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CORRECT ANSWERS ARE LOCATED IN THE 2ND HALF OF THIS DOC.

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

1) The third step in the scientific method is reviewing the literature.
   - ◎ true
   - ◎ false

2) In the statement "The more a person exercises, the longer he or she will live," longevity is the independent variable.
   - ◎ true
   - ◎ false

3) A magazine asks its readers to complete a survey that questions them about their sexual practices. Based on the responses that it receives, the magazine publishes an article entitled "The Sexual Practices of Men and Women in the U.S." This magazine has conducted a valid random sample to support its article.
   - ◎ true
   - ◎ false

4) *Validity* refers to the degree to which a measure or scale truly reflects the phenomenon under study.
   - ◎ true
   - ◎ false

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5) Not disclosing all sources of financial support is an example of an ethical violation, according to the APA's *Code of Ethics*.
   - ◎ true
   - ◎ false

6) The anonymity and confidentiality of a subject is of the utmost importance when conducting sociological research.
   - ◎ true
   - ◎ false

7) Feminist theorists always see work and leisure and paid and unpaid domestic work as two separate spheres.
   - ◎ true
   - ◎ false

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8) Feminist researchers tend to involve and consult their subjects more than other researchers.
   ◎ true
   ◎ false

9) Most research significantly underreports the proportion of gays and lesbians in the population.
   ◎ true
   ◎ false

10) The veiled reporting technique requires that researchers remain anonymous throughout the entire study.
   ◎ true
   ◎ false

11) Big data is only available to individuals with significant funding.
   ◎ true
   ◎ false

12) Having data before assuming a hypothesis is correct is not recommended for sociological research.
   ◎ true
   ◎ false

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

13) 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) scientific method
   B) social science
   C) experiment
   D) value neutrality

14) Which of the following is the second step of the scientific method?
   A) defining the problem
   B) selecting the research design
   C) reviewing the literature
   D) collecting and analyzing data

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15) 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) review the literature on date and acquaintance rape.
B) define the problem.
C) create a hypothesis.
D) choose a research design.

16) After a sociologist reviews the literature, what is the next step in the process?
A) to define the problem
B) to generate ideas for future research
C) to formulate a hypothesis
D) to choose a research design

17) Sociologists conduct reviews of literature to do which of the following?
A) to refine the problem under study
B) to identify potential sources of funding
C) to determine whether a research study is in fact feasible
D) to analyze the data and formulate conclusions

18) An operational definition is
A) a speculative statement about the relationship between two variables.
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 relationship between two variables whereby a change in one coincides with a change in the other.

19) A sociologist who is interested in examining racism in sports might determine what percentage of team owners, general managers, coaches, and managers are members of each racial group. This would be an example of developing a(n)
A) research design.
B) operational definition.
C) hypothesis.
D) theory.

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20) The use of the discipline of sociology to yield practical applications for human behavior and organizations is known as
A) applied sociology.
B) ethnography.
C) clinical sociology.
D) qualitative research.

21) The use of photographic and video documentation in sociological study is known as
A) iconography.
B) visual sociology.
C) secondary sociology.
D) image analysis.

22) A speculative statement about the relationship between two or more variables is known as a
A) correlation.
B) hypothesis.
C) sample.
D) research design.

23) The statement "women who receive welfare are less likely than other women to have babies" is an example of
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A) an operational definition.
B) a hypothesis.
C) a research design.
D) an independent variable.

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

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

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26) The variable that is hypothesized to cause or influence another variable is referred to by social scientists as a(n)
A) independent variable.
B) dependent variable.
C) spurious variable.
D) operational variable.

27) Researchers find that pet owners live longer, healthier lives. Within this study, pet ownership is the
A) independent variable.
B) dependent variable.
C) spurious variable.
D) operational variable.

28) 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) hypothesis.
B) independent variable.
C) dependent variable.
D) index.

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

30) The race of criminal offenders is found to determine the frequency with which capital punishment is administered. In this example, the frequency with which capital punishment is administered would be considered the
A) hypothesis.
B) independent variable.
C) dependent variable.
D) index.

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31) Which of the following relationships best shows causal logic?
A) The time spent reviewing for a test may be directly related to, or produce a greater likelihood of, getting a high score.
B) Being less integrated into society may be directly related to, or produce a lower likelihood of, suicide.
C) The time spent tending to one's vegetable garden may be directly related to, or produce a greater likelihood of, overgrowth.
D) Being more involved in extracurricular activities may be directly related to, or produce a lower likelihood of, college admission.

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

33) A recent study at the University of Oklahoma reassured parents helping their children with schoolwork during the pandemic because the study found that
A) parental involvement with homework improved educational outcomes for both good and more modestly performing children.
B) parental involvement with homework resulted in poorer educational outcomes for all children.
C) parental involvement with homework improved students' extracurricular outcomes.
D) parental involvement with homework induced teachers to award higher grades to all children.

34) In an experiment, the group that is not exposed to the independent variable is called the
A) experimental group.
B) representative group.
C) study group.
D) control group.

35) A sociologist sets up an experiment on the effects of television violence on children. The set of children that are shown the violent cartoons are considered the
A) experimental group.
B) control group.
C) independent variable.
D) dependent variable.

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36) A sociologist sets up an experiment on the effects of energy drinks on sleep. The individuals who are given a placebo drink are considered the
A) independent variable.
B) control group.
C) experimental group.
D) dependent variable.

37) A study is being done on the effects of a new antibiotic on cognitive ability. In this scenario, the antibiotic is considered to be the
A) experimental group.
B) control group.
C) independent variable.
D) dependent variable.

38) A researcher finds that those who have children at a young age are significantly more likely to have lower levels of education as a result of early childbearing. This would be an example of
A) a hypothesis.
B) a correlation.
C) causal logic.
D) an effect.

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

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

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

42) "Data indicate that people who prefer to watch televised news programs are less knowledgeable than those who read newspapers and newsmagazines." This statement is an example of a(n)
A) causality.
B) correlation.
C) independent variable.
D) law.

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

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

45) A research measure that provides consistent results is considered
A) valid.
B) reliable.
C) an index.
D) a scale.

46) *Validity* refers to
A) the provision of consistent results.
B) independent, rather than dependent, variables.
C) the accurate measurement of the phenomenon under study.
D) the ethical standards that are followed by sociologists.

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47) What type of sample is specifically used for gathering information about clandestine or difficult-to-identify groups?
A) snowball sample
B) random sample
C) valid sample
D) blind survey

48) 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) speculative statement about the relationship between two or more variables.
C) indicator of attitudes, behaviors, or characteristics of people or organizations.
D) detailed plan or method for scientifically obtaining data.

49) A study, generally in the form of an interview or a questionnaire, that provides sociologists with information concerning how people think or act is known as
A) observation research.
B) a survey.
C) secondary analysis.
D) an experiment.

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50) 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) participant observation.
C) a survey.
D) a content analysis.

51) Following a recent concern about depiction of masculinity in mass media, a sociologist wanted to determine how men are portrayed in the lyrics of mainstream country music and studied songs from the *Billboard* music charts from the 1980s to the present. This sociologist employed the technique of
A) content analysis.
B) ethnography.
C) survey.
D) experiment.

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52) Ethnography 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) qualitative
C) observational
D) experimental

53) Which of the following statements is true of cell phone users?
A) Cell phone users are more likely to answer all incoming calls.
B) Cell phone users are more likely to complete surveys.
C) There is a higher proportion of nonadults on cell phones.
D) There is a higher proportion of females on cell phones.

54) When sociologists want to study a possible cause-and-effect relationship, they may conduct _____, which is an artificially created situation that allows a researcher to manipulate variables.
A) a survey.
B) observation.
C) secondary analysis.
D) an experiment.

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55) 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) a content analysis.
B) a secondary analysis.
C) a quantitative study.
D) ethnographic research.

56) Which of the following was identified as one of the initial challenges that a participant observer may face when conducting an ethnography?
A) receiving adequate resources, such as funding
B) gaining acceptance from the unfamiliar group
C) identifying a group to observe
D) acquiring the necessary approvals to conduct the research

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57) When a sociologist actually joins a group for a period to get an accurate sense of how it operates, the technique is called
A) an experiment.
B) a survey.
C) face-to-face interview.
D) participant observation.

58) When conducting ethnographic research as a participant observer, the investigator must
A) develop friendships with key members of the study group.
B) not be concerned about gaining acceptance by the study group.
C) maintain some degree of detachment.
D) use the same persona in the control group as he or she did with the study group.

59) An artificially created situation that allows the researcher to manipulate variables and to introduce control variables is known as a(n)
A) survey.
B) experiment.
C) replication.
D) research design.

60) 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) content analysis.
C) replication.
D) laboratory experiments.

61) Regina wants to study the homeless in her home town. In order to do so, she lives at a homeless shelter for a month. During this time, she does everything that the women she is studying do and tells no one of her true identity. This method is
A) an experiment.
B) a survey.
C) face-to-face interview.
D) participant observation.

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62) What term do sociologists use for the phenomenon whereby subjects deviate from their typical behavior because they realize they are under observation?
A) control group effect
B) spurious response
C) Hawthorne effect
D) skewing

63) 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) replication.
B) secondary analysis.
C) the Hawthorne effect.
D) value neutrality.

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

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

66) Which of the following statements pertaining to secondary data analysis is true?
A) It influences people's behavior.
B) The data is generally difficult to acquire.
C) It can provide researchers with everything they need.
D) It does not require the collection of new data.

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

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68) 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) replication.
C) survey research.
D) an experiment.

69) Which of the following existing data sources is used most frequently for sociological research?
A) census data
B) scientific records
C) personal journals
D) newspapers

70) Cost-efficiency is an advantage associated with which of the following research designs?
A) survey
B) ethnography
C) experiment
D) existing sources

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71) _____ study of Italian street-corner men used participant observation.
A) Terry Mizrahi's
B) William F. Whyte's
C) Max Weber's
D) Vilfredo Pareto's

72) Which of following principles is included in the American Sociological Association's (ASA) *Code of Ethics*?
A) maintaining popularity
B) ability to disregard transparency
C) protection of research subjects from personal harm
D) subjectivity in research

73) Most sociological research uses _____ as sources of information.
A) people
B) newspapers
C) scientific data
D) census data

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74) Why was Rik Scarce, a doctoral student at Washington State University, placed in jail in 1993?
A) for preserving the confidentiality of a source involved in his research
B) for raiding a university laboratory
C) for "snitching" on university administrators
D) for forging transcripts

75) Which of the following is true regarding the Exxon Corporation after the 1989 *Valdez* disaster?
A) Exxon solicited anthropologists to do research on jury deliberations.
B) Exxon offered research money for sociologists doing research on jury deliberations.
C) Due to the controversy, none of the research funded by Exxon was published in peer-reviewed journals.
D) Ultimately, Exxon settled, awarding each plaintiff close to $100,000.

76) Which of the following was a common criticism of Exxon's actions after the 1989 *Valdez* disaster?
A) Exxon did not pay sociologists well enough for the research they did on jury deliberations.
B) Exxon publicly agreed to fund only those sociologists who were known to be in favor of Exxon's policies and actions.
C) No legal scholars were approached to do research on jury deliberations.
D) Exxon did not volunteer to fund research on clean-up technologies or long-term environmental costs.

77) Objectivity in the interpretation of data is referred to as
A) external validity.
B) reliability.
C) value neutrality.
D) internal validity.

78) Value neutrality focuses on which of the following challenges associated with sociological research and ethics?
A) the influence of a person's opinions and biases on the interpretation of data
B) the relationship between the interviewer and the participant
C) conflicts of interest associated with the funding of the research
D) protecting subjects from personal harm

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79) Which sociologist argued that sociological research should be open to bringing about social change and to drawing on relevant research by nonsociologists?
A) Jane Poulson
B) Joyce Ladner
C) Earl Wright II
D) Karen Barkey

80) Recently, feminist scholars have become interested in self-injury, due in part to research that shows _____ of self-injurers are female.
A) 15 percent
B) 50 percent
C) 75 percent
D) 85 percent

81) Which of the following is a common characteristic among feminist researchers?
A) They tend to involve and consult subjects more than other researchers.
B) They are more oriented toward stability rather than change.
C) They are more inclined to conduct research that appeases the masses.
D) They tend to focus more on quantitative than on qualitative data.

82) To better understand male self-injurers, researchers Adler and Adler are currently testing what hypothesis?
A) Self-injury is a manifestation of hypermasculinity in the tolerance of pain.
B) Self-injury is a subconscious response to childhood trauma.
C) Self-injury is a reflection of a need for control.
D) Self-injury is a response to drug or alcohol addiction.

83) What conclusion did the National Bureau of Economic Research reach about gays and lesbians as subjects of sociological research?
A) Most research treats its gay and lesbian subjects with contempt.
B) Most research considers the possibility that its subjects might be gay or lesbian.
C) Most research underreports the number of gays and lesbians in the population.
D) Most research begins from a position that sexuality is fluid and that gays and lesbians are in a state of transition.

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84) The technique in which respondents are asked whether they consider themselves to be heterosexual in the context of other much less sensitive questions (such as "Did you spend a lot of time playing video games as a child?") is referred to as
A) value neutrality.
B) operationalization.
C) causal logic.
D) veiled reporting.

85) We lack reliable data on patterns of sexual behavior because
A) it is difficult for researchers to even broach the subject.
B) until AIDS emerged in the 1980s, there was little scientific demand for data on sexual behavior except for specific concerns such as contraception.
C) government funding for studies of sexual behavior is available, but not many want to ask for it.
D) there has been an increase in the use of inaccurate data over the past decade.

86) Which of the following statements regarding Ogas and Gaddam's 2011 study on human sexual behavior is accurate?
A) Ogas and Gaddam could not distinguish between online fantasies and rational desires.
B) Ogas and Gaddam were unable to differentiate the data pertaining to the web searches and the websites.
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C) Ogas and Gaddam found that women and men do not differ in their preferences.
D) Ogas and Gaddam were able to distinguish between a single search and repeated search by the same person.

87) Which of the following has/have continuously perpetuated a highly sexualized environment?
A) mass media
B) government
C) health organizations
D) religious organizations

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

88) Define the term *scientific method* and the five basic steps used in the scientific method.

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89) 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?

90) Describe the various types of research designs and discuss the strengths and weakness of each design. Which type of research design is most commonly used by researchers, and which type of research design is the least reliable?

91) Discuss the issue of ethics and social research. Why is ethics crucial to social research, and what can be done to prevent ethical problems from taking place?

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92) In the context of ethics and social research, how can research be harmful to human life?

93) Define *value neutrality* and discuss its significance in sociological research. What issues can arise if value neutrality is ignored?

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94) Discuss the various ways feminist scholars differ in their interests and methodology from other scholars. Would feminist scholarship be considered an application of the functionalist, interactionist, or conflict perspective?

95) Explain how "veiled reporting" may result in underreporting of gay and lesbian subjects in survey research.

96) Discuss the difficulties of studying human sexuality. What factors have contributed to the availability and quantity of data pertaining to the subject?

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97) Describe how the Internet can be used to conduct social research. Is the Internet a good or bad place to conduct social research?

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Answer Key

Test name: Chapter 02

1) FALSE
2) FALSE
3) FALSE
4) TRUE
5) TRUE
6) TRUE
7) FALSE
8) TRUE
9) TRUE
10) FALSE
11) FALSE
12) FALSE
13) A
14) C
15) B
16) C
17) A
18) C
19) B
20) A
21) B
22) B
23) B
24) A
25) C
26) A
27) A
28) B
29) C
30) C
31) A
32) A
33) A
34) D
35) A
36) B
37) C

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38) B
39) B
40) A
41) B
42) B
43) A
44) D
45) B
46) C
47) A
48) D
49) B
50) C
51) A
52) B
53) C
54) D
55) D
56) B
57) D
58) C
59) B
60) D
61) D
62) C
63) C
64) C
65) C
66) D
67) A
68) A
69) A
70) D
71) B
72) C
73) A
74) A
75) B
76) D
77) C

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78) A
79) C
80) D
81) A
82) A
83) C
84) D
85) B
86) A
87) A
88) Short Answer
Answers will vary.

89) Short Answer
Answers will vary.

90) Short Answer
Answers will vary.

91) Short Answer
Answers will vary.

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92) Short Answer
Answers will vary.

93) Short Answer
Answers will vary.

94) Short Answer
Answers will vary.

95) Short Answer
Answers will vary.

96) Short Answer
Answers will vary.

97) Short Answer
Answers will vary.

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CHAPTER 2 SOCIOLOGICAL RESEARCH

CHAPTER OUTLINE

WHAT IS THE SCIENTIFIC METHOD?

Defining the Problem
Reviewing the Literature
Formulating the Hypothesis
Collecting and Analyzing Data
Developing the Conclusion
In Summary: The Scientific Method

MAJOR RESEARCH DESIGNS

Surveys
Ethnography
Experiments
Use of Existing Sources

ETHICS OF RESEARCH

Confidentiality
Conflict of Interest
Value Neutrality

FEMINIST METHODOLOGY

QUEER THEORY AND METHODOLOGY

THE DATA-RICH FUTURE

SOCIAL POLICY AND SOCIOLOGICAL RESEARCH: STUDYING HUMAN SEXUALITY

Boxes

Our Wired World: Surveying Cell Phone Users
Research Today: Visual Sociology
Taking Sociology to Work: Dave Eberbach, Associate Director, Iowa Institute for Community Alliances

APPENDIX I: USING STATISTICS AND GRAPHS

APPENDIX II: WRITING A RESEARCH REPORT

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LEARNING OBJECTIVES

- Outline and describe the steps in the scientific method.
- Give an example of an operational definition.
- Explain the relationship between hypotheses and variables.
- Distinguish correlation from cause.
- Summarize the characteristics, advantages, and limitations of the major research designs.
- List the basic principles of the American Sociological Association's code of ethics.
- Apply ethical principles to the challenges researchers encounter in conducting research.
- Describe the impact of feminist theory on sociological research practices.
- Summarize the benefits and challenges of conducting research online.
- Analyze through a sociological lens the challenges in conducting research on human sexual behavior and the potential impact of such research on social policy.

WHAT'S NEW IN CHAPTER 2

- Vignette drawn from sociological study of why teenagers use vaping products.
- New Census relationship questions and their relationship to sociological research.
- Discussion of how the study of the effects of education on income can be broadened to include factors of race and gender.
- Extensive example of how content analysis reveals how men are portrayed in country music.
- Discussion of how being gay influences racial attitudes.
- Updated figures "Educational Level and Household Income in the United States," "Impact of a College Education on Income," "Women More Sexualized Than Men in Top Films of 2017," "Changing Attitudes Toward the Legalization of Marijuana," and "People Who Favor Legalization of Marijuana by Political Affiliation and Age."
- Updated data in Box 2-1: Surveying Cell Phone Users.
- Added discussion on Big Brothers Big Sisters program and Fractured Family national survey to section on Data-Rich Future.
- Updated Thinking Critically questions in "In Summary: The Scientific Method," "Value Neutrality," and "The Data-Rich Future" sections.

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CHAPTER SUMMARY

Sociologists have a commitment to the use of the **scientific method** in their research, which is comprised of a systematic series of steps that ensures maximum objectivity and consistency in researching a problem. The basic steps in the scientific method are defining the problem, reviewing the literature, formulating the hypothesis, selecting the research design, and

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collecting and analyzing the data. Finally, the researcher develops a conclusion based on the findings of the research. A **hypothesis** is a speculative statement about the relationship between two or more variables.

An **operational definition** is an explanation of an abstract concept that allows a researcher to assess or measure the concept. For example, a sociologist interested in status might use membership in exclusive social clubs as an operational definition of status.

A review of the relevant literature helps to refine the problem, consider previous attempts to investigate it, and reduce avoidable mistakes.

Variables are measurable traits or characteristics that are subject to change under certain conditions. An **independent** variable is the one in a causal relationship that causes or influences a change in another variable. The variable that is changed or dependent on the independent variable is called the **dependent variable**. **Causal logic** involves the relationship between a condition or variable and a particular consequence, with one leading to the other. A **correlation** exists when a change in one variable coincides with a change in the other; however, a correlational relationship does not necessarily indicate a causal relationship. **Control variables** are those factors that are held constant to test the strength of a relationship between the independent and dependent variables. **Cross-tabulation** is a table or matrix that shows the relationship between two or more variables.

In most studies, social scientists carefully select a sample. A **sample** is a selection from a larger population that is statistically representative of the population. In a **random sample**, every member of the population being studied has the same chance of being selected for the study.

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The scientific method requires both validity and reliability. **Validity** refers to the degree to which a measure or scale truly reflects the phenomenon under study. **Reliability** refers to the extent to which a measure produces consistent results.

In formulating a conclusion, sociological studies sometime fail to support the original hypothesis, and researchers must reformulate their conclusions.

A **research design** is a detailed plan or method for obtaining or collecting data. **Surveys** are a common method of **quantitative research** used by researchers to collect data. A quantitative method is one in which data are represented as numbers or statistics. Surveys may consist of oral **interviews** or written **questionnaires**. **Ethnography** is a **qualitative research** method that allows researchers to collect data through everyday interaction with a group or community under study. **Observation** is the basic technique of ethnography, and as a research technique, is simply collecting information through direct participation, by closely watching a group or community. Qualitative research involves smaller samples and different research methodologies because it is research that relies on what is seen in field or naturalistic settings, more than on statistical data. **Experiments** are artificially created situations in which researchers can manipulate variables. Typically, an **experimental group** is exposed to the

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independent variable (or "stimulus") and the **control group** is not. Sometimes experiments can suffer from the **Hawthorne effect**, a term sociologists have used to refer to the unintended influence that observers of experiments can have on their subjects.

Analyzing existing data that have been previously collected is called **secondary analysis**. **Content analysis** involves the systematic coding and objective recording of data, such as using newspapers, periodicals, and other common documents or venues to interpret and test the significance of data.
Mean is the number calculated by adding a series of values and then dividing by the number of values. **Median** is the midpoint or number that divides a series of values into two groups of equal numbers of values. The **mode** is the single most common value in a series of scores. A **percentage** is a portion of 100.

All researchers must abide by a **code of ethics** to ensure that researchers are not causing harm or violating a person's privacy. The American Sociological Association (ASA) is responsible for publishing a code of ethics for researchers in the field of sociology. Most researchers strive for **value neutrality**, Max Weber's term for objectivity in the interpretation of data; however, some have suggested neutrality may be impossible to attain.

As the feminist perspective gains influence among sociological researchers, feminist methodology is changing both how issues are defined and how data are collected. Queer theory is also exposing some of the inherent sexuality bias in sociology that can lead to underreporting of gay and lesbian groups in a research process. Finally, computers and the massive increases in available data in today's world have allowed sociologists to take on research that was nearly impossible a decade ago.

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Although the term **visual sociology**, which involves the use of photographs, film and video to study society, is relatively new, the roots of visual research methods go deep. As sociologist Howard Becker reminds us "[p]hotography and sociology have approximately the same birth date," in the 1830s. Early sociological works made use of photographs and other visuals, such as maps, not merely as illustrations but as the basis of research.

Applied sociology involves the use of the discipline with the specific intent of yielding practical applications for human behavior and organizations.

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LECTURE OUTLINE

Introduction

- Vignette drawn from sociological study of why teenagers use vaping products (Keane et al. 2017)

I. What Is the Scientific Method?

- A systematic, organized series of steps that ensures maximum objectivity and

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consistency in researching a problem.
- It is important to be able to distinguish between scientific and popular sources, as we are constantly bombarded with information and so-called "facts."

A. Defining the Problem
- An operational definition is necessary to assess or measure a concept.

Example: A sociologist may use membership in exclusive social clubs as an operational definition of "status."

B. Reviewing the Literature
- This process serves to refine the problem under study, clarify data collection techniques, and reduce avoidable mistakes.

C. Formulating the Hypothesis
- *Hypothesis*: a speculative statement about the relationship between two or more variables (a *variable* being a measurable trait or characteristic).
- *Independent variables* cause or influence change in dependent variables.
- *Dependent variables* are changed by the independent variables or are dependent on them.
- *Causal logic* refers to the relationship between a condition or variable and a particular consequence, with one event leading to the other. ***Example:*** Time spent studying may result in a higher grade on an exam.
- *Correlation* is only an indication that causality *may* be present. Other factors are necessary to determine causation.

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D. Collecting and Analyzing Data
- Research designs guide researchers in collecting data.

1. Selecting the Sample
- *Sample:* a statistically representative selection from a larger population.
- Researchers collect samples because the population is too large to be studied.
- A *random sample* occurs when every member of an entire population has the same chance of being selected for the study.

2. Ensuring Validity and Reliability
- *Validity* refers to the degree to which a measure or scale accurately reflects the phenomenon under study.
- *Reliability* refers to the extent to which a measure produces consistent results.

E. Developing the Conclusion
- The conclusion represents both an end and a beginning in research.

1. Supporting Hypotheses
- Some studies refute a hypothesis, which leads to reformulations about a conclusion and adjustments in research designs.

2. Controlling for Other Factors
- A *control variable* is a factor held constant to test the relative impact of an independent variable. ***Example*:** If researchers wanted to know how adults in

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the United States feel about restrictions on smoking in public places, they would probably attempt to use a respondent's smoking behavior as a control variable.

F. In Summary: The Scientific Method

II. Major Research Designs

- A *research design* is a detailed plan or method for obtaining data scientifically.

A. Surveys

- Surveys are generally in the form of an interview or questionnair*e*, providing researchers with information about how people think or act.
- The survey is an example of *quantitative research*, which collects and reports data primarily in numerical form. For a survey to be accurate, the researcher must develop a representative sample.
- With an *interview*, a researcher obtains information through face-to-face, telephone, or online questioning. With a *questionnaire*, the researcher uses a printed or written form to obtain information from a respondent.
- Survey questionnaires have the advantage over most other methods of being cheaper to administer. This is particularly true of web-based surveys, which can be quite valid.

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B. Ethnography

- *Qualitative research* offers more depth and detail than quantitative analysis. This type of research relies on what is seen in field and naturalistic settings and often focuses on small groups and communities. *Ethnography* is the most common form.
- *Observation*, or direct participation in closely watching a group or organization, is the basic technique of ethnography. ***Example:*** A researcher might observe gang life or homeless persons through close study that may include personal interviews and research into the history of these groups.
- William F. Whyte's 1930s study, in which he moved into a low-income Italian neighborhood in Boston, is a classic example of participant-observation research.

C. Experiments

- An *experiment* is an artificially created situation that allows a researcher to manipulate variables. In the classic method of conducting an experiment, an *experimental group* is exposed to an independent variable, and a *control group* is not.
- The *Hawthorne effect* refers to the tendency for subjects of research to deviate from typical behavior because they are under observation.

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D. Use of Existing Sources

- *Secondary analysis* refers to making use of previously collected or publicly accessible information and data. ***Example*:** census data.
- Secondary analysis is nonreactive since it does not influence people's behavior; thus, researchers can avoid the Hawthorne effect by using secondary analysis. ***Example:*** Durkheim's research on suicide.
- *Content analysis* is the systematic coding and objective recording of data. ***Example:*** To assess children's awareness of the environment, sociologists conducted a content analysis of award-winning picture books over the past 70 years. Content analysis can also document what we suspect is happening as well as reveal surprising trends. ***Example:*** Despite the tremendous increase in women's participation in sports over the last quarter century, content analysis revealed that only 3.2% of airtime was devoted to women's sports; further, this represented a decline from the levels back in 1989. ESPN's heavily watched SportsCenter consistently devotes 2% of airtime to women; of this, 82% represents coverage of basketball (Cooky et al., 2015; Scheadler & Wagstaff, 2018).

III. Ethics of Research

- The American Sociological Association's *Code of Ethics* for sociologists was first published in 1971. It was most recently reviewed in 1997. Its principles include objectivity and integrity, privacy, protection from harm for subjects, confidentiality, informed consent, acknowledgment of collaboration and assistance, and disclosure of sources of financial support.

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A. Confidentiality

- Rik Scarce was jailed for refusing to divulge what he knew about a 1991 raid on a university lab by animal rights activists.
- The Supreme Court has failed to clarify the rights of scholars preserving the confidentiality of research subjects. Scarce eventually argued (2005) that federal legislation is needed to clarify the rights of scholars and members of the press to preserve the confidentiality of those they interview.

B. Conflict of Interest

- When accepting funding for their research, sociologists must be careful that the funding source does not taint the objectivity of the research. ***Example:*** Exxon funded research on jury deliberations after the *Valdez* disaster.

C. Value Neutrality

- Weber argued that *value neutrality* must be employed in research—that under no conditions could researchers allow their personal feelings to influence the interpretation of data. Some sociologists argue that true value neutrality in research may be impossible, but it should not be ignored. ***Example:*** Peter Rossi's commitment to rigorous research methods and data interpretation led to conflict

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between him and the Chicago Coalition for the Homeless since his measure of the extent of homelessness fell far below theirs and hampered their social reform efforts. Rossi concluded that "in the short term, good social research will often be greeted as a betrayal of one or another side to a particular controversy."

IV. Feminist Methodology

- The feminist perspective has had an impact on sociological research, both in terms of methodology and substantive content. ***Example:*** Research is now being conducted on the integration of work and family, rather than viewing the two topics as unrelated.
- Recent feminist scholars have shown substantive interest in female self-injury and in drawing links between the role of women in developed and developing nations.
- Feminist theorists have called for more research into the issues surrounding women and immigration, domestic workers in less developed and industrial nations, and global sex trafficking.
- Feminist scholarship often employs a multidisciplinary approach to the research itself and its application.

V. Queer Theory and Methodology

- Queer theorists draw attention to the underreporting of gays and lesbians in the collection of research, often due to the nature in which the questions are asked ("veiled reporting").
- Because it is a sensitive topic, researchers who want to generalize about *both* heterosexuals and homosexuals should be extremely careful in wording questions about respondents' sexual orientation.

VI. The Data-Rich Future

- Impact of computers and the massive increases in available data in today's world.
- United States' prison population offers many avenues for research. ***Example:*** Big Brothers Big Sisters (BBBS) mentoring program and the Fractured Family (FF) national survey.

VII. (Box) Social Policy and Sociological Research: Studying Human Sexuality

A. Looking at the Issue

•. Human sexuality is a difficult topic to research due to privacy concerns as well as the myths, beliefs, and preconceptions people attach to the subject. The mass media continually bombard us with sexual ideas and social policy and Sociological Research Studying Human Sexuality images. However, as a study released in 2018 reveals, it is women rather than men who are disproportionately sexualized, particularly in motion pictures. ***Example:*** A content analysis of the characters in top box office films of 2017 showed that women are much more

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likely than men to be shown in sexy attire, with some degree of nudity, or specifically referred to as "attractive."

B. Applying Sociology

- There have been few reliable studies of patterns of sexual behavior in the United States. The sensitive nature of the subject makes it difficult to obtain accurate information, and until the AIDS crisis, there was little scientific demand for data on sexual behavior.
- Government funding for studies of sexual behavior is controversial.

C. Initiating Policy

- In 1987, the federal government's National Institute of Child Health and Human Development sought research proposals for a national survey of sexual behavior. In 1991, however, the U.S. Senate voted to forbid funding any survey on adult sexual practices.
- Researchers secured private funding for the research to go forth with the National Health and Social Life Survey (NHSLS).
- Authors of the study contend their data will allow sociologists and policy makers to better address such issues as AIDS, sexual harassment, welfare reform, sex discrimination, abortion, teenage pregnancy, and family planning.
- The research findings countered conventional notions about abortion and birth control. ***Example:*** Researchers found that women do not regularly use abortion for birth control and that affluent women are more likely to have abortions than poor teens. Both of these findings challenge conventional wisdom and commonsense about abortion.

VIII. APPENDIX I: Using Statistics and Graphs

A. Using Statistics

- The most common summary measures used by sociologists are percentages, means, modes, and medians. A *percentage* is a portion of 100. Use of percentages allows us to compare groups of different sizes.
- The *mean*, or average, is a number calculated by adding a series of values and then dividing by the number of values. For example, to find the mean of the numbers 5, 19, and 27, we would add them together (for a total of 51), divide by the number of values (3), and discover that the mean is 17.
- The *mode* is the single most common value in a series of scores. Suppose we were looking at the following scores on a 10-point quiz: 10 10 9 9 8 8 7 7 7 6 5. The mode—the most frequent score on the quiz—is 7. While the mode is easier to identify than other summary measures, it tells sociologists little about all the other values.
- The *median* is the midpoint or number that divides a series of values into two groups of equal numbers of values. For the quiz just discussed, the median, or central value, is 8. The mean, or average, would be 86 (the sum of all scores) divided by 11 (the total number of scores), or 7.8

B. Reading Graphs

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One type of summary sociologists use, a cross-tabulation, shows the relationship between two or more variables. Through the cross-tabulations presented graphically in Figure 2-8, we can quickly see that older people are less likely to favor the legalization of marijuana than younger people and that Republicans are less supportive of legalization than Democrats.

KEY TERMS

Applied sociology The use of the discipline of sociology to yield practical applications for human behavior and organizations.

Causal logic The relationship between a condition or variable and a particular consequence, with one leading to the other.

Code of ethics The standards of acceptable behavior developed by and for members of a profession.

Content analysis The systematic coding and objective recording of data, guided by some rationale.

Control group The subjects in an experiment who are not introduced to the independent variable by the researcher.

Control variable A factor that is held constant to test the relative impact of an independent variable.

Correlation A relationship between two variables in which a change in one coincides with a change in the other.

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Cross-tabulation A table or matrix that shows the relationship between two or more variables.

Dependent variable The variable in a causal relationship that is subject to the influence of another variable.

Ethnography The study of an entire social setting through extended systematic observation.

Experiment An artificially created situation that allows a researcher to manipulate variables.

Experimental group The subjects in an experiment who are exposed to an independent variable introduced by a researcher.

Hawthorne effect The unintended influence that observers or experiments can have on their subjects.

Hypothesis A speculative statement about the relationship between two or more variables.

Independent variable The variable in a causal relationship that causes or influences a change in a second variable.

Interview A face-to-face, phone, or online questioning of a respondent to obtain desired information.

Mean A number calculated by adding a series of values and then dividing by the number of values.

Median The midpoint or number that divides a series of values into two groups of equal numbers of values.

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Mode The single most common value in a series of scores.

Observation A research technique in which an investigator collects information through direct participation, by closely watching a group or community.

Operational definition An explanation of an abstract concept that is specific enough to allow a researcher to assess the concept.

Percentage A portion of 100.

Qualitative research Research that relies on what is seen in field or naturalistic settings more than on statistical data.

Quantitative research Research that collects and reports data primarily in numerical form.

Questionnaire A printed or written form used to obtain information from a respondent.

Random sample A sample for which every member of an entire population has the same chance of being selected.

Reliability The extent to which a measure produces consistent results.

Research design A detailed plan or method for obtaining data scientifically.

Sample A selection from a larger population that is statistically representative of that population.

Scientific method A systematic, organized series of steps that ensures maximum objectivity and consistency in researching a problem.

Secondary analysis A variety of research techniques that make use of previously collected and publicly accessible information and data.

Survey A study, generally in the form of an interview or questionnaire, that provides researchers with information about how people think and act.

Validity The degree to which a measure or scale truly reflects the phenomenon under study.

Value neutrality Max Weber's term for objectivity of sociologists in the interpretation of data.

Variable A measurable trait or characteristic that is subject to change under different conditions.

Visual sociology The use of photographs, film, and video to study society.

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ESSAY QUESTIONS

1. Identify and briefly explain the five basic steps in the scientific method.
2. Discuss the differences in qualitative and quantitative research processes.
3. Describe what is meant by the need to ensure that research results are both valid and reliable.
4. Provide the students with a research question and ask them to identify which research method would be best suited to studying it and to discuss why.
5. How is a sociological analysis of whether it pays to go to college different from a study of

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the same question conducted by a television station or magazine?

6. Distinguish among independent variables, dependent variables, causal logic, and correlations.
7. Explain why it is important to develop a representative sample when doing survey research and why some survey methods will not produce this kind of sample.
8. Why are control variables important in testing hypotheses?
9. Explain how sociological research methods would be useful in conducting a poll in Baghdad.
10. Identify and briefly describe the four different types of research designs for collecting data presented in the text.
11. Why is the wording of survey questions an important issue?
12. What are the advantages of interviews and questionnaires as forms of survey research?
13. What are the strengths and difficulties of the ethnographic method of research?
14. Which type of sociological research is considered to be more effective—qualitative or quantitative?
15. What conclusions can be drawn from William F. Whyte's participant-observation research in a low-income neighborhood?
16. Explain the origin of the Hawthorne effect and its significance for researchers.
17. In what types of situations do researchers find secondary analysis useful?
18. What are the principles put forth by the American Sociological Association in its *Code of Ethics*?
19. How does the case of Rik Scarce show the importance of maintaining the confidentiality of sources in observation research?
20. Describe the ideal of *value neutrality* as developed by Max Weber.
21. Summarize the views of Joyce Ladner and Shulamit Reinharz with respect to value neutrality.
22. What impact has the feminist perspective had on global sociological research?
23. How has queer theory attempted to address the generalizations that may be inherent in research?
24. What are the ethical concerns of receiving funding from corporate sources?
25. What has been the impact of technology on sociological research?
26. Why is it important for sociologists to do studies of human sexuality?

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CRITICAL THINKING QUESTIONS

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1. Discuss why it is so difficult for sociologists to achieve true value neutrality in their research. Consider what kinds of research and experiments might impact researchers' capacity for value neutrality more than others.
2. Consider various ways in which you might try to disguise your identity in performing a participant-observation study of street gangs, and whether or not it would be ethical to do so. Discuss the value of obtaining qualitative data compared to obtaining quantitative data.
3. Provide examples of any societal dangers that might occur when the results of poor research are publicized. Can you recall any recent instances of this?
4. Discuss how social research could provide assistance in fighting the war on terrorism. What type of research design would one employ to research terrorism?
5. Describe how social research could aid in the passage of laws or potentially prevent the enactment of poor laws.

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