical Data
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-88

85. 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 satisfy a curiosity

ANS: c
PTS: 1
REF: The Future of Social Science Research
TYPE: Multiple Choice
KEY: Bloom's Remember
ID: 02-89

True/False

86. There is very little difference between the subject matter of the natural and the social sciences.

ANS: False
PTS: 1
REF: Introduction
TYPE: True / False

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ID: 02-90

87. Researcher subjectivity is present in all natural and social science projects.

ANS: True
PTS: 1
REF: Introduction
TYPE: True / False
ID: 02-91

88. A hallmark of science is its creativity.

ANS: True
PTS: 1
REF: Introduction
TYPE: True / False
ID: 02-92

89. Correlation is the same thing as causation.

ANS: False
PTS: 1
REF: Methods of Social Research
TYPE: True / False
ID: 02-93

90. Spuriousness happens when a researcher makes a correct inference about the causal relations between variables.

ANS: False
PTS: 1
REF: Methods of Social Research
TYPE: True / False
ID: 02-94

91. Measuring people's attitudes is a good way to study their behaviour.

ANS: False
PTS: 1
REF: Techniques of Social Research
TYPE: True / False
ID: 02-97

92. Interviews are a good method for understanding people's meaningful action.

ANS: True
PTS: 1

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REF: Techniques of Social Research
TYPE: True / False
ID: 02-98

93. In Canada, the long-form census is mandatory.

ANS: False
PTS: 1
REF: Techniques of Social Research
TYPE: True / False
ID: 02-99

94. Research ethics boards exist to ensure that research participants' welfare is protected.

ANS: True
PTS: 1
REF: Techniques of Social Research
TYPE: True / False
ID: 02-100

95. According to Weber, the aim of participant observation research is to investigate the worldview of those being studied.

ANS: True
PTS: 1
REF: Techniques of Social Research
TYPE: True / False
ID: 02-101

96. The primary focus of ethnographic studies is to identify and summarize general social patterns.

ANS: False
PTS: 1
REF: Techniques of Social Research
TYPE: True / False
ID: 02-102

97. Interview-based studies sample participants by relying on purposeful selection.

ANS: True
PTS: 1
REF: The Analysis of Numerical Data
TYPE: True / False
ID: 02-103

98. Sound social research is required to design effective policy solutions that benefit all people.

ANS: True
PTS: 1

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REF: The Future of Social Research
TYPE: True / False
ID: 02-104

Short Answer

99. What are explanation and understanding, and why are they important in the social sciences?
ANS: 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.
PTS: 1
REF: Introduction
TYPE: Subjective Short Answer
ID: 02-105

100. Briefly explain the scientific meaning of objectivity, and why it is important for research.
ANS: 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.
PTS: 1
REF: Introduction
TYPE: Subjective Short Answer
ID: 02-106

101. How do qualitative and quantitative studies differ in terms of their primary focus?
ANS: Qualitative scholars aim to understand context and interpret the meaning people attach to social situations. Quantitative scholars aim to understand causal relationships and generalize across large populations.
PTS: 1
REF: Methods of Social Research
TYPE: Subjective Short Answer
ID: 02-107

102. What is the basic logic of experimentation in science? Why don't social scientists use experiments as often as natural scientists?
ANS: 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.
PTS: 1
REF: Techniques of Social Research
TYPE: Subjective Short Answer
ID: 02-108

103. What is the Hawthorne effect? Can you describe a personal experience of yours in which reactivity became an issue?
ANS: 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.
PTS: 1
REF: Techniques of Social Research
TYPE: Subjective Short Answer

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ID: 02-109

104. What social research method would you use to study cannabis culture, and why?
ANS: Participant observation and/or interviews are fitting qualitative methods that would allow the researcher to understand the context and people's interpretations of cannabis culture.
PTS: 1
REF: Techniques of Social Research
TYPE: Subjective Short Answer
ID: 02-110

105. What role or position does an ethnographic researcher take in relation to the field and research subjects?
ANS: Ethnographers immerse themselves in the field and directly interact with the people they are studying.
PTS: 1
REF: Techniques of Social Research
TYPE: Subjective Short Answer
ID: 02-111

106. What is an experiment, and why are they so very rarely conducted by sociologists?
ANS: 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.
PTS: 1
REF: Techniques of Social Research
TYPE: Subjective Short Answer
ID: 02-112

107. What is randomization and why is it required in research?
ANS: 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.
PTS: 1
REF: Techniques of Social Research
TYPE: Subjective Short Answer
ID: 02-113

Essay

108. Using your own examples, demonstrate how science differs from other forms of knowledge.
ANS: Responses will vary.
PTS: 1
REF: Introduction
TYPE: Essay
ID: 02-114

109. Discuss the merits of research ethics boards.
ANS: Responses will vary.
PTS: 1

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REF: Methods of Social Research
TYPE: Essay
ID: 02-115

110. 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?
ANS: Responses will vary.
PTS: 1
REF: Methods of Social Research | Techniques of Social Research
TYPE: Essay
ID: 02-116

111. 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.
ANS: Responses will vary.
PTS: 1
REF: Methods of Social Research | Techniques of Social Research
TYPE: Essay
ID: 02-117

112. 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.
ANS: Responses will vary.
PTS: 1
REF: Methods of Social Research | Techniques of Social Research
TYPE: Essay
ID: 02-118

113. What is the major difference between quantitative and qualitative research, and in what ways does each support each other?
ANS: Responses will vary.
PTS: 1
REF: Methods of Social Research
TYPE: Essay
ID: 02-119

114. Describe some of the difficulties that social scientists face when doing survey research.
ANS: Responses will vary.
PTS: 1
REF: Techniques of Social Research
TYPE: Essay
ID: 02-120

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115. Explain why and how social scientists use representative sampling.
ANS: Responses will vary.
PTS: 1
REF: Techniques of Social Research
TYPE: Essay
ID: 02-121

116. Explain why and how social scientists use purposeful sampling.
ANS: Responses will vary.
PTS: 1
REF: Techniques of Social Research
TYPE: Essay
ID: 02-122

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