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Chapter 02

Sociological Research

Multiple Choice Questions

1. The scientific method

   A. maximizes consistency in research.
   B. enables researchers to prove their ideas are correct.
   C. hinders the objectivity of scientists.
   D. ensures value neutrality.

2. Which of the following is TRUE of sociology?

   A. Its theories rely primarily on common sense assumptions.
   B. It represents a conversation between theory and research.
   C. It is conducted primarily in a lab setting.
   D. It focuses on identifying biological differences that affect relationships.

3. Which of the following BEST describes theories?

   A. They are testable statements about the relationship between two or more variables.
   B. They are our most informed explanations of what happens and why.
   C. They are objective statements that are known to be factually true.
   D. They are measurable traits that are subject to change under different conditions.

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4. 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. create a hypothesis.
   B. define a problem to study.
   C. choose a research design.
   D. conduct interviews.

5. Defining a sociological problem involves

   A. decades of experience in the field and research into other theories.
   B. extensive field study and use of the scientific process.
   C. the creation of new social theory.
   D. clarifying the concepts you want to learn more about.

6. An operational definition is

   A. a relationship between two variables whereby a change in one coincides with a change in the other.
   B. a speculative statement about the relationship between two variables.
   C. the transformation of an abstract concept into indicators that are observable and measurable.
   D. the extent to which a measure provides consistent results.

7. Which of the following would be LEAST likely to be used in formulating an operational definition for a study on racial bias in the workplace?

   A. racial discrimination lawsuits filed in court
   B. racial discrimination complaints to human resources directors at Fortune 500 companies
   C. racial discrimination complaints to the Equal Employment Opportunities Commission
   D. the narrative of a single person describing an incident of employment discrimination

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8. When researching a concept, why do sociologists conduct a review of the available literature?

A. to refine the problem under study
B. to clarify possible techniques to be used in collecting data
C. to eliminate or reduce avoidable mistakes
D. All of the answer choices are correct.

9. A testable statement about the relationship between two or more variables is known as a

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

10. The statement "Women who receive welfare are less likely than other women to have babies" is an example of

A. causal logic.
B. a research design.
C. an operational definition.
D. a hypothesis.

11. A variable is

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

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12. Which of the following can serve as a variable in a study?

    A. marital status
    B. ethnic background
    C. age
    D. All of the answer choices are correct.

13. The relationship between variables in which a change in one leads to a change in the other is known as

    A. observation.
    B. an index.
    C. a correlation.
    D. causal logic.

14. The statement "People who live in poverty have shorter life expectancies than wealthier citizens" is an example of

    A. the Hawthorne effect.
    B. an independent variable.
    C. a hypothesis.
    D. a dependent variable.

15. The causal variable that brings about change is known as a(n)

    A. spurious variable.
    B. independent variable.
    C. dependent variable.
    D. operational variable.

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16. Which of the following would be considered the independent variable in the statement "People who live in poverty have shorter life expectancies than wealthier citizens"?

    A. source of income
    B. level of income
    C. quality of life
    D. life expectancy

17. 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. independent variable.
    B. hypothesis.
    C. dependent variable.
    D. index.

18. The race of a criminal offender is associated with the frequency with which capital punishment is administered. In this example, capital punishment would be considered the

    A. hypothesis.
    B. independent variable.
    C. dependent variable.
    D. index.

19. The relationship between two variables in which a change in one coincides with a change in the other is known as a(n)

    A. index.
    B. operational definition.
    C. scale.
    D. correlation.

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20. In exploring the relationship between education level and income, which of the following factors is LEAST likely to influence the correlation between the two?

A. ethnicity
B. political party
C. social network connections
D. parents' income level

21. In which type of sample does each member of the entire population have the same chance of being selected?

A. an index sample
B. a Roper sample
C. a random sample
D. a quota sample

22. 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. control variable.
B. quota sample.
C. random sample.
D. scale.

23. Valid research measures

A. are always independent, rather than dependent, variables.
B. are typically ambiguous when put into words.
C. accurately reflect the phenomenon under study.
D. always provide consistent results.

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24. Which of the following would be considered a valid measure of an individual's intelligence?

A. the individual's employment
B. the researcher's opinion
C. the individual's level of education
D. None of the answer choices are correct.

25. A research measure that provides consistent results is considered

A. a scale.
B. reliable.
C. an index.
D. valid.

26. A factor held constant to test the relative impact of the independent variable is known as a

A. correlation.
B. dependent variable.
C. control variable.
D. cross-tabulation.

27. Which of the following is TRUE about a research design?

A. It is a detailed plan or method for scientifically obtaining data.
B. It is a speculative statement about the relationship between two or more variables.
C. It is a specific explanation of an abstract concept that allows researchers to measure the concept.
D. It is an indicator of attitudes, behavior, or characteristics of people or organizations.

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28. Developing an effective research design is important because it directly influences both the amount of time needed to collect the data and the

A. general interest in the study.
B. ethics of the study.
C. purpose of the project.
D. cost of the project.

29. To conduct a cross-cultural study of job discrimination against women, a sociologist interviews 75 women between the ages of 20 and 40 in an American city, and 75 women in the same age group in a Canadian city. This study would be classified as

A. a secondary analysis.
B. a content analysis.
C. a survey.
D. participant observation.

30. In order to provide information that is useful, open-ended survey questions

A. must be worded accurately and without bias.
B. must require a yes or no answer.
C. should be varied for each respondent.
D. should contain the answer that will confirm the study.

31. The results of an interview may be influenced by

A. the gender of the interviewer.
B. the race of the interviewer.
C. Neither answer is correct.
D. Both answers are correct.

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32. Surveys most often represent _____ research, which collects and reports data primarily in numerical form.

A. quantitative
B. descriptive
C. qualitative
D. ethnographic

33. The number calculated by adding a series of values and then dividing by the number of values is referred to as the

A. mode.
B. median.
C. percentage.
D. mean.

34. The midpoint, or number that divides a series of values into two groups of equal numbers of values, is referred to as the

A. mean.
B. median.
C. percentage.
D. mode.

35. Which number would be considered the mode of the following: 10-10-9-9-8-8-7-7-7-6-5?

A. 8
B. 7
C. 5
D. 10

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36. Research that relies on what sociologists observe in the field and naturalistic settings, and that often focuses on small groups and communities, is referred to as

A. quantitative research.
B. experimental research.
C. qualitative research.
D. ethnographic research.

37. Researchers who use sociological observation to collect data do so by either watching a group or by

A. directly participating in a group.
B. giving questionnaires to a group.
C. reading literature about a group.
D. interviewing members of a group.

38. A sociologist attends meetings at all the schools and churches in his community over several years, and meets as many residents as he can for the purpose of exploring all facets of the community's social life. He then compiles a detailed description of the community. He is conducting a(n)

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

39. The initial obstacle participant observers encounter is

A. gaining acceptance into an unfamiliar group.
B. determining which group will be the experimental group.
C. formulating the sequence of questions in an interview.
D. maintaining their objectivity when studying people face-to-face.

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40. Once a researcher has been accepted into a group, a major challenge of participant observation is

A. finding a group to study.
B. maintaining objectivity.
C. obtaining funding.
D. collecting enough useful information.

41. An artificially created situation that allows a researcher to manipulate variables is known as a(n)

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

42. In an experiment, the group that is NOT exposed to the independent variable is called the

A. study group.
B. experimental group.
C. representative group.
D. control group.

43. Sociologists performing research

A. tend to use laboratory experiments as their primary method of gathering data about a study.
B. tend not to use laboratory experiments because the information fails to capture the subtleties of field work.
C. tend to combine laboratory experiments and field work.
D. tend to use both laboratory experiments and field work, but not in conjunction with each other.

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44. 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. the Hawthorne effect.
C. replication.
D. secondary analysis.

45. Which of the following is TRUE about Devah Pager's research?

A. It was hampered by the Hawthorne effect.
B. It found that most convicts released from prison each year are White.
C. It found that the race of applicants had a more significant effect than did their purported criminal records.
D. It found that White ex-convicts have a harder time becoming employed than blacks with no criminal records.

46. Secondary analysis includes a variety of research techniques that

A. utilize participant observation to collect information and data.
B. use control groups to assess the effects of variables in an experiment.
C. use previously collected and publicly accessible information and data.
D. conduct surveys in order to obtain information for a study.

47. If a sociologist uses information gathered by the United States Census Bureau in a study, that sociologist is performing

A. a secondary analysis.
B. a questionnaire.
C. an experiment.
D. participant observation.

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48. Sociologists consider secondary analysis to be

A. more valid than other forms of research.
B. a nonreactive form of research.
C. more reliable than other forms of research.
D. an outdated mode of research.

49. An inherent problem in using secondary sources of data is that

A. all of the analysis has been completed by an initial research team.
B. researchers may not find the exact data needed for their research.
C. the data are plagued with statistical errors.
D. researchers may be more careless when using someone else's data.

50. A researcher studies adolescent attitudes about senior citizens by analyzing depictions of the elderly in the lyrics of popular music and the articles found in teen magazines. This is an example of

A. survey research.
B. an experiment.
C. content analysis.
D. replication.

51. Erving Goffman's pioneering exploration of how advertisements portray women as dependent upon men is an example of

A. census analysis.
B. survey research.
C. participation observation.
D. content analysis.

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52. Which of the following is included in the code of ethics for sociology?

A. using appropriate research techniques
B. maintaining integrity in research
C. remaining unbiased and non-discriminatory
D. All of the answer choices are correct.

53. Which of the following is NOT incorporated into the basic principles of the code of ethics for sociology?

A. acknowledgment of research collaboration
B. a required number of data sources
C. respect for subjects' privacy
D. disclosure of sources of financial support

54. Rik Scarce's jail experience in 1993 revealed the potential consequences of

A. raiding a university laboratory.
B. forging transcripts.
C. "snitching" on university administrators.
D. maintaining the confidentiality of sources.

55. After the 1989 *Valdez* disaster, the Exxon Corporation sought out many experts, including sociologists, to study jury deliberations. Which of the following was a major ethical concern for these sociologists?

A. Researchers might not be able to secure the required number of research sources.
B. Funding from Exxon might influence the results of the studies.
C. Jury members might have their privacy violated.
D. Results of the studies might not be kept confidential.

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56. According to value neutrality, investigators have an ethical obligation to accept research findings even when the data run counter to which of the following?

A. their own personal views
B. theoretically based explanations
C. widely accepted beliefs
D. All of the answer choices are correct.

57. Joyce Ladner's *The Death of White Sociology* called attention to

A. the tendency of mainstream sociology to investigate the lives of African Americans only in the context of social problems.
B. the tendency of White sociologists to view African Americans as inferior.
C. the rising number of African American sociologists.
D. the tendency of mainstream sociologists to avoid investigating the lives of White Americans in reference to social problems.

58. Which of the following is TRUE about Shulamit Reinharz?

A. She argued that sociological research should be open to drawing on relevant research by non-sociologists.
B. She argued that sociologists cannot hope to achieve value neutrality as long as racism exists.
C. She described the American Sociological Association's Code of Ethics as sexist.
D. She refused to classify herself as a feminist scholar.

59. Feminist sociologists

A. are generally considered to be biased.
B. have little impact outside of feminist academic circles.
C. view work and family as unimportant topics.
D. view work and family as interrelated topics.

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60. Which of the following statements is TRUE about feminist sociologists' contributions?

A. They are typically more reluctant to seek change than other researchers.
B. They have difficulty maintaining value neutrality due to the subject of their research.
C. They tend to involve and consult their subjects less often than other researchers.
D. They have contributed to a greater global awareness within sociology.

True / False Questions

61. One important goal of applying the scientific method to the study of society is to ensure that the researchers' own values and opinions are allowed to influence the results.

True False

62. The purpose of transforming a concept into its operational definition is to make the concept easier to observe and measure.

True False

63. In the hypothesis "the more socially integrated a person, the less likely that person is to commit suicide," level of social integration is the independent variable.

True False

64. If x is correlated with y, then by definition, x must be the cause of y.

True False

65. If x causes y, then by definition, x must be correlated with y.

True False

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66. For the purposes of data analysis, the most important quality of a sample is that it is representative of the population from which it is drawn.

True False

67. One way to ensure that a sample is representative of the broader population from which it is taken is to ensure that every member of the population has an equal chance of being selected in the sample.

True False

68. If the same questionnaire about income and education is given to the same person at two different times, and nothing significant has changed between the two times, the responses should be the same, and if they are not, the questionnaire can best be described as invalid.

True False

69. Of the two main types of survey instrument—the face-to-face interview and the questionnaire—the use of a questionnaire is likely to generate the higher response rate because it allows more time for the respondent to respond.

True False

70. While sociologists use a variety of different approaches to the study of social phenomena, they all accept that value-neutrality is essential in the interpretation of data.

True False

Essay Questions

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71. What is the scientific method? Briefly describe the five basic steps that comprise the scientific method. What are the benefits and drawbacks of using the scientific method to study sociological phenomena?

72. Explain the difference between correlation and causation. Give an example of two variables that are correlated but not causally connected. Which is more important to establish, correlation or causation? Explain your answer.

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73. Why is it important for researchers to use random samples of a given population? Define the term random, and suggest ways in which randomness can be achieved.

74. There are various types of research design that researchers can use, including surveys, observation, experiments, and existing sources/secondary analysis. Evaluate the strengths and weaknesses of each of these designs using real world examples to illustrate. Which, in your view, provides the most powerful framework to conduct research?

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75. To what extent is the type of research design adopted likely to be influenced by the sociological perspective of the researcher, and to what extent by the nature of the research question being asked?

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Chapter 02 Sociological Research Answer Key

Multiple Choice Questions

1. The scientific method

A. maximizes consistency in research.
B. enables researchers to prove their ideas are correct.
C. hinders the objectivity of scientists.
D. ensures value neutrality.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-01 Outline and describe the steps in the scientific method.
Topic: Scientific Method

2. Which of the following is TRUE of sociology?

A. Its theories rely primarily on common sense assumptions.
B. It represents a conversation between theory and research.
C. It is conducted primarily in a lab setting.
D. It focuses on identifying biological differences that affect relationships.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-01 Outline and describe the steps in the scientific method.
Topic: Social Sciences
Topic: Sociological Research
Topic: Sociological Theory

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3. Which of the following BEST describes theories?

A. They are testable statements about the relationship between two or more variables.
B. They are our most informed explanations of what happens and why.
C. They are objective statements that are known to be factually true.
D. They are measurable traits that are subject to change under different conditions.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-01 Outline and describe the steps in the scientific method.
Topic: Scientific Method
Topic: Sociological Theory

4. 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. create a hypothesis.
B. define a problem to study.
C. choose a research design.
D. conduct interviews.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-01 Outline and describe the steps in the scientific method.
Topic: Scientific Method
Topic: Sociological Research

5. Defining a sociological problem involves

A. decades of experience in the field and research into other theories.
B. extensive field study and use of the scientific process.
C. the creation of new social theory.
D. clarifying the concepts you want to learn more about.

Accessibility: Keyboard Navigation

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Blooms: Understand
Grade: Automatic
Learning Objective: 02-01 Outline and describe the steps in the scientific method.
Topic: Scientific Method
Topic: Sociological Research

6. An operational definition is

A. a relationship between two variables whereby a change in one coincides with a change in the other.
B. a speculative statement about the relationship between two variables.
C. the transformation of an abstract concept into indicators that are observable and measurable.
D. the extent to which a measure provides consistent results.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-02 Give an example of an operational definition.
Topic: Operational Definitions
Topic: Scientific Method

7. Which of the following would be LEAST likely to be used in formulating an operational definition for a study on racial bias in the workplace?

A. racial discrimination lawsuits filed in court
B. racial discrimination complaints to human resources directors at Fortune 500 companies
C. racial discrimination complaints to the Equal Employment Opportunities Commission
D. the narrative of a single person describing an incident of employment discrimination

Accessibility: Keyboard Navigation
Blooms: Analyze
Grade: Automatic
Learning Objective: 02-02 Give an example of an operational definition.
Topic: Operational Definitions
Topic: Scientific Method

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8. When researching a concept, why do sociologists conduct a review of the available literature?

A. to refine the problem under study
B. to clarify possible techniques to be used in collecting data
C. to eliminate or reduce avoidable mistakes
D. All of the answer choices are correct.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Sociological Research

9. A testable statement about the relationship between two or more variables is known as a

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

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-03 Explain the relationship between hypotheses and variables.
Topic: Hypotheses

10. The statement "Women who receive welfare are less likely than other women to have babies" is an example of

A. causal logic.
B. a research design.
C. an operational definition.
D. a hypothesis.

Accessibility: Keyboard Navigation
Blooms: Understand

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Grade: Automatic
Learning Objective: 02-03 Explain the relationship between hypotheses and variables.
Topic: Hypotheses

11. A variable is

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

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-03 Explain the relationship between hypotheses and variables.
Topic: Variables

12. Which of the following can serve as a variable in a study?

A. marital status
B. ethnic background
C. age
D. All of the answer choices are correct.

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Blooms: Understand
Grade: Automatic
Learning Objective: 02-03 Explain the relationship between hypotheses and variables.
Topic: Variables

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13. The relationship between variables in which a change in one leads to a change in the other is known as

A. observation.
B. an index.
C. a correlation.
D. causal logic.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-04 Distinguish correlation from cause.
Topic: Causation
Topic: Variables

14. The statement "People who live in poverty have shorter life expectancies than wealthier citizens" is an example of

A. the Hawthorne effect.
B. an independent variable.
C. a hypothesis.
D. a dependent variable.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-03 Explain the relationship between hypotheses and variables.
Topic: Hypotheses

15. The causal variable that brings about change is known as a(n)

A. spurious variable.
B. independent variable.
C. dependent variable.
D. operational variable.

Accessibility: Keyboard Navigation

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Blooms: Remember
Grade: Automatic
Learning Objective: 02-04 Distinguish correlation from cause.
Topic: Causation
Topic: Variables

16. Which of the following would be considered the independent variable in the statement "People who live in poverty have shorter life expectancies than wealthier citizens"?

A. source of income
B. level of income
C. quality of life
D. life expectancy

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-03 Explain the relationship between hypotheses and variables.
Topic: Variables

17. 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. independent variable.
B. hypothesis.
C. dependent variable.
D. index.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-03 Explain the relationship between hypotheses and variables.
Topic: Variables

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18. The race of a criminal offender is associated with the frequency with which capital punishment is administered. In this example, capital punishment would be considered the

A. hypothesis.
B. independent variable.
C. dependent variable.
D. index.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-03 Explain the relationship between hypotheses and variables.
Topic: Variables

19. The relationship between two variables in which a change in one coincides with a change in the other is known as a(n)

A. index.
B. operational definition.
C. scale.
D. correlation.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-04 Distinguish correlation from cause.
Topic: Correlation
Topic: Variables

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20. In exploring the relationship between education level and income, which of the following factors is LEAST likely to influence the correlation between the two?

A. ethnicity
B. political party
C. social network connections
D. parents' income level

Accessibility: Keyboard Navigation
Blooms: Apply
Grade: Automatic
Learning Objective: 02-04 Distinguish correlation from cause.
Topic: Correlation

21. In which type of sample does each member of the entire population have the same chance of being selected?

A. an index sample
B. a Roper sample
C. a random sample
D. a quota sample

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

22. 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. control variable.
B. quota sample.
C. random sample.
D. scale.

Accessibility: Keyboard Navigation

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Blooms: Understand
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

23. Valid research measures

A. are always independent, rather than dependent, variables.
B. are typically ambiguous when put into words.
C. accurately reflect the phenomenon under study.
D. always provide consistent results.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods
Topic: Variables

24. Which of the following would be considered a valid measure of an individual's intelligence?

A. the individual's employment
B. the researcher's opinion
C. the individual's level of education
D. None of the answer choices are correct.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

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25. A research measure that provides consistent results is considered

A. a scale.
B. reliable.
C. an index.
D. valid.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-03 Explain the relationship between hypotheses and variables.
Topic: Research Methods

26. A factor held constant to test the relative impact of the independent variable is known as a

A. correlation.
B. dependent variable.
C. control variable.
D. cross-tabulation.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-03 Explain the relationship between hypotheses and variables.
Topic: Research Methods
Topic: Variables

27. Which of the following is TRUE about a research design?

A. It is a detailed plan or method for scientifically obtaining data.
B. It is a speculative statement about the relationship between two or more variables.
C. It is a specific explanation of an abstract concept that allows researchers to measure the concept.
D. It is an indicator of attitudes, behavior, or characteristics of people or organizations.

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Blooms: Remember
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

28. Developing an effective research design is important because it directly influences both the amount of time needed to collect the data and the

A. general interest in the study.
B. ethics of the study.
C. purpose of the project.
D. cost of the project.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

29. To conduct a cross-cultural study of job discrimination against women, a sociologist interviews 75 women between the ages of 20 and 40 in an American city, and 75 women in the same age group in a Canadian city. This study would be classified as

A. a secondary analysis.
B. a content analysis.
C. a survey.
D. participant observation.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-03 Explain the relationship between hypotheses and variables.
Topic: Research Methods

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30. In order to provide information that is useful, open-ended survey questions

A. must be worded accurately and without bias.
B. must require a yes or no answer.
C. should be varied for each respondent.
D. should contain the answer that will confirm the study.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-04 Distinguish correlation from cause.
Topic: Research Methods

31. The results of an interview may be influenced by

A. the gender of the interviewer.
B. the race of the interviewer.
C. Neither answer is correct.
D. Both answers are correct.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

32. Surveys most often represent _____ research, which collects and reports data primarily in numerical form.

A. quantitative
B. descriptive
C. qualitative
D. ethnographic

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Blooms: Remember
Grade: Automatic

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Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

33. The number calculated by adding a series of values and then dividing by the number of values is referred to as the

A. mode.
B. median.
C. percentage.
D. mean.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

34. The midpoint, or number that divides a series of values into two groups of equal numbers of values, is referred to as the

A. mean.
B. median.
C. percentage.
D. mode.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

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35. Which number would be considered the mode of the following: 10-10-9-9-8-8-7-7-7-6-5?

A. 8
B. 7
C. 5
D. 10

Accessibility: Keyboard Navigation
Blooms: Apply
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

36. Research that relies on what sociologists observe in the field and naturalistic settings, and that often focuses on small groups and communities, is referred to as

A. quantitative research.
B. experimental research.
C. qualitative research.
D. ethnographic research.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods
Topic: Sociological Research

37. Researchers who use sociological observation to collect data do so by either watching a group or by

A. directly participating in a group.
B. giving questionnaires to a group.
C. reading literature about a group.
D. interviewing members of a group.

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Blooms: Remember
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

38. A sociologist attends meetings at all the schools and churches in his community over several years, and meets as many residents as he can for the purpose of exploring all facets of the community's social life. He then compiles a detailed description of the community. He is conducting a(n)

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

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

39. The initial obstacle participant observers encounter is

A. gaining acceptance into an unfamiliar group.
B. determining which group will be the experimental group.
C. formulating the sequence of questions in an interview.
D. maintaining their objectivity when studying people face-to-face.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-07 Apply ethical principles to the challenges researchers encounter in conducting research.
Topic: Research Methods

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40. Once a researcher has been accepted into a group, a major challenge of participant observation is

A. finding a group to study.
B. maintaining objectivity.
C. obtaining funding.
D. collecting enough useful information.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-07 Apply ethical principles to the challenges researchers encounter in conducting research.
Topic: Research Methods

41. An artificially created situation that allows a researcher to manipulate variables is known as a(n)

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

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-04 Distinguish correlation from cause.
Topic: Research Methods

42. In an experiment, the group that is NOT exposed to the independent variable is called the

A. study group.
B. experimental group.
C. representative group.
D. control group.

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Blooms: Remember

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Grade: Automatic
Learning Objective: 02-03 Explain the relationship between hypotheses and variables.
Topic: Research Methods

43. Sociologists performing research

A. tend to use laboratory experiments as their primary method of gathering data about a study.
B. tend not to use laboratory experiments because the information fails to capture the subtleties of field work.
C. tend to combine laboratory experiments and field work.
D. tend to use both laboratory experiments and field work, but not in conjunction with each other.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-07 Apply ethical principles to the challenges researchers encounter in conducting research.
Topic: Research Methods

44. 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. the Hawthorne effect.
C. replication.
D. secondary analysis.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-07 Apply ethical principles to the challenges researchers encounter in conducting research.
Topic: Research Methods

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45. Which of the following is TRUE about Devah Pager's research?

A. It was hampered by the Hawthorne effect.
B. It found that most convicts released from prison each year are White.
C. It found that the race of applicants had a more significant effect than did their purported criminal records.
D. It found that White ex-convicts have a harder time becoming employed than blacks with no criminal records.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

46. Secondary analysis includes a variety of research techniques that

A. utilize participant observation to collect information and data.
B. use control groups to assess the effects of variables in an experiment.
C. use previously collected and publicly accessible information and data.
D. conduct surveys in order to obtain information for a study.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

47. If a sociologist uses information gathered by the United States Census Bureau in a study, that sociologist is performing

A. a secondary analysis.
B. a questionnaire.
C. an experiment.
D. participant observation.

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Blooms: Understand
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

48. Sociologists consider secondary analysis to be

A. more valid than other forms of research.
B. a nonreactive form of research.
C. more reliable than other forms of research.
D. an outdated mode of research.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

49. An inherent problem in using secondary sources of data is that

A. all of the analysis has been completed by an initial research team.
B. researchers may not find the exact data needed for their research.
C. the data are plagued with statistical errors.
D. researchers may be more careless when using someone else's data.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-07 Apply ethical principles to the challenges researchers encounter in conducting research.
Topic: Research Methods

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50. A researcher studies adolescent attitudes about senior citizens by analyzing depictions of the elderly in the lyrics of popular music and the articles found in teen magazines. This is an example of

A. survey research.
B. an experiment.
C. content analysis.
D. replication.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

51. Erving Goffman's pioneering exploration of how advertisements portray women as dependent upon men is an example of

A. census analysis.
B. survey research.
C. participation observation.
D. content analysis.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-08 Describe the impact of feminist theory on sociological research practices.
Topic: Research Methods

52. Which of the following is included in the code of ethics for sociology?

A. using appropriate research techniques
B. maintaining integrity in research
C. remaining unbiased and non-discriminatory
D. All of the answer choices are correct.

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Blooms: Remember
Grade: Automatic
Learning Objective: 02-06 List the basic principles of the American Sociological Association's Code of Ethics.
Topic: Ethics
Topic: Sociological Research

53. Which of the following is NOT incorporated into the basic principles of the code of ethics for sociology?

A. acknowledgment of research collaboration
B. a required number of data sources
C. respect for subjects' privacy
D. disclosure of sources of financial support

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-06 List the basic principles of the American Sociological Association's Code of Ethics.
Topic: Ethics
Topic: Sociological Research

54. Rik Scarce's jail experience in 1993 revealed the potential consequences of

A. raiding a university laboratory.
B. forging transcripts.
C. "snitching" on university administrators.
D. maintaining the confidentiality of sources.

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Blooms: Understand
Grade: Automatic
Learning Objective: 02-07 Apply ethical principles to the challenges researchers encounter in conducting research.
Topic: Ethics

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55. After the 1989 *Valdez* disaster, the Exxon Corporation sought out many experts, including sociologists, to study jury deliberations. Which of the following was a major ethical concern for these sociologists?

A. Researchers might not be able to secure the required number of research sources.
B. Funding from Exxon might influence the results of the studies.
C. Jury members might have their privacy violated.
D. Results of the studies might not be kept confidential.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-07 Apply ethical principles to the challenges researchers encounter in conducting research.
Topic: Ethics

56. According to value neutrality, investigators have an ethical obligation to accept research findings even when the data run counter to which of the following?

A. their own personal views
B. theoretically based explanations
C. widely accepted beliefs
D. All of the answer choices are correct.

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Blooms: Understand
Grade: Automatic
Learning Objective: 02-07 Apply ethical principles to the challenges researchers encounter in conducting research.
Topic: Ethics
Topic: Sociological Research

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57. Joyce Ladner's *The Death of White Sociology* called attention to

A. the tendency of mainstream sociology to investigate the lives of African Americans only in the context of social problems.

B. the tendency of White sociologists to view African Americans as inferior.

C. the rising number of African American sociologists.

D. the tendency of mainstream sociologists to avoid investigating the lives of White Americans in reference to social problems.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-07 Apply ethical principles to the challenges researchers encounter in conducting research.
Topic: Ethics
Topic: Sociological Research

58. Which of the following is TRUE about Shulamit Reinharz?

A. She argued that sociological research should be open to drawing on relevant research by non-sociologists.

B. She argued that sociologists cannot hope to achieve value neutrality as long as racism exists.

C. She described the American Sociological Association's Code of Ethics as sexist.

D. She refused to classify herself as a feminist scholar.

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Blooms: Remember
Grade: Automatic
Learning Objective: 02-08 Describe the impact of feminist theory on sociological research practices.
Topic: Ethics
Topic: Sociological Research

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59. Feminist sociologists

A. are generally considered to be biased.
B. have little impact outside of feminist academic circles.
C. view work and family as unimportant topics.
D. view work and family as interrelated topics.

Accessibility: Keyboard Navigation
Blooms: Remember
Grade: Automatic
Learning Objective: 02-08 Describe the impact of feminist theory on sociological research practices.
Topic: Feminist Theory
Topic: Sociological Research

60. Which of the following statements is TRUE about feminist sociologists' contributions?

A. They are typically more reluctant to seek change than other researchers.
B. They have difficulty maintaining value neutrality due to the subject of their research.
C. They tend to involve and consult their subjects less often than other researchers.
D. They have contributed to a greater global awareness within sociology.

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-08 Describe the impact of feminist theory on sociological research practices.
Topic: Feminist Theory

True / False Questions

61. One important goal of applying the scientific method to the study of society is to ensure that the researchers' own values and opinions are allowed to influence the results.

FALSE

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Blooms: Understand
Grade: Automatic
Learning Objective: 02-01 Outline and describe the steps in the scientific method.
Topic: Scientific Method
Topic: Sociological Research

62. The purpose of transforming a concept into its operational definition is to make the concept easier to observe and measure.

TRUE

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-02 Give an example of an operational definition.
Topic: Operational Definitions

63. In the hypothesis "the more socially integrated a person, the less likely that person is to commit suicide," level of social integration is the independent variable.

TRUE

Accessibility: Keyboard Navigation
Blooms: Apply
Grade: Automatic
Learning Objective: 02-03 Explain the relationship between hypotheses and variables.
Topic: Hypotheses
Topic: Variables

64. If x is correlated with y, then by definition, x must be the cause of y.

FALSE

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-04 Distinguish correlation from cause.
Topic: Causation
Topic: Correlation
Topic: Variables

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65. If x causes y, then by definition, x must be correlated with y.

TRUE

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-04 Distinguish correlation from cause.
Topic: Causation
Topic: Correlation
Topic: Variables

66. For the purposes of data analysis, the most important quality of a sample is that it is representative of the population from which it is drawn.

TRUE

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

67. One way to ensure that a sample is representative of the broader population from which it is taken is to ensure that every member of the population has an equal chance of being selected in the sample.

TRUE

Accessibility: Keyboard Navigation
Blooms: Apply
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

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68. If the same questionnaire about income and education is given to the same person at two different times, and nothing significant has changed between the two times, the responses should be the same, and if they are not, the questionnaire can best be described as invalid.

FALSE

Accessibility: Keyboard Navigation
Blooms: Apply
Grade: Automatic
Learning Objective: 02-04 Distinguish correlation from cause.
Topic: Research Methods

69. Of the two main types of survey instrument—the face-to-face interview and the questionnaire—the use of a questionnaire is likely to generate the higher response rate because it allows more time for the respondent to respond.

FALSE

Accessibility: Keyboard Navigation
Blooms: Understand
Grade: Automatic
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

70. While sociologists use a variety of different approaches to the study of social phenomena, they all accept that value-neutrality is essential in the interpretation of data.

FALSE

Accessibility: Keyboard Navigation
Blooms: Remember
Blooms: Understand
Grade: Automatic
Learning Objective: 02-07 Apply ethical principles to the challenges researchers encounter in conducting research.
Topic: Ethics

Essay Questions

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71. What is the scientific method? Briefly describe the five basic steps that comprise the scientific method. What are the benefits and drawbacks of using the scientific method to study sociological phenomena?

Answers will vary.

Accessibility: Keyboard Navigation
Blooms: Evaluate
Blooms: Remember
Grade: Manual
Learning Objective: 02-01 Outline and describe the steps in the scientific method.
Topic: Hypotheses
Topic: Scientific Method
Topic: Variables

72. Explain the difference between correlation and causation. Give an example of two variables that are correlated but not causally connected. Which is more important to establish, correlation or causation? Explain your answer.

Answers will vary.

Accessibility: Keyboard Navigation
Blooms: Apply
Blooms: Evaluate
Blooms: Understand
Grade: Manual
Learning Objective: 02-04 Distinguish correlation from cause.
Topic: Causation
Topic: Correlation
Topic: Variables

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73. Why is it important for researchers to use random samples of a given population? Define the term random, and suggest ways in which randomness can be achieved.

Answers will vary.

Accessibility: Keyboard Navigation
Blooms: Analyze
Blooms: Remember
Blooms: Understand
Grade: Manual
Learning Objective: 02-07 Apply ethical principles to the challenges researchers encounter in conducting research.
Topic: Research Methods

74. There are various types of research design that researchers can use, including surveys, observation, experiments, and existing sources/secondary analysis. Evaluate the strengths and weaknesses of each of these designs using real world examples to illustrate. Which, in your view, provides the most powerful framework to conduct research?

Answers will vary.

Accessibility: Keyboard Navigation
Blooms: Analyze
Blooms: Evaluate
Grade: Manual
Learning Objective: 02-05 Summarize the characteristics, advantages, and limitations of the major research designs.
Topic: Research Methods

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75. To what extent is the type of research design adopted likely to be influenced by the sociological perspective of the researcher, and to what extent by the nature of the research question being asked?

Answers will vary.

Accessibility: Keyboard Navigation
Blooms: Apply
Blooms: Create
Grade: Manual
Learning Objective: 02-07 Apply ethical principles to the challenges researchers encounter in conducting research.
Topic: Research Methods
Topic: Sociological Perspectives
Topic: Sociological Research
Topic: Sociological Theory

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