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TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

1) Students assisted the Adlers with their research, acting as research assistants.
Answer: True False

2) Sociologists do not use scientific methods for their research.
Answer: True False

3) A review of relevant scholarly literature should be conducted once the hypothesis has been formulated.
Answer: True False

4) Reliability in research refers to the extent to which a measure produces consistent results.
Answer: True False

5) The third step in the scientific method is selection of the research design.
Answer: True False

6) The research design is the fourth step in the scientific method.
Answer: True False

7) In the statement "the more a person exercises the longer he or she will live," *exercise* is the independent variable.
Answer: True False

8) Correlations are an indication that causality is always present.
Answer: True False

9) If an American magazine publishes a survey, asking readers to report on their sexual practices, they have a random sample, and can claim the results apply to all Americans.
Answer: True False

10) *Validity* refers to the degree to which a measure or scale truly reflects the phenomenon under study.
Answer: True False

11) Selection of a research design will influence both the cost of a research project and the amount of time needed to collect the results of the research.
Answer: True False

12) An interviewer is likely to obtain a higher response rate than a printed survey form would.
Answer: True False

13) Ethnography is a type of survey methodology.
Answer: True False

14) All sociologists believe that neutrality in research is possible.
Answer: True False

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15) Informed consent is an important component of ethical sociological research.
Answer: True False

16) In criticizing the call for a value-free sociology, Alvin Gouldner suggests that sociologists may use objectivity as a sacred justification for remaining uncritical of existing institutions and centers of power.
Answer: True False

17) There are no methodological limitations to the use of the Internet for conducting sociological surveys.
Answer: True False

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

18) The relationship between a condition or a variable and a particular consequence, with one event leading to the other, is known as:
A) an index B) observation C) a correlation D) causal logic
Answer: D

19) Sociologists consider secondary analysis to be:
A) more valid than other forms of research B) more reliable than other forms of research
C) an outdated mode of research D) a nonreactive form of research
Answer: D

20) The statement "Women who receive welfare are less likely than other women to have babies" is an example of:
A) a research design B) an operational definition
C) a hypothesis D) causal logic
Answer: C

21) To conduct a study of discrimination against women, a sociologist interviewed groups of women in specific age groups, asking about their education, length of employment, job experiences, and income. This is known as:
A) a secondary analysis B) a survey
C) participant observation D) a content analysis
Answer: B

22) The NHSLS obtained information about human sexuality in the U.S. by using:
A) a survey B) experiments
C) secondary analysis D) participant observation
Answer: A

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23) Valid research measures:
A) are ethical standards that are followed by sociologists
B) accurately measure the phenomenon under study
C) provide consistent results
D) are always independent, rather than dependent, variables
Answer: B

24) Which of the following can serve as a variable in a study?
A) ethnic background
B) age
C) marital status
D) all answers are correct
Answer: D

25) An operational definition is:
A) a relationship between two variables whereby a change in one coincides with a change in the other
B) the extent to which a measure provides consistent results
C) an explanation of an abstract concept that is specific enough to allow a researcher to measure the concept
D) a speculative statement about the relationship between two variables
Answer: C

26) The statement "People who live in poverty have shorter life expectancies than wealthier citizens" is an example of:
A) the Hawthorne effect
B) causal logic
C) an independent variable
D) a correlation
Answer: B

27) The statement "Eating fewer fats and carbohydrates will lead to weight loss" is an example of:
A) causal logic
B) a dependent variable
C) a cross tabulation
D) an independent variable
Answer: A

28) A research measure that provides consistent results is considered:
A) valid
B) a scale
C) reliable
D) an index
Answer: C

29) Sources of funding can be difficult for sociologists. The funder may want to:
A) influence or choose the research topic and design
B) be more concerned with funder concerns than with those of the population studied
C) prevent the researcher from working on theoretical grounds
D) all answers are correct
Answer: D

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30) The greater likelihood of a person who is less integrated into society committing suicide illustrates:
A) causal logic
B) a social fact
C) a defined variable
D) an undefined variable
Answer: A

31) A factor held constant to test the relative impact of the independent variable is known as a:
A) cross-tabulation
B) correlation
C) dependent variable
D) control variable
Answer: D

32) If you were interested in studying the relationship between date and acquaintance rape victims and the characteristics of the rapist, your first step would be to:
A) choose a research design
B) define the problem
C) create a hypothesis
D) review the literature on date and acquaintance rape
Answer: B

33) Zellner's research on autocide raises the ethical issue of:
A) the promotion of research that furthers the power of a corporation
B) lack of protection of subordinate participants
C) lack of protection of participants' privacy
D) deception of participants
Answer: D

34) Sociological studies have indicated that people who are married are less likely to commit suicide than people who are divorced. In this example, marital status is a(n):
A) dependent variable
B) index
C) hypothesis
D) independent variable
Answer: D

35) The colour of a criminal offender's skin is associated with the length of the jail sentence for a given crime. In this example, length of jail sentence is a(n):
A) independent variable
B) hypothesis
C) index
D) dependent variable
Answer: D

36) The initial challenge that William F. Whyte and other participant observers encounter is:
A) formulating the sequence of questions in an interview
B) maintaining their objectivity when studying people face-to-face
C) gaining acceptance into an unfamiliar group
D) determining which group will be the experimental group
Answer: C

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37) Sociologists conduct a "review of the literature" to:
A) define the problem under study
B) eliminate or reduce the number of avoidable mistakes they make
C) clarify possible techniques to be used in collecting data
D) all answers are correct
Answer: D

38) A classic sociological study by William F. Whyte involved hanging around street corners with Italian men. He was observing:
A) street smart young men
B) street corner society
C) empathetic understanding
D) smoking habits of Italian low-income men
Answer: B

39) In a study of employees in a given work setting, how would the Hawthorne effect manifest itself?
A) employees' behaviour would more generally be altered from the norm
B) home lives would become strained
C) employees would begin to socialize on a more regular basis outside of work
D) absenteeism would increase
Answer: A

40) Observation research is the most common form of _____ research, which relies on what is seen in the field and in naturalistic settings more than it does on statistical data.
A) quantitative
B) experimental
C) qualitative
D) ethnographic
Answer: C

41) Research into human sexual behaviour raises concerns about confidentiality. Which of the following methods would work best?
A) observation
B) ethnography
C) surveys
D) experiment
Answer: C

42) A sociologist is researching in the area of women's treatment when they work in primary resource industries. Amongst her goals is a body of research which will support certain policy changes in the governing bodies of these industries. What research methods is she likely to find useful in her work?
A) secondary analysis of public documents from the provincial government
B) telephone and Internet surveys
C) ethnography and participant observation
D) random mail-out surveys
Answer: C

43) If a sociologist is planning research on oil sand workers, he could get a job there, using observation and fieldwork or _____ research. He might also turn to _____ research using reports, records, and other accounts.
A) ethnography; secondary analysis
B) experiment; observation
C) secondary analysis; ethnography
D) ethnography; experiment
Answer: A

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44) Which of the following terms is used to describe a systematic, organized series of steps that ensures maximum objectivity and consistency in researching a problem?
A) social science
B) scientific method
C) value neutrality
D) experiment
Answer: B

45) How might a sociologist collect information on sexual behaviours without embarrassing the participants but also getting valid responses?
A) experiment
B) ethnography
C) on-line surveys
D) face to face interviews
Answer: D

46) A sociologist playing on an amateur sports team designed research into team sexism and racism that involved closely observing interactions of team players. This type of research is called:
A) face-to-face interview
B) participant observation
C) an experiment
D) ethnography
Answer: B

47) Shulamit Reinharz argued that sociological research should not only be inclusive and should integrate the researcher's own experience, but should also be open to bringing about social change. Reinharz is a(n) _____ Sociologist.
A) radical
B) feminist
C) interactionist
D) functionalist
Answer: B

48) Which theoretical perspective is critical of some research that claims to be objective?
A) conflict perspective
B) feminist perspective
C) functionalist perspective
D) both conflict and feminist perspectives
Answer: D

49) Why was Russel Ogden, a graduate student at Simon Fraser University, researching AIDS, held in contempt of court by the British Columbia Coroner in 1994?
A) for forging transcripts
B) for not reporting on confidential matters
C) for preserving the confidentiality of his research
D) for using secondary data without consent
Answer: C

50) According to Max Weber, investigators have an ethical obligation to accept research findings even when the data run counter to:
A) recent research
B) their research hypothesis
C) their own personal views
D) government policies
Answer: C

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51) Websites or Internet technology can assist sociological researchers with:
A) the analysis of quantitative data
B) handling large data sets and reaching a larger population
C) the analysis of qualitative data
D) all of these answers are correct
Answer: D

52) A sociologist who is interested in examining racism in sports must first determine what activities will be included in "sports" and develop a precise definition of "racism." This is an example of developing:
A) research design
B) hypotheses
C) theory
D) operational definitions
Answer: D

53) Which of the following best describes the notion that the higher the level of one's education, the higher one's income level will be?
A) hypothesis
B) independent variable
C) operational definition
D) none of these answers are correct
Answer: A

54) In the summer time, more people eat ice cream and there is a higher occurrence of rape. The argument that eating ice cream therefore causes rape is not supportable because it is based on a(n):
A) correlation
B) theory
C) independent variable
D) law
Answer: A

55) In which type of research sample does each member of the entire population being studied have the same chance of being selected?
A) quota sample
B) random sample
C) Roper sample
D) index sample
Answer: B

56) A research design is a(n):
A) explanation of an abstract concept that is specific enough to allow a researcher to measure the concept
B) detailed plan or method for scientifically obtaining data
C) speculative statement about the relationship between two or more variables
D) indicator of attitudes, behaviour, or characteristics of people or organizations
Answer: B

57) Content analysis of televised sports coverage reveals men's sports, in or out of season, receive more coverage than women's sports in season, leading researchers using (a) _____ perspective(s) to pressure journalists to make their reporting more equitable.
A) conflict and feminist
B) functionalist and interactionist
C) interactionist
D) global
Answer: A

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58) Which sociological perspective would most likely suggest that education is necessary for people to earn more money and advance in society for the purpose of social stability?

A) interactionist perspective
B) feminist perspective
C) conflict perspective
D) functionalist perspective

Answer: D

59) Alvin Gouldner has suggested that sociologists continue to use objectivity as a sacred justification for remaining uncritical of the existing institutions and centers of power. This point of view emphasizes which perspective?

A) conflict perspective
B) interactionist perspective
C) global perspective
D) functionalist perspective

Answer: A

60) Human sexual behaviour is a very sensitive area for researchers who must not only protect confidentiality and anonymity but also be able to elicit the information in a trusting environment. While a conflict theorist might argue this is not possible, a(n) _____ might argue it is needed by society, and would use _____ methods.

A) feminist; ethnographic
B) interactionist; qualitative
C) interactionist; interview
D) functionalist; quantitative

Answer: D

61) Adler and Adler's work on self-injury points to three theories that help understand the phenomenon. Those theories are:

A) interpersonal, interactionism, feminism
B) functionalism, integrationism, conflict
C) feminism, interactionism, conflict
D) post-modernism, structuralism, functionalism

Answer: C

62) Weber recognized that a researcher's personal values would influence their choice, and design of research, but argued such values must not influence:

A) collection of data
B) interpretation of data
C) verstehen
D) a researcher's presentation of results

Answer: B

63) A type of survey that involves a researcher obtaining information through face-to-face or telephone questioning is a(n):

A) questionnaire
B) interview
C) participant observation
D) poll

Answer: B

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64) Which of the following presents a serious methodological problem to scholars who depend on Internet surveys and public opinion polling?
A) not everyone is available online at any given time
B) such surveys only work for people who have access to the internet
C) it is difficult to define the potential audience
D) all answers are correct
Answer: D

65) Which of the following is an outcome of effective sociological research?
A) it may suggest new questions that require further study
B) it may disconfirm accepted beliefs
C) it may confirm previous beliefs and findings
D) all of these answers are correct
Answer: D

66) We are less likely to be fooled by advertisements that cite supposedly scientific studies to prove product superiority if we are familiar with the standards of:
A) scientific research
B) media relations
C) law
D) commerce
Answer: A

67) Most of the studies on sexuality carried out in the past two decades have included ethnicity as a variable, but also revealed that _____ is a significant factor influencing some but not all sexual attitudes and behaviours.
A) sexual orientation
B) level of education and income
C) length of time spent in Canada
D) age
Answer: C

68) "Value neutrality" in social science research was initially called for by:
A) William Zellner
B) W.E.B. Du Bois
C) Max Weber
D) Émile Durkheim
Answer: C

69) Secondary analysis enabled Durkheim to study _____ without affecting social behaviour.
A) migration rates
B) unemployment
C) age at first marriage
D) suicide statistics
Answer: D

70) The results of an interview may be influenced by:
A) the race of the interviewer.
B) the gender of the interviewer.
C) neither gender nor race of the interviewer.
D) both gender and race of the interviewer.
Answer: D

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71) The term "ethnography" refers to the study of an entire social setting through:
A) reliance on what is seen in a natural setting
B) extended systematic fieldwork
C) extended systematic surveys
D) observation of an ethnic group
Answer: B

72) The statement "Most homeless people are not mentally ill" is an example of a(n):
A) experiment
B) variable
C) hypothesis
D) operational definition
Answer: C

73) The relationship between two variables whereby a change in one coincides with a change in the other is known as a(n):
A) scale
B) correlation
C) index
D) operational definition
Answer: B

74) Which of the following existing data sources are used more frequently for sociological research?
A) census data
B) newspapers
C) personal journals
D) scientific records
Answer: A

75) Which of the following is included in the Canadian code of ethics for Sociology?
A) informed consent
B) maintaining confidentiality
C) protection of research subjects from personal harm
D) all answers are correct
Answer: D

76) Which of the following is **not** incorporated in the CSAA code of ethics for sociological research?
A) protection of respondents from personal harm
B) respect for respondents' privacy
C) protection of respondents' anonymity
D) a required number of data sources
Answer: D

77) Secondary analysis includes a variety of research techniques that use:
A) participant observation
B) questionnaires and interviews
C) control groups
D) publicly accessible information and data, or data collected by another
Answer: D

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78) A sociologist wants to understand how community bonds are formed. He moves into the community, attends meetings, interviews residents, and observes interactions in the community. His research is a(n):

A) quantitative study
B) content analysis
C) secondary analysis
D) ethnography

Answer: D

79) If researchers wanted to examine the opinions of people listed in a city directory, they might call every tenth or fiftieth or hundredth name listed. This would constitute a:

A) random sample.
B) quota sample
C) control variable
D) scale

Answer: A

80) Selecting the most appropriate research design is important because it may effect both the amount of time and the:

A) validity of the study
B) scale of the project
C) cost of the project
D) reliability of the study

Answer: C

81) An artificially created situation that allows the researcher to manipulate variables and to introduce control variables is known as a(n):

A) replication
B) research design
C) experiment
D) survey

Answer: C

82) People may behave differently in artificial situations than they would in the "real world." This poses a particular problem for researchers using:

A) questionnaires
B) replication
C) laboratory experiments
D) content analysis

Answer: C

83) What is commonly the second step in the scientific method?

A) reviewing the literature
B) collecting and analyzing data
C) defining the problem
D) selecting the research design

Answer: A

84) A speculative statement about the relationship between two or more variables is known as a:

A) hypothesis
B) research design
C) correlation
D) sample

Answer: A

85) A study, in the form of a questionnaire, that provides sociologists with information concerning how people think and/or act is known as:

A) secondary analysis
B) observation research
C) an experiment
D) a survey

Answer: D

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86) When a researcher collects information about a group through direct involvement and inspection, this is known as:
A) a survey
B) observation
C) an experiment
D) secondary analysis
Answer: B

87) Which operational definitions are used by Schaefer and Haaland in their research example to illustrate the scientific method?
A) education and income
B) prejudice and education
C) social clubs and status
D) recreation and work
Answer: A

88) Which of the following would be considered the independent variable in a study of education, occupation, and income such as that cited in the text chapter on Sociological Research?
A) level of income
B) sources of income
C) level of education
D) all answers are correct
Answer: C

89) Social scientists call the variable that is hypothesized to cause or influence another variable a(n):
A) spurious variable
B) independent variable
C) dependent variable
D) operational variable
Answer: B

90) In an experiment, the group that is **not** exposed to the independent variable is called the:
A) control group
B) study group
C) representative group
D) experimental group
Answer: A

91) A researcher studies adolescent attitudes about senior citizens by analyzing depictions of the elderly in the lyrics of popular music and the content of teen magazines. This is an example of:
A) content analysis
B) an experiment
C) replication
D) survey research
Answer: A

92) The code of ethics for Canadian Sociology was developed by:
A) the Canadian Association of University Teachers
B) the Canadian Sociology and Anthropology Association
C) the federal Ministry of Education
D) Max Weber
Answer: B

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93) Which of the following is true of experiments?
A) the experimental group is exposed to the independent variable
B) the experimental group is not exposed to the independent variable
C) the control group is exposed to the independent variable
D) both the experimental and the control groups are exposed to the independent variable
Answer: A

94) What term do sociologists use to describe the phenomenon whereby subjects deviate from their typical behaviour because they realize they are under observation?
A) the control group effect
B) the Hawthorne effect
C) the spurious response
D) skewing
Answer: B

95) A sociologist decides to study the interaction among students in the college's computer center. When the students realize they are under observation, they become shy and reserved in their interactions. This is an example of:
A) value neutrality
B) replication
C) the Hawthorne effect
D) secondary analysis
Answer: C

96) Which of the following would be considered a valid measure of an individual's intelligence?
A) the number of years of school that the individual has completed
B) the researcher's opinion
C) his or her age
D) none of these answers are correct
Answer: D

97) An inherent problem in using secondary sources of data is that:
A) the researcher may be more careless when using someone else's data
B) the data are plagued with statistical errors
C) the researcher may not find the exact data needed for his/her own research
D) all of the analysis has been completed by an initial research team
Answer: C

98) A variable is:
A) a measurable trait or characteristic that is subject to change under different conditions
B) the unintended influence that observers or experiments can have on their subjects
C) a speculative statement about the relationship between two traits
D) the extent to which a measure provides consistent results
Answer: A

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99) What is the purpose of the Canadian Sociology and Anthropology Association Code of Ethics?
A) to define membership
B) to establish best practices
C) to establish professional standards for members
D) to ensure that no harm is caused to subordinate or vulnerable populations
Answer: D

100) What issues arise if a research design involves a random telephone survey of Canadians?
A) increasing numbers of Canadians use cell phones and not landlines
B) too many Canadians are at work all day
C) too few Canadians are willing to answer phone surveys
D) it is easiest to use cell phone numbers only
Answer: B

101) A researcher wishes to study grocery shopping trends amongst the members of a specific community. How should this researcher proceed in order to ensure that his/her sample is representative of the entire subject population?
A) through the General Sociological Survey
B) using phone surveys
C) by constructing a random sample across the community
D) using college and university surveys
Answer: C

102) Weber argued that a researcher could choose their topic and research design but must not allow bias into interpretation of the results. He called this:
A) unbiased interpretation
B) value neutrality
C) conflict-free research
D) verstehen
Answer: B

103) Income, religion, race, gender, and marital status can all be examples of:
A) indexes
B) scales
C) operational definitions
D) variables
Answer: D

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

104) Define the term "scientific method" and describe five basic steps used in the scientific method.
Answer: The scientific method is a systematic, organized series of steps that ensures maximum objectivity and consistency in research. The steps are: Defining the problem, reviewing the literature, forming a hypothesis, selecting a research design and collecting the data, analyzing the data and forming a conclusion.

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105) Discuss how a researcher might select a random sample of subjects for a research study. Which sample selection methods should researchers use, and which methods should be avoided?

Answer: A random sample ensures that every member of a population has an equal chance of being studied. The researcher must identify who can provide the data needed, and randomly sample that group. It is the representative nature of the sample that makes reliability possible, not necessarily the numbers sampled.

106) Describe three types of research design and discuss which one would be best to establish what leads to student success in the social sciences.

Answer: The types of research are quantitative and qualitative, including surveys (or interviews), ethnography, experiments, and secondary data including content analysis. Student success may be measurable by looking at grade across years in the program or even specific classes, but also needs more in-depth of qualitative research to establish why some succeed and others do not. A survey, whether mailed out to students, or telephone call plus at least some interviews, is most likely to show what it is that successful students have, or do.

107) Discuss the issue of ethics in social research. Give examples of how research could be harmful to human life.

Answer: Wrongful use of research methods, analysis or reporting can cause harm to individual subjects or groups, especially those who are vulnerable or subordinate. For example, research on the use of marijuana could be helpful for social workers, addictions councilors and members of the medical profession, but if the researcher revealed the names of subjects or any information that could identify them, they could be exposing those participants to criminal charges. This has led the Canadian Sociology Association to develop a Code of Ethics that researchers are required to use.

108) Explain the benefits of using technology for research.

Answer: Technology has impacts on handling and analysis of large data sets from both qualitative and quantitative research, gives access to information not previously easily accessed, increases ease of communication between researchers, opens up access to organizational information via the web and can speed up the research process. But all this requires access to the Internet by researcher and researched and that is not always available.

109) What is meant by "secondary analysis?" Give an example of when this might be the best method to use.

Answer: Secondary data is gathered from existing data sources such as statistics, reports, correspondence, or records. This means it is non-reactive i.e. avoids the Hawthorne effect, but may not provide important information such as unreported crimes. Frequently used sources include census data, internationally available data such as births, deaths and marriages, newspapers, periodicals, personal journals and so on.

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1) TRUE
2) FALSE
3) FALSE
4) TRUE
5) FALSE
6) TRUE
7) TRUE
8) FALSE
9) FALSE
10) TRUE
11) TRUE
12) TRUE
13) FALSE
14) FALSE
15) TRUE
16) TRUE
17) FALSE
18) D
19) D
20) C
21) B
22) A
23) B
24) D
25) C
26) B
27) A
28) C
29) D
30) A
31) D
32) B
33) D
34) D
35) D
36) C
37) D
38) B
39) A
40) C
41) C
42) C
43) A
44) B
45) D
46) B
47) B
48) D
49) C
50) C

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51) D
52) D
53) A
54) A
55) B
56) B
57) A
58) D
59) A
60) D
61) C
62) B
63) B
64) D
65) D
66) A
67) C
68) C
69) D
70) D
71) B
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78) D
79) A
80) C
81) C
82) C
83) A
84) A
85) D
86) B
87) A
88) C
89) B
90) A
91) A
92) B
93) A
94) B
95) C
96) D
97) C
98) A
99) D
100) B

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101) C
102) B
103) D
104) The scientific method is a systematic, organized series of steps that ensures maximum objectivity and consistency in research. The steps are: Defining the problem, reviewing the literature, forming a hypothesis, selecting a research design and collecting the data, analyzing the data and forming a conclusion.
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