# *Discover Sociology 5th edition Eglitis Test Bank*

SKU: 9781071839782-TEST-BANK

# Chapter 2: Discover Sociological Research

# Test Bank

## Multiple Choice

1. The process of gathering empirical (scientific and specific) data, creating theories, and rigorously testing theories is known as _____.
a. the sociological method
b. the scientific method
c. data collection
d. theoretical reasoning
Ans: B
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Answer Location: Sociology and Common Sense
Difficulty Level: Easy

2. _____ reasoning starts from general information and theories that are then reduced to more specific and testable hypotheses.
a. Deductive
b. Inductive
c. Empirical
d. Subjective
Ans: A
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Answer Location: Sociology and Common Sense
Difficulty Level: Easy

3. Which type of reasoning starts from specific information and uses that information to identify larger patterns from which to generalize?
a. quantitative
b. inductive
c. deductive
d. qualitative
Ans: B
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Answer Location: Sociology and Common Sense
Difficulty Level: Easy

Discover Sociology 5th edition Eglitis Test Bank

4. Which of the following is an example of deductive reasoning?
a. Hailey got a higher grade than Sarah, Sarah got a higher grade than Adam, and therefore Hailey got a higher grade than Adam.
b. The apples in the bowl are red, therefore all apples are red.
c. The candies pulled out of the bag are all green, therefore all candies in the bag are green.
d. Nathan is Hispanic and his neighbor his Hispanic, therefore the whole neighborhood is Hispanic.
Ans: A
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Application
Answer Location: Sociology and Common Sense
Difficulty Level: Hard

5. Which of the following is an idea about society, derived from theory, which can be disproved when tested against observation?
a. common wisdom
b. common knowledge
c. a hypothesis
d. a variable
Ans: C
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Answer Location: Sociology and Common Sense
Difficulty Level: Easy

6. When using deductive reasoning, it is important to break the broad theories down by using specific and testable _____.
a. variables
b. populations
c. hypotheses
d. observations
Ans: C
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

7. A researcher watches a debate on television and hypothesizes about the personality traits of each candidate based on their behaviors. What is the researcher using to generate the hypothesis?
a. inductive reasoning

Discover Sociology 5th edition Eglitis Test Bank

b. deductive reasoning
c. quantitative analysis
d. common wisdom
Ans: A
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Analysis
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

8. Which of the following is characterized by data that can be converted into numbers?
a. qualitative research
b. empirical research
c. quantitative research
d. inductive research
Ans: C
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Answer Location: Sociology and Common Sense
Difficulty Level: Easy

9. Which of the following is the best example of quantitative research?
a. forty in-depth interviews with residents of a suburban neighborhood
b. field observations of people interacting and dancing in a nightclub
c. content analysis of meme images on a popular blogging website
d. two thousand survey questionnaires that measure respondents' drug use habits
Ans: D
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Application
Answer Location: Sociology and Common Sense
Difficulty Level: Hard

10. Which of the following is the best example of quantitative research?
a. a research project that involves in-depth interviews with a select sample
b. a research project that relies on focus groups, participant and nonparticipant observation, interviews, content analysis, and archival research
c. a research project that is based on surveys of a representative sample of the population
d. a research project that involves market research and phone interviews
Ans: C
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Application
Answer Location: Sociology and Common Sense

Discover Sociology 5th edition Eglitis Test Bank

Difficulty Level: Hard

11. Which of the following is true of qualitative research?
a. Data are quantified or converted into numbers.
b. It is often conducted through large-scale surveys.
c. It generates in-depth knowledge of social life, institutions, and processes.
d. It generally involves large sample sizes.
Ans: C
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

12. A researcher wants to study self-esteem among teenage boys. How would the researcher most likely conduct qualitative research?
a. have male teenagers rate their level of self-esteem on a scale from 1 to 6
b. survey male teenagers to assess how many have positive self-esteem
c. conduct a few case studies and gain in-depth answers from each male teenager
d. review records from previous studies
Ans: C
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Application
Answer Location: Sociology and Common Sense
Difficulty Level: Hard

13. _____ provide explanations to the how and why of scientific observation.
a. Concepts
b. Variables
c. Scientific methods
d. Scientific theories
Ans: D
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Research and the Scientific Method
Difficulty Level: Easy

14. Which of the following is a characteristic of a good scientific theory?
a. It is varied and unpredictable.
b. It can be proven with no limitations.
c. It is not testable in other circumstances.
d. It could possibly be revised.
Ans: D

Discover Sociology 5th edition Eglitis Test Bank

Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Research and the Scientific Method
Difficulty Level: Medium

15. Ideas that summarize a set of phenomena are known as which of the following?
a. theories
b. concepts
c. hypotheses
d. methods
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Research and the Scientific Method
Difficulty Level: Easy

16. What is an operational definition?
a. It describes a concept in such a way that it can be observed and measured.
b. It is regarded as a flawed definition.
c. It is a definition that includes quantities.
d. It is a definition that involves circular reasoning.
Ans: A
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Research and the Scientific Method
Difficulty Level: Easy

17. Which of the following would be considered a quantitative variable?
a. employment status
b. occupation
c. job title
d. annual salary
Ans: D
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Relationships Between Variables
Difficulty Level: Hard

18. What is the name for variables that have a subjective element?
a. deductive
b. qualitative
c. inductive

Discover Sociology 5th edition Eglitis Test Bank

d. quantitative
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Relationships Between Variables
Difficulty Level: Medium

19. Which of the following would be considered a qualitative variable?
a. the respondent's religious affiliation
b. the number of times the respondent goes to church each month
c. the amount of money the respondent donates to his or her church
d. the number of hours spent volunteering for a church
Ans: A
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Relationships Between Variables
Difficulty Level: Hard

20. What is the name for the degree in which two or more variables are associated with one another?
a. causation
b. correlation
c. deduction
d. relation
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Relationships Between Variables
Difficulty Level: Easy

21. Correlations are calculated in what type of studies?
a. quantitative studies
b. qualitative studies
c. ethnographic studies
d. case studies
Ans: A
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Analysis
Answer Location: Relationships Between Variables
Difficulty Level: Medium

Discover Sociology 5th edition Eglitis Test Bank

22. When the relationship between two variables is explained by a third, unmeasured factor, it is referred to as what type of relationship?
a. causal
b. statistical
c. spurious
d. correlated
Ans: C
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Relationships Between Variables
Difficulty Level: Easy

23. Which of the following is the best name for a variable that directly leads to changes in another variable?
a. generalizable variable
b. dependent variable
c. spurious variable
d. causal variable
Ans: D
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Relationships Between Variables
Difficulty Level: Medium

24. A researcher finds that as a respondent's income increases, the monthly spending of the respondent also increases. This is an example of which of the following?
a. a positive correlation
b. a positive causation
c. a negative correlation
d. a spurious relationship
Ans: A
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Testing Theories and Hypotheses
Difficulty Level: Hard

25. A study finds that when fast food restaurants move into a neighborhood, the average weight of residents increases. Which of the following represents the best conclusion of this study?
a. There is a positive correlation between fast food restaurants and weight gain.
b. There is a negative correlation between fast food restaurants and weight gain.
c. There is a spurious relationship between fast food restaurants and weight gain.

Discover Sociology 5th edition Eglitis Test Bank

d. There is a negative causal relationship between fast food restaurants and weight gain.
Ans: A
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Testing Theories and Hypotheses
Difficulty Level: Hard

26. A study finds that the more years someone has spent driving, the number of accidents they are involved in decreases. This is an example of which of the following?
a. a negative causation
b. a negative correlation
c. a positive correlation
d. a spurious relationship
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Testing Theories and Hypotheses
Difficulty Level: Hard

27. The results of a research study indicate that the more people exercise, the faster they lose weight. This best represents which of the following?
a. a positive correlation
b. a negative correlation
c. a quantitative analysis
d. a qualitative analysis
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Testing Theories and Hypotheses
Difficulty Level: Hard

28. Good theories are constructed in a way that makes it logically possible to prove them wrong. This idea is best known as which concept?
a. a spurious relationship
b. a negative correlation
c. the principle of falsification
d. the principle of validity
Ans: C
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Testing Theories and Hypotheses

Discover Sociology 5th edition Eglitis Test Bank

Difficulty Level: Medium

29. When concepts and measurement are valid, they are considered _____.
a. spurious
b. accurate
c. biased
d. falsifiable
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Validity and Reliability
Difficulty Level: Easy

30. Which of the following represents the best example of reliability?
a. The major funder of a study is not allowed to be part of the research process because it is considered a conflict of interest.
b. A study conducted in 2019 has different results than a similar study conducted by another researcher in 2005.
c. The hypothesis of one study is tested by two different researchers, and they reach the same conclusion.
d. A study is revisited every 10 years, and different researchers have different findings each time.
Ans: C
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Validity and Reliability
Difficulty Level: Hard

31. Which of the following is the best example of how bias is introduced into a study?
a. Respondents tell the truth to prevent stigma or embarrassment.
b. The researcher creates a complete operational definition.
c. The sample size is representative of the population.
d. The researcher is studying marijuana legislation and supports decriminalization.
Ans: D
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Validity and Reliability
Difficulty Level: Hard

32. The use of inappropriate measurement instruments can introduce _____ into the results.
a. dependent variables
b. bias

Discover Sociology 5th edition Eglitis Test Bank

c. validity
d. stratified sampling
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Validity and Reliability
Difficulty Level: Easy

33. A researcher is conducting a study on illegal drug use among people recently paroled from prison. How might bias be introduced into this study?
a. clearly defining who paroled individuals are
b. selecting individuals from a specific socioeconomic status
c. including individuals who have and have not reported drug use since they were paroled
d. asking parolees about their current employment status
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Analysis
Answer Location: Validity and Reliability
Difficulty Level: Medium

34. Harriet, a 24-year-old White woman, is conducting a 5-hour in-depth interview with Bereket, a 68-year-old Ethiopian man, about his experience of moving to the United States 40 years ago. Which of the following would impact the validity of this study?
a. Harriet could take several breaks during the interview.
b. Bereket could refuse to answer some questions.
c. Harriet could identify areas she does not understand.
d. Bereket could misunderstand a question and give an answer based on this misunderstanding.
Ans: D
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Validity and Reliability
Difficulty Level: Hard

35. A study wants to test for intelligence and asks questions about hobbies and athleticism. What is the major concern with this study?
a. a lack of reliability
b. a lack of validity
c. a lack of correlation
d. a lack of ethics
Ans: B

Discover Sociology 5th edition Eglitis Test Bank

Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Validity and Reliability
Difficulty Level: Hard

36. During a focus group, the researchers ask the participants about their social class. Instead of answering truthfully, some participants state that they are middle class because they perceive that the interviewer is also middle class. Which concept best describes this phenomenon?
a. falsification bias
b. social desirability bias
c. stereotype bias
d. discrimination bias
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Validity and Reliability
Difficulty Level: Hard

37. Researchers must be willing to accept that the data they collect might contradict their most passionate beliefs. Which concept does this statement best reflect?
a. reliability
b. validity
c. objectivity
d. falsifiability
Ans: C
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Analysis
Answer Location: Objectivity in Scientific Research
Difficulty Level: Medium

38. The repetition of a previous study in a different setting to verify or refute the original findings is referred to as _____.
a. verification
b. replication
c. validation
d. reliability
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Objectivity in Scientific Research
Difficulty Level: Easy

Discover Sociology 5th edition Eglitis Test Bank

39. For a study to be _____, other researchers should conduct their studies in the same manner as the original study.
a. bias-free
b. quantitative
c. stratified
d. replicated
Ans: D
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Objectivity in Scientific Research
Difficulty Level: Medium

40. Which of the following best characterizes a study with value neutrality?
a. The researcher focuses solely on the information that is in accordance with the hypothesis.
b. The researcher acknowledges biases and takes steps to prevent these from influencing results.
c. The researcher doesn't address the limitations of the study.
d. The results of the study are consistent with the researcher's beliefs.
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Analysis
Answer Location: Objectivity in Scientific Research
Difficulty Level: Medium

41. Which of the following variables best represents a qualitative variable?
a. crime rates
b. frequency of drug use
c. years of education
d. gender
Ans: D
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Doing Sociological Research
Difficulty Level: Hard

42. To avoid bias in survey research, sociologists utilize what type of sampling?
a. fixed sampling
b. random sampling
c. convenience sampling
d. snowball sampling
Ans: B

Discover Sociology 5th edition Eglitis Test Bank

Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them
Cognitive Domain: Knowledge
Answer Location: Survey Research
Difficulty Level: Easy

43. Which of the following best represents random sampling?
a. A researcher asks for volunteers to participate in a study and pays each volunteer $25.
b. A researcher is upfront about the goal of the study while talking with the research participants.
c. A researcher writes the names of his students on an individual piece of paper, puts these in a hat and, while blindfolded, takes five pieces of paper out of the hat and those will be his respondents.
d. A researcher goes to the campus library and asks the people at the front desk if they want to fill out a questionnaire.
Ans: C
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Sociological Research Methods
Difficulty Level: Hard

44. What is the main characteristic of a random sample?
a. The study includes everyone who wants to be included.
b. Everyone has an equal chance to be included in the study.
c. The study also includes a few friends of the participants.
d. The study also includes immediate relatives of the participants.
Ans: B
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them
Cognitive Domain: Comprehension
Answer Location: Survey Research
Difficulty Level: Medium

45. A social desirability bias is what kind of bias?
a. sample bias
b. gender bias
c. racial/ethnic bias
d. response bias
Ans: D
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them
Cognitive Domain: Knowledge
Answer Location: Survey Research
Difficulty Level: Easy

Discover Sociology 5th edition Eglitis Test Bank

46. A major think tank wants to publish a report about the attitudes of Americans regarding increasing the federal minimum wage. Which of the following would be the most appropriate research method?
a. a survey of 2,500 men and women
b. in-depth interviews with 50 men and women
c. an ethnographic study of minimum wage workers
d. an analysis of congressional debates on increasing the minimum wage
Ans: A
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Survey Research
Difficulty Level: Hard

47. Which of the following is a characteristic of surveys?
a. They are limited to in-person interviews.
b. They can consist of open-ended or closed-ended questions.
c. They must include every member of the population of interest to be accurate.
d. They can only be distributed to a small number of people.
Ans: B
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them
Cognitive Domain: Comprehension
Answer Location: Survey Research
Difficulty Level: Medium

48. Dividing a population into a series of subgroups and taking random samples from each subgroup is known as what type of sampling?
a. simple random sampling
b. snowball sampling
c. stratified sampling
d. nonrandom sampling
Ans: C
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Knowledge
Answer Location: Survey Research
Difficulty Level: Easy

49. A researcher is interested in acquiring an in-depth understanding of relationship-building and team culture of professional football teams. Which of the following would be the most appropriate research method?
a. content analysis of previously aired football games
b. a random survey of 1,500 football fans

c. observing team interactions and participating in a few professional team-building exercises
d. interviews with professional football team coaches, trainers, and owners
Ans: C
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Fieldwork
Difficulty Level: Hard

50. Which of the following is another term used to describe fieldwork, the in-depth study of a group or community?
a. ethnography
b. casework
c. quantitative research
d. community research
Ans: A
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Knowledge
Answer Location: Fieldwork
Difficulty Level: Easy

51. Vanessa is a student who wants to observe the gender dynamics on a college campus. Which research method would be best suited for her study?
a. quantitative research
b. ethnographic research
c. experimental research
d. survey research
Ans: B
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Fieldwork
Difficulty Level: Hard

52. Which type of research method asks questions that typically allow respondents to answer in their own words?
a. interview
b. survey
c. experiment
d. observation
Ans: A
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Comprehension

Discover Sociology 5th edition Eglitis Test Bank

Answer Location: Fieldwork
Difficulty Level: Medium

53. Which of the following is an example of a leading question?
a. Do you oppose increasing state funding for health clinics that target low-income women?
b. Do you believe that harsher drunk-driving laws decrease the number of car accidents?
c. Wouldn't you agree that our president should be doing more to stop the deforestation of Brazil?
d. Do you support legislation that decriminalizes marijuana?
Ans: C
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Fieldwork
Difficulty Level: Hard

54. Sociologists who conduct which type of research should give extra consideration to ethics, as subjects may engage in illegal or dangerous activities?
a. quantitative research
b. participant research
c. random research
d. population research
Ans: B
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Comprehension
Answer Location: Fieldwork
Difficulty Level: Medium

55. Which type of variable is changed intentionally to produce an effect?
a. a random variable
b. a stratified variable
c. an independent variable
d. a dependent variable
Ans: C
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Comprehension
Answer Location: Experimentation
Difficulty Level: Medium

56. A research team conducts a study to determine test performance in three different temperature settings. The results indicate that students do not perform as well in higher temperature settings. Which of the following is the independent variable in this study?

Discover Sociology 5th edition Eglitis Test Bank

a. the different temperatures
b. the students
c. the tests
d. the students' performance
Ans: A
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Experimentation
Difficulty Level: Hard

57. Danny is conducting a study about the effects on depression of a new medication for depression of people already using another medication. Three groups are identified in this way: one group is given the new medication, one group remains on the old medication, and one group has never had either medication. Which of the following is the dependent variable?
a. the new medication
b. the old medication
c. the participants
d. the level of depression
Ans: D
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Experimentation
Difficulty Level: Hard

58. Which of the following best describes document analysis?
a. quantitative information obtained from entities that collect data for their own or others' use
b. detailed conversations designed to obtain in-depth information about a person and his or her activities
c. documents that are invariable sources of data but must be interpreted with great caution
d. the examination of written materials or cultural products
Ans: D
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Knowledge
Answer Location: Working With Existing Information
Difficulty Level: Easy

59. Framing your research question involves which of the following?
a. defining your terms and concepts
b. following a formula that indicates exactly how to proceed
c. choosing the appropriate research method

d. sharing your findings with the sociological community
Ans: A
Learning Objective: 2.4: Understand the basic steps in building a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Frame Your Research Question
Difficulty Level: Medium

60. When you are reviewing existing knowledge, the focus of your literature review should center around which of the following?
a. newspaper articles
b. Internet blogs
c. college textbooks
d. peer-reviewed journals
Ans: D
Learning Objective: 2.4: Understand the basic steps in building a sociological research project.
Cognitive Domain: Knowledge
Answer Location: Review Existing Knowledge
Difficulty Level: Easy

61. When you are selecting a research method, which question should you ask yourself?
a. Which of the research methods will give the best results for my project?
b. Which of the research methods will allow me to obtain results quickly?
c. Which of the research methods am I most familiar with?
d. Which of the research methods involves document analysis and historical research?
Ans: A
Learning Objective: 2.4: Understand the basic steps in building a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Review Existing Knowledge
Difficulty Level: Medium

62. In order for humans to be involved in a research study, which of the following is the most important first step?
a. consent
b. survey
c. ethics
d. participant observation
Ans: A
Learning Objective: 2.4: Understand the basic steps in building a sociological research project.
Cognitive Domain: Knowledge
Answer Location: Weigh the Ethical Implications
Difficulty Level: Easy

Discover Sociology 5th edition Eglitis Test Bank

63. Why was the Nuremberg Code adopted?
a. The Milgram study caused harm to the participants, and this code acted to prevent it from happening again.
b. The Stanford prison experiment violated human rights and needed to be addressed.
c. The research conducted by the Nazis during World War II created a need for guidelines.
d. The Nuremberg trials created so many different questions about ethics that they designed the guidelines for clarity.
Ans: C
Learning Objective: 2.4: Understand the basic steps in building a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Weigh the Ethical Implications
Difficulty Level: Medium

64. A researcher wants to conduct a study on shoplifting at self-checkout registers in a grocery store. The researcher asks people in the parking lot if they want to participate, tells them to forget to pay for a few items at the self-checkout register, and then sends them into the store. Thereafter, the participants report to the researcher which items they "forgot" to pay for. How ethical is this study based on the Nuremberg Code?
a. The study is ethical. The participants are told what they will be doing and gave their consent.
b. The study is unethical. The participants were sent to an area where they could not be observed.
c. The study is ethical. The participants did not face any physical threat.
d. The study is unethical. The participants were asked to do something illegal, which could result in mental or physical injury.
Ans: D
Learning Objective: 2.4: Understand the basic steps in building a sociological research project.
Cognitive Domain: Application
Answer Location: Weigh the Ethical Implications
Difficulty Level: Hard

65. In 1971, Philip Zimbardo conducted the famous Stanford prison experiment, in which participants were assigned to be either a prisoner or a prison guard. The prison guards started to abuse the prisoners, even though both groups consisted of student volunteers. This research would not be approved today based on which of the following concerns?
a. concerns about the research question
b. methodological concerns
c. ethical concerns
d. data collection concerns
Ans: C

Learning Objective: 2.4: Understand the basic steps in building a sociological research project.
Cognitive Domain: Analysis
Answer Location: Weigh the Ethical Implications
Difficulty Level: Medium

66. Which of the following is the most common consideration when conducting good sociological research?
a. choosing participants that you know will confirm your hypotheses
b. training interviewers to look for answers that will align with the study
c. selecting a sample from a homogenous population
d. avoiding conclusions that are speculative or not warranted by the actual research results
Ans: D
Learning Objective: 2.4: Understand the basic steps in building a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Collect and Analyze the Data
Difficulty Level: Medium

67. Spreadsheets and statistical software are typically used for which type of methods?
a. qualitative methods
b. observational methods
c. ethnographic methods
d. quantitative methods
Ans: D
Learning Objective: 2.4: Understand the basic steps in building a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Collect and Analyze the Data
Difficulty Level: Medium

68. Which of the following methods typically uses closed-ended questions?
a. ethnography
b. case study
c. qualitative
d. quantitative
Ans: D
Learning Objective: 2.4: Understand the basic steps in building a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Collect and Analyze the Data
Difficulty Level: Medium

69. Which of the following is true of good research?
a. Good research doesn't have to unequivocally support your results.

Discover Sociology 5th edition Eglitis Test Bank

b. Good research should be analyzed using statistical software.
c. Good research should contain field notes.
d. Good research doesn't need to include all of your results.
Ans: A
Learning Objective: 2.4: Understand the basic steps in building a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Collect and Analyze the Data
Difficulty Level: Medium

70. Which of the following is the best way to share the findings of your study with the larger sociological community?
a. publishing the results on Wikipedia
b. creating a file on your computer
c. presenting the results at a conference
d. talking about your study within your department
Ans: C
Learning Objective: 2.4: Understand the basic steps in building a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Share the Results
Difficulty Level: Medium

## True/False

1. Deductive reasoning starts from a specific truism and generalizes from there.
Ans: F
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

2. Quantitative research uses in-depth interviews as a method of data collection.
Ans: F
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Answer Location: Sociology and Common Sense
Difficulty Level: Easy

3. Bias is associated with inappropriate measurement instruments.
Ans: T
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.

Discover Sociology 5th edition Eglitis Test Bank

Cognitive Domain: Knowledge
Answer Location: Validity and Reliability
Difficulty Level: Easy

4. Qualitative research uses inductive reasoning.
Ans: T
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

5. Qualitative studies have large population samples.
Ans: F
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

6. Operational definitions can be defined either in terms of qualities or quantities.
Ans: T
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Research and the Scientific Method
Difficulty Level: Easy

7. Correlation is a synonym for causation. If two variables are associated with one another, then it means that one variable causes the other variable.
Ans: F
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Relationships Between Variables
Difficulty Level: Medium

8. Social desirability is known as a response bias.
Ans: T
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Knowledge
Answer Location: Doing Sociological Research
Difficulty Level: Easy

9. Snowball and convenience sampling are both random samples.

Discover Sociology 5th edition Eglitis Test Bank

Ans: F
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Comprehension
Answer Location: Survey Research
Difficulty Level: Medium

10. Reviewing the existing literature occurs during the early stages of research..
Ans: T
Learning Objective: 2.4: Understand the basic steps in building a sociological research project.
Cognitive Domain: Knowledge
Answer Location: Review Existing Knowledge
Difficulty Level: Easy

## Short Answer

1. Explain the difference between an independent variable and a dependent variable. Identify and describe both types of variables in the following research question: “How does phone use before bedtime affect sleep?”
Ans: An independent variable is a variable that has an effect on another variable. A researcher may intentionally change the independent variable to assess its effect on another variable—the dependent variable. Changes in a dependent variable typically occur as a result of changes in the independent variable. For the research question, “How does phone use before bedtime affect sleep?” the independent variable is the amount of phone use before going to bed. The dependent variables are hours of sleep and quality of sleep. In this case, the researcher attempts to assess whether phone use prior to bedtime affects participants’ hours of sleep and the quality of their sleep.
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Experimentation
Difficulty Level: Hard

2. Discuss the difference between quantitative and qualitative research.
Ans: Quantitative research requires large numerical data sets that are used in order to quantify and offer insight into a pattern of behavior, whereas qualitative research focuses on the gathering of data through interviews and observations to gain a deeper understanding of lived experiences, social institutions, and social phenomena.
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Analysis
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

Discover Sociology 5th edition Eglitis Test Bank

3. Discuss how sociological research helps us have a better understanding when it comes to common wisdom.
Ans: Sociological research helps us to determine whether there is truth to common wisdom that is often perceived as fact. For example, individuals may think that there is no wage gap between men and women or that Black people earn as much as their White counterparts for doing the same job. Research shows us that these examples of common wisdom are not facts and provide us with evidence demonstrating these inequalities.
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Analysis
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

4. What are the two characteristics of a good scientific theory?
Ans: A good scientific theory is logically consistent, meaning one part of the theory does not contradict the other. The other characteristic of a good scientific theory is that it can be disproved. For example, if the findings contradict the theory, then we can deduce that the theory is wrong or needs to be revised. Theories are always subject to further testing.
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Research and the Scientific Method
Difficulty Level: Medium

5. You are conducting a study on gender. Provide an operational definition of gender from a sociological perspective.
Ans: A study on gender would require you to provide a definition of gender in a qualitative way. In the past, sociologists viewed gender as having two dimensions, namely male/female. Presently, sociologists would define dimensions of gender to include gender identity, cisgender, transgender, or genderqueer.
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Research and the Scientific Method
Difficulty Level: Hard

6. Explain the differences between qualitative and quantitative *variables* and provide an example of each.
Ans: Quantitative variables include factors we can count, such as crime rates, unemployment rates, and frequency of drug use. Qualitative variables are variables that express a quality and do not have a numerical value. Qualitative variables might include a physical characteristic (such as eye color and hair color) or an attitudinal characteristic, for example, a parent's preference for a private or public school or a commuter's preference for riding public transportation or driving to work.

Discover Sociology 5th edition Eglitis Test Bank

Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Relationships Between Variables
Difficulty Level: Hard

7. Discuss the importance of replication in sociological research.
Ans: Replication is the repetition of a previous study using a different sample or population to verify or refute the original findings. Replication is important to confirm that a theory or hypothesis is good; that is, the study can be conducted again and achieve the same results.
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Analysis
Answer Location: Objectivity in Scientific Research
Difficulty Level: Medium

8. Explain the difference between statistical data analysis and content or document analysis.
Ans: Statistical data involve quantitative information obtained from government agencies, research studies, businesses, and other entities that collect data for their own or others' use. Document analysis examines written materials or cultural products and may involve newspaper reports, court records, campaign posters, digital reports, films, pamphlets, and other forms of text or images produced by individuals, government agencies, or private organizations.
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Analysis
Answer Location: Working With Existing Information
Difficulty Level: Medium

9. List each stage of sociological research.
Ans: The stages of sociological research are developing and framing your research question; reviewing the existing literature; selecting the method that fits your question; discussing the ethical implications; collecting and analyzing data; and sharing the results at a conference.
Learning Objective: 2.4: Understand the basic steps in building a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Doing Sociology: A Student's Guide to Research
Difficulty Level: Medium

10. Why is it important to understand sociological research, its methods, and results when watching news reports?
Ans: Having the knowledge of what constitutes a good, reliable study and understanding how statistics are reported are critical in consuming the information that

Discover Sociology 5th edition Eglitis Test Bank

the news presents. Some statements that are presented as facts can come from a biased source. Using these skills helps us to be critical consumers and when we know the difference between valid and reliable methods and sampling, we can make better decisions on social issues and also detect when information is flawed.
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Comprehension
Answer Location: Doing Sociology: A Student's Guide to Research
Difficulty Level: Medium

## Essay

1. Propose a qualitative study on the impact of the gender wage gap on women. Discuss how you would conduct this study and what types of questions you would ask participants.
Ans: For a qualitative study on the gender wage gap, I would interview women who work as paralegals, for example, to gain knowledge on their perspectives and opinions of the wage gap and how it is impacting their lives. I would choose to interview women since they are the ones who are impacted by the wage gap by receiving less pay for doing the same job as their male counterparts. Next, I would interview 20 women separately to get a deeper understanding of how the wage gap impacts their day-to-day lives, monthly bills, and housing. Questions would look like: "Do your male colleagues earn more than you?"; "How does your pay impact where you live?".
Learning Objective: 2.1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Application
Answer Location: Sociology and Common Sense
Difficulty Level: Hard

2. You are having a discussion with someone who does not think that Hispanics are impacted by police brutality in the same manner as Black people. From a sociological research perspective, what type of study would you conduct?
Ans: You could replicate a study that was conducted to determine the correlation between being Black and being mistreated by the police; but instead of using Black participants for this study, your sample consists of the same number of Hispanic men and women in the previous study.
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Research and the Scientific Method
Difficulty Level: Hard

3. Explain what it means to be *value neutral* in the context of conducting a research study. Present an argument for whether you think sociological research can be truly value neutral.

Discover Sociology 5th edition Eglitis Test Bank

Ans: To be value neutral means that personal beliefs and opinions do not influence the course of conducting research and have no impact on the findings of a study. A sociologist should acknowledge personal biases and assumptions, make these explicit, and prevent these biases and assumptions from influencing the research study. In this way, other sociologists who are reading the findings of the study can assess any potential bias on the part of the researcher. An argument for value-neutral sociological research might be the following: I think sociological research can truly be value neutral if a researcher is aware of his or her personal assumptions and biases and makes every effort to prevent these from influencing the results. An argument that sociological research cannot be value-neutral might be the following: I don't think that sociological research can truly be value neutral because sociologists typically conduct studies about topics that they are passionate about. Their passion may subconsciously influence their research.
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Analysis
Answer Location: Objectivity in Scientific Research
Difficulty Level: Medium

4. Almost anyone can theorize about social phenomena but formulating a good theory can be difficult. Outline four components of a good theory and explain why they are important.
Ans: Logical consistency is important because otherwise one part of the theory may contradict another part of the theory. The principle of falsification ensures that a theory leads to testable hypothesis and that these can be disproved when they are wrong. Validity is important because concepts must be measured accurately. In other words, researchers measured what they intended to measure. Different studies of the same topic should yield the same results, which is known as reliability. When a researcher replicates a previous study and yields different findings, there is something wrong with the reliability. It could mean that a researcher's biases and assumptions influenced the study.
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Analysis
Answer Location: Research and the Scientific Method
Difficulty Level: Medium

5. Explain why it is important for research to be objective.
Ans: Objectivity in scientific research is extremely important so that we are able to present the topic of the study in an accurate manner. Without objectivity researchers can arrive at conclusions and interpret data in a way that supports their biases and assumptions. People often don't realize they have a bias toward a certain subject. Objectivity helps us to avoid biases in research studies and their findings. Being objective ensures that researchers provide clear and unbiased answers or explanations of social issues or phenomena

Discover Sociology 5th edition Eglitis Test Bank

Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Analysis
Answer Location: Objectivity in Scientific Research
Difficulty Level: Medium

6. What is a convenience sample and when is it appropriate for a researcher to use a convenience sample?
Ans: A convenience sample is a sample where everyone who wants to be included in the research is included in the study. A convenience sample is convenient for researchers because it is a quick and easy way to include respondents. A convenience sample is typically used by researchers when random sampling is not an option. For example, when respondents engage in criminal activities such as drug use and money laundering, a random sample is not a possibility. That is why sociologists who study subcultures and countercultures may opt for recruiting respondents by means of convenience sampling.
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them
Cognitive Domain: Analysis
Answer Location: Sociological Research Methods
Difficulty Level: Medium

7. Discuss why sampling and random sampling are important for sociological research.
Ans: Samples allow researchers to get an accurate number of participants based on the population they wish to study. Researchers want their studies to be as representative of the population as possible, so that it accurately represents the demographics of the people who are being studied. Random sampling helps researchers to obtain a sample that is unbiased because everyone in the population has the same chance to be included in the study. Large-scale random sample surveys allow researchers to draw conclusions about large numbers of people based on a relatively small number of respondents.
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Analysis
Answer Location: Survey Research
Difficulty Level: Medium

8. What is a snowball sample? Describe the major advantage of snowball sampling.
Ans: A snowball sample is a sample where the researcher has asked a few people to participate in a study and then asks these respondents if they know anybody else who might be willing to participate, such as friends, acquaintances, and family members. The major advantage of snowball sampling is that it allows a researcher to quickly increase the size of the sample without having to make a substantial effort. Say for example, that the researcher has found three respondents for a study and that each respondent provides the names of two other people. At this point, the researcher already has a potential sample size of nine people. Thereafter, the researcher can ask the new

Discover Sociology 5th edition Eglitis Test Bank

participants for referrals and so forth. In this manner the number of participants 'snowballs' and therefore increases the sample size. A snowball sample is typically used in order to generate ideas about a certain topic.
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Analysis
Answer Location: Survey Research
Difficulty Level: Medium

9. Define ethnography and explain its use. Imagine you want to learn about the discrimination that LGBTQ college students experience at a college campus. How would you use ethnography as a method to study this subject?
Ans: An ethnography allows researchers to conduct long-term observations of a group of individuals. For example, if you wanted to learn more about LGBTQ discrimination on college campuses, employing ethnographic fieldwork will help you better understand what those acts of discrimination look like and how these students are impacted by discrimination. Ethnographies typically provide details about people's experiences that are difficult to capture by means of quantitative methods. A researcher who conducts an ethnography with LGBTQ students will likely obtain detailed knowledge of participants' opinions, experiences, and the impact of discrimination on their daily lives.
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Fieldwork
Difficulty Level: Hard

10. In what type of study would you utilize historical methods as a research method? What would be an appropriate topic?
Ans: Historical methods help us have a better understanding of historical events. We may have preconceived notions or information about an event that occurred in the past but we are missing in-depth knowledge. Specifically, a historical method refers to the analysis of historical documents, such as newspapers, memoirs, and films from a specific period. Historical methods would be an appropriate method for understanding the role of gender and race in the Jim Crow era. For example, one could explore how Black women were treated during this time and how this treatment differed from men. These are narratives and experiences that are less known compared to our knowledge of how Black men were treated during this era.
Learning Objective: 2.3: Identify key methods employed in sociological research and explain when it is appropriate to use them
Cognitive Domain: Application
Answer Location: Working With Existing Information
Difficulty Level: Hard

Discover Sociology 5th edition Eglitis Test Bank