SOC 5th edition Benokraitis Test Bank

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TRUE/FALSE

1 : Research methods are organized and systematic procedures to gain knowledge about a particular topic.
A : true
B : false

Correct Answer : A

2 : Sociological research supports overgeneralizations.
A : true
B : false

Correct Answer : B

3 : Sociological research influences social policies.
A : true
B : false

Correct Answer : A

4 : Sociologists rely on techniques that include careful data collection, exact measurement, accurate recording and analysis of the findings, thoughtful interpretation of results, and, when appropriate, generalization of the findings to a larger group.
A : true
B : false

Correct Answer : A

5 : A control variable is a characteristic that is constant and unchanged during the research process.
A : true
B : false

Correct Answer : A

6 : Deduction and induction are two different but equally valuable approaches in examining the relationship between variables.
A : true
B : false

Correct Answer : A

7 : Validity is the consistency with which the same measure produces similar results time after time, whereas reliability is the degree to which a measure is accurate and really measures what it claims to measure.
A : true
B : false

Correct Answer : B

8 : Longitudinal studies are more useful in examining trends in behavior or attitudes than cross-

sectional studies, because a researcher using longitudinal studies can follow a particular group of people over time.
A : true
B : false

Correct Answer : A

9 : In qualitative research, sociologists examine nonnumerical material that they then interpret.
A : true
B : false

Correct Answer : A

10 : Causation is also known as correlation.
A : true
B : false

Correct Answer : B

11 : Formulating a hypothesis is the first step in the scientific method.
A : true
B : false

Correct Answer : B

12 : In a survey, questions in a questionnaire can only be close-ended.
A : true
B : false

Correct Answer : B

13 : Structured interviews use open-ended questions.
A : true
B : false

Correct Answer : B

14 : In participant observation, researchers interact with the people they are studying.
A : true
B : false

Correct Answer : A

15 : Content analysis is usually expensive and more time consuming than other data collection methods.
A : true
B : false

Correct Answer : B

16 : Researchers today operate under much stricter guidelines than they did in the past.
A : true
B : false

Correct Answer : A

17 : Research findings often challenge personal attitudes and beliefs that people cherish.
A : true
B : false

Correct Answer : A

MULTIPLE CHOICE

18 : Much of ones knowledge is based on _____, a handing down of statements, beliefs, and customs from generation to generation.
A : tradition
B : authority
C : learning
D : heredity
E : intelligence

Correct Answer : A

19 : Which of the following is a tradition?
A : Jane throws the bouquet at her wedding as it is a custom that her family follows.
B : Jack eats five almonds every day as his mother says that they are good for health.
C : A girl gets married to her best friend because she loves him.
D : Teens copy celebrities dressing style to look fashionable.
E : People use social media frequently these days.

Correct Answer : A

20 : A common source of knowledge is _____, a socially accepted source of information that includes experts, parents, government officials, police, judges, and religious leaders.
A : mythology
B : authority
C : superstition
D : heredity
E : intelligence

Correct Answer : B

21 : Which of the following is an example of authority?
A : Jane throws the bouquet at her wedding as it is a custom that her family follows.
B : Jack eats five almonds every day as his mother says that they are good for health.
C : A girl gets married to her best friend because she loves him.
D : Teens copy celebrities dressing style to look fashionable.
E : People use social media prevalently these days.

Correct Answer : B

22 : Knowledge based on tradition and authority simplifies peoples lives because it:
A : provides them with basic rules about socially and legally acceptable behavior.

B : is impossible to gain knowledge through any other means.
C : provides only clear and correct information to them.
D : exposes myths and misconceptions.
E : sharpens critical thinking skills that affect their everyday lives.

Correct Answer : A

23 : Which of the following is true of knowledge based on tradition and authority?
A : It can be misleading or wrong.
B : It exposes myths.
C : It challenges overgeneralizations.
D : It is the same as knowledge gained by sociological research.
E : It influences social policies.

Correct Answer : A

24 : In a country called Novea, teen suicide rates dropped by 39 percent from 1995 to 2015, but 70 percent of the citizens believe that the rate has gone up. The reason behind this misperception is the increase in the media focus on teen suicides. This is an example of _____.
A : overgeneralization
B : conventional wisdom
C : inductive reasoning
D : tradition
E : sampling

Correct Answer : A

25 : Why is sociological research important in peoples everyday lives?
A : It encourages overgeneralizations.
B : It unmasks myths.
C : It is isolated from social policies.
D : It fails to explain why people behave irrationally.
E : It is often misleading and wrong.

Correct Answer : B

26 : Which of the following is true of sociological research?
A : It is based on a handing down of customs from generation to generation.
B : It is a socially accepted source of information.
C : It is misleading and wrong at a macro level.
D : It is based on tradition and authority.
E : It helps explain why people behave as they do.

Correct Answer : E

27 : _____ sharpens critical thinking skills.
A : Tradition
B : Authority
C : Conventional wisdom
D : Sociological research
E : Belief

Correct Answer : D

28 : Sociologists rely on the _____, a body of objective and systematic techniques to investigate phenomena, acquire knowledge, and test hypotheses and theories.
A : archival research
B : scientific method
C : behavioral epigenetics
D : conventional wisdom
E : innate knowledge

Correct Answer : B

29 : Which of the following includes careful data collection, exact measurement, accurate recording and analysis of the findings, thoughtful interpretation of results, and, when appropriate, generalization of the findings to a larger group?
A : Traditional belief
B : Scientific method
C : Behavioral epigenetics
D : Conventional wisdom
E : Innate knowledge

Correct Answer : B

30 : As concepts are abstract and may vary among individuals and cultures, scientists rely on _____ to measure concepts.
A : variables
B : traditions
C : researches
D : beliefs
E : theories

Correct Answer : A

31 : Chris measures the attitudes, behaviors, ethnicity, age, and social class of his neighbors as part of his project. These factors are examples of _____.
A : hypotheses
B : norms
C : variables
D : theories
E : experiments

Correct Answer : C

32 : Which of the following is true of the relationship between an independent variable and a dependent variable?
A : An independent variable is a characteristic that has an effect on the dependent variable, the outcome.
B : An independent variable is a characteristic that is constant and unchanged during the research process, while a dependent variable varies during the research process.
C : An independent variable is not used in a hypothesis, while a dependent variable is used in a hypothesis.
D : An independent variable uses a dependent variable to acquire knowledge based on tradition and authority.
E : An independent variable uses a dependent variable for deductive reasoning.

Correct Answer : A

33 : _____ is an inquiry process that begins with a theory, prediction, or general principle that is then tested through data collection.
A : Decisive reasoning
B : Deductive reasoning
C : Comparative reasoning
D : Inductive reasoning
E : Qualitative reasoning

Correct Answer : B

34 : Joshua takes 15 minutes to reach his school. He has to be at the school at 7:00 a.m. every day. Therefore, he decides that he has to leave home at 6:45 a.m. every day to reach on time. Which of the following types of reasoning does Joshua use to arrive at this decision?
A : Decisive reasoning
B : Deductive reasoning
C : Comparative reasoning
D : Inductive reasoning
E : Qualitative reasoning

Correct Answer : B

35 : _____ is an inquiry process that begins with a specific observation, followed by data collection, a conclusion about patterns or regularities, and the formulation of hypotheses that can lead to theory construction.
A : Decisive reasoning
B : Deductive reasoning
C : Comparative reasoning
D : Inductive reasoning
E : Qualitative reasoning

Correct Answer : D

36 : Sandy observes that students who use laptops and e-learning tools secure the highest grades. She conducts a research study to determine whether this observation is true. Which of the following types of reasoning does Sandy use to construct her theory?
A : Decisive reasoning
B : Deductive reasoning
C : Comparative reasoning
D : Inductive reasoning
E : Qualitative reasoning

Correct Answer : D

37 : Shauna, a dance teacher, notices that students who have healthy snacks and fruit juices while her classes are going on perform better. She conducts a study over six months to confirm that her observation is true. Identify the type of reasoning that Shauna uses to arrive at her theory.
A : Qualitative reasoning
B : Inductive reasoning
C : Comparative reasoning

D : Deductive reasoning
E : Decisive reasoning

Correct Answer : B

38 : Li, a sociologist, conducts a study on the most common causes of absenteeism among the students enrolled in the universities of California. She conducts a survey among the students of many different universities of California in order to strengthen her confidence in the results. In this scenario, Li is trying to ensure the _____ factor of her study.
A : complexity
B : probability
C : validity
D : reliability
E : nonprobability

Correct Answer : D

39 : The students of a university in Massachusetts were asked to evaluate their professors and the courses they teach. The results revealed that most of the students gave a very low rating to one of their professors because they did not like his teaching techniques. The data collected in this scenario is most likely to lack _____.
A : complexity
B : probability
C : validity
D : nonprobability
E : flexibility

Correct Answer : C

40 : Which of the following is a reason for researchers to select samples to represent a population?
A : The population may be so large that it would be too expensive and time consuming to conduct the research.
B : Using the whole population to conduct researches will yield inaccurate results.
C : Samples are better for inductive reasoning-based researches, while the whole population can be used only for deductive reasoning-based researches.
D : Samples are better as they use the concept of conventional wisdom over critical thinking.
E : Samples yield more accurate results as they do not influence social policies.

Correct Answer : A

41 : In obtaining a sample, researchers decide whether to use:
A : probability or nonprobability sampling.
B : dependent or independent sampling.
C : constant or variable sampling.
D : reliable or nonreliable sampling.
E : controlled or uncontrolled sampling.

Correct Answer : A

42 : A(n) _____ is one in which each person or thing, like an email address, has an equal chance of being selected because the selection process is random.
A : probability sample

B : dependent variable
C : nonprobability sample
D : independent variable
E : control variable

Correct Answer : A

43 : Kyra wants to carry out research to study depression in teenage students. She visits a school and randomly chooses 200 teenage students to be part of her study. Which of the following sampling methods is used by Kyra to carry out her research?
A : Convenience sampling
B : Probability sampling
C : Judgment sampling
D : Dependent sampling
E : Constant sampling

Correct Answer : B

44 : Which of the following is the most desirable characteristic of a probability sample?
A : The results of a probability sample can be generalized to the larger population.
B : There is no attempt to get a representative cross section of the population in a probability sample.
C : A sampling criterion is used in the probability sampling approach.
D : A probability sample is useful when sociologists are exploring a new topic.
E : A probability sample is not representative of a population.

Correct Answer : A

45 : In a(n) _____, theres little or no attempt to get a representative cross section of the population.
A : convenience sample
B : nonprobability sample
C : nonjudgmental sample
D : independent sample
E : constant sample

Correct Answer : B

46 : When viewers vote for the contestants of television entertainment shows, such as The Voice or Dancing with the Stars, they are an example of a(n):
A : convenience sample.
B : nonprobability sample.
C : nonjudgmental sample.
D : independent sample.
E : constant sample.

Correct Answer : B

47 : Nonprobability samples are especially useful when sociologists:
A : need to give an equal chance of selection to each person in a population.
B : need to generalize the results to a larger population.
C : are researching a subject that is as sensitive and important as medicine.
D : attempt to get a representative cross section of a population.

E : want to get peoples insights on a particular topic before launching a larger study.

Correct Answer : E

48 : Data that is collected at one point in time is known as _____.
A : dependent data
B : longitudinal data
C : scientific data
D : cross-sectional data
E : random data

Correct Answer : D

49 : Identify a true statement about longitudinal studies.
A : They are a principal way for researchers to deal with the time issue.
B : They are only useful when data about a particular year is needed.
C : They are collected from same respondents at the same point in time.
D : They are collected from different respondents at the same point in time.
E : They use data collected at one point in time.

Correct Answer : A

50 : _____ provide information on characteristics like national college graduation rates.
A : Quantitative data
B : Nonnumeric data
C : Qualitative data
D : Incomputable data
E : Inductive data

Correct Answer : A

51 : _____ yield in-depth descriptions of why some college students drop out whereas others graduate.
A : Quantitative data
B : Numeric data
C : Qualitative data
D : Computable data
E : Deductive data

Correct Answer : C

52 : _____ is a relationship in which one variable is the direct consequence of another.
A : Correlation
B : Crepitation
C : Causation
D : Cognition
E : Cohesion

Correct Answer : C

53 : Identify a statement that is most likely an example of causation.
A : Illiteracy is associated with poverty.
B : Sexually transmitted diseases are linked to unsafe sex.

C : Teen suicide is linked with relationship issues.
D : Obesity is associated with heredity.
E : Adultery is associated with divorce.

Correct Answer : B

54 : Sociologists and other scientists try to establish correlation because _____.
A : causation is difficult to prove
B : causation is restricted only to humans
C : causation is restricted only to inductive reasoning
D : causation does not work for qualitative research
E : causation is an obsolete method

Correct Answer : A

55 : _____ is the relationship between two or more variables.
A : Correlation
B : Crepitation
C : Causation
D : Cognition
E : Cohesion

Correct Answer : A

56 : Which of the following statements is an example of correlation?
A : Drunken driving is the cause of road accidents.
B : Unsafe sex leads to transmission of sexually transmitted diseases.
C : Consumption of excessive sugar leads to diabetes.
D : Obesity is associated with heredity.
E : Adultery leads to divorce.

Correct Answer : D

57 : Murray outlines his sampling technique, the sample size, and the characteristics of the respondents in his research. According to the steps in the scientific method, using the deductive approach, Murray is:
A : presenting the results of his research.
B : collecting data for his research.
C : analyzing the results of his research.
D : reviewing the literature for his research.
E : describing the data collection methods used in his research.

Correct Answer : E

58 : Michelle is presenting her research at a local conference. She has concluded that the program she reviewed is very effective in its mission. According to the steps in the scientific method, using the deductive approach, Michelle is:
A : selecting the topic for her research.
B : collecting data for her research.
C : analyzing and explaining the results of her research.
D : reviewing the previous works related to her research.
E : choosing a research design for her research.

Correct Answer : C

59 : _____ is a data collection method that includes questionnaires, face-to-face or telephone interviews, or a combination.
A : Survey
B : Field research
C : Secondary analysis
D : Causation
E : Cohesion

Correct Answer : A

60 : Peter is sending out questionnaires via e-mail to 7,000 students on campus to gather data about their eating habits. Which of the following data collection methods is most likely used by Peter in this scenario?
A : Survey
B : Field research
C : Experiment
D : Evaluation research
E : Secondary analysis

Correct Answer : A

61 : Every 10 years, the U.S. Census Bureau mails forms to every home in the United States to collect federally mandated data. Which of the following data collection methods is used by the Census Bureau?
A : Secondary analysis
B : Field research
C : Experiment
D : Survey
E : Evaluation research

Correct Answer : D

62 : _____ are preferred because the results can be generalized to a larger population.
A : Random sample surveys
B : Cross-sectional sample surveys
C : Nonprobability sample surveys
D : Specialized surveys
E : Class-specific surveys

Correct Answer : A

63 : In the procedure called _____, an interviewer uses a computer to select random telephone numbers, reads the questions to a respondent from a computer screen, and then enters the answers in precoded spaces, saving time and expense by not having to reenter the data after the interview.
A : volunteering
B : computer-assisted telephone interviewing
C : digital voicing
D : computer-interviewer manipulation
E : manual-telephone interviewing

Correct Answer : B

64 : Which of the following is a major limitation of surveys that use mailed questionnaires?
A : They are expensive.
B : They are not anonymous.
C : They are tedious to administer.
D : They have low response rates.
E : They have a slow turnaround.

Correct Answer : D

65 : Karan, a sociologist, examines a sports magazine to focus on advertisements that portray men in a stereotypical manner. Identify the method of data collection that Karan is using in this case.
A : Secondary analysis
B : Experiments
C : Surveys
D : Field research
E : Content analysis

Correct Answer : E

66 : Which of the following is a limitation of secondary analysis of existing data?
A : The data is mostly inaccessible.
B : This method is inconvenient and tedious.
C : This method is expensive when compared with other methods.
D : Researchers cannot look at trends and changes over time.
E : Determining the accuracy and authenticity of historical data may be difficult.

Correct Answer : E

67 : Which of the following is an advantage of evaluation research?
A : It is versatile because it includes qualitative and quantitative approaches.
B : It addresses all the factors that affect behavior.
C : It is not affected by any social contexts.
D : Conflicts of interest do not influence evaluation research.
E : The findings of evaluation research are always reliable, unbiased, and accurate.

Correct Answer : A

ESSAY

68 : Explain the importance of research methods with an example.

Correct Answer : Answers will vary. Knowledge based on tradition and authority simplifies people's lives because it provides people with basic rules about socially and legally acceptable behavior. The information can be misleading or wrong, however. Suppose a 2-year-old throws a temper tantrum at a family barbecue. One adult comments, "What that kid needs is a smack on the behind." Someone else immediately disagrees: "All kids go through this stage. Just ignore it."It is difficult to determine who is right. To answer this and other questions, sociologists rely on research methods, organized and systematic procedures to gain knowledge about a particular

topic. Much research shows, for example, that neither ignoring a problem nor inflicting physical punishment (like spanking) stops a toddler's bad behavior. Instead, most young children's misbehavior can be curbed by having simple rules, being consistent in disciplining misbehavior, praising good behavior, and setting a good example (see Benokraitis, 2015). Please see the section "How Do We Know What We Know?" for more information.

69 : Does sociological research challenge overgeneralization?

Correct Answer : Answers will vary. Yes, sociological research challenges overgeneralization. A common reason for the disconnection between reality and perception is overgeneralization, drawing conclusions about behavior or events based on limited observations. U.S. gun homicide rates dropped by 49 percent from 1993 to 2011, but 56 percent of Americans believe that the rate has gone up. This misperception—fueled by mass shootings, the media's focus on crime, and powerful lobby groups like the National Rifle Association—is partly responsible for the growth of gun ownership in the past 20 years (Cohn et al., 2013). In effect, then, overgeneralization can change behavior. Please see the section "Why Is Sociological Research Important in Our Everyday Lives?" for more information.

70 : Sociological research sharpens critical thinking skills. Justify this statement with an example.

Correct Answer : Answers will vary. Sociological research sharpens critical thinking skills. Many Americans, particularly women, rely on talk shows for information on a number of topics. During 2009 alone, Oprah Winfrey featured and applauded guests who maintained, among other things, that children contract autism from the measles, mumps, and rubella (MMR) vaccinations they receive as babies; that fortune cards can help people diagnose their illnesses; and that people can wish away cancer (Kosova and Wingert, 2009). All of these claims are false.Such misinformation can be dangerous. Because of the "MMR vaccinations can cause autism" scare, about 30 percent of U.S. parents are hesitant to vaccinate their children (Kennedy et al., 2011). Partly because of such fears, by mid-2015, the United States was experiencing the largest increase in measles cases since 1996. Up to three of every 1,000 measles cases are fatal (Clemmons et al., 2015). Please see the section "Why Is Sociological Research Important in Our Everyday Lives?" for more information.

71 : Explain independent, dependent, and control variables.

Correct Answer : Answers will vary. An independent variable is a characteristic that has an effect on the dependent variable, the outcome. A control variable is a characteristic that is constant and unchanged during the research process. Please see the section "The Scientific Method" for more information.

72 : Explain deductive and inductive reasoning.

Correct Answer : Answers will vary. Deduction and induction are two different but equally valuable approaches in examining the relationship between variables. Generally, deductive reasoning begins with a theory, prediction, or general principle that is then tested through data collection. An alternative mode of inquiry, inductive reasoning, begins with specific observations, followed by data collection, a conclusion about patterns or regularities, and the formulation of hypotheses that can lead to theory construction. Please see the section "The Scientific Method" for more information.

73 : Sociologists are always concerned about reliability and validity. How do reliability and validity differ from each other?

Correct Answer : Answers will vary. Sociologists are always concerned about reliability and validity. Reliability is the consistency with which the same measure produces similar results time after time. Whereas, validity is the degree to which a measure is accurate and really measures what it claims to measure. Please see the section "The Scientific Method" for more information.

74 : Researchers have two principal ways of dealing with the time issue. What are they?

Correct Answer : Answers will vary. Researchers have two principal ways of dealing with the time issue: cross-sectional studies and longitudinal studies. The data can be longitudinal (collected at two or more points in time from the same or different samples of respondents) or cross-sectional (collected at one point in time). Please see the section "The Scientific Method" for more information.

75 : What do sociologists examine in qualitative research? Explain with an example.

Correct Answer : Answers will vary. In qualitative research, sociologists examine nonnumerical material that they then interpret. In a study of grandfathers who were raising their grandchildren, for example, the researcher tape-recorded in-depth interviews and then analyzed the responses to questions about financial issues and daily parenting tasks (Bullock, 2005). Please see the section "The Scientific Method" for more information.

76 : What do sociologists focus on during quantitative research? Explain with an example.

Correct Answer : Answers will vary. In quantitative research, sociologists focus on a numerical analysis of people's responses or specific characteristics, studying a wide range of attitudes, behaviors, and traits (e.g., homeowners versus renters). In one national probability study, for example, the researchers surveyed almost 7,000 respondents to understand the influence of grandparents who lived with their children and grandchildren (Dunifon and Kowaleski-Jones, 2007). Please see the section "The Scientific Method" for more information.

77 : Is correlation the same as causation?

Correct Answer : Answers will vary. Correlation is not causation. Ideally, researchers would like to determine causation, a relationship in which one variable is the direct consequence of another. Most human behavior is much more complex. Because causation is difficult to prove and nothing in life (except death) is certain, sociologists and other scientists calculate a correlation, the relationship between two or more variables. Please see the section "The Scientific Method" for more information.

78 : What are the seven steps present in the scientific method?

Correct Answer : Answers will vary. The seven steps present in the scientific method are:1. Choose a topic to study.2. Summarize the related research.3. Formulate a hypothesis or ask a research question.4. Describe the data collection method(s).5. Collect the data.6. Present the findings.7. Analyze and explain the results. Please see the section "The Research Process: The Basics" for more information.

79 : Why do many people reject scientific findings? Give reasons.

Correct Answer : Answers will vary. Many people reject scientific findings. One reason may be that when the media publicize the relatively rare occurrences of medical misconduct, readers generalize the few cases to all research and become more skeptical of all scientific studies.

Second, research findings often challenge personal attitudes and beliefs that people cherish. Third, many Americans, especially minorities, are suspicious of the scientific community. Please see the section "Ethics and Social Research" for more information.

80 : Discuss the importance of reliability and validity in the scientific method with examples.

Correct Answer : Answers will vary. Sociologists are always concerned about reliability and validity. Reliability is the consistency with which the same measure produces similar results time after time. If, for example, a person asks "How old are you?" on two subsequent days and a respondent gives two different answers, such as 25 and 30, there's either something wrong with the question or the respondent is lying. Respondents might lie, but scientists must make sure that their measures are as reliable as possible.Validity is the degree to which a measure is accurate and really measures what it claims to measure. Consider student course evaluations. The measures of a "good" professor often include items such as "The instructor is interesting" and "The instructor is fair."We do not know how accurate such measures are in differentiating between "good" and "bad" professors because it is difficult to understand what students mean by "interesting" and "fair." A study at two large public universities found that a third of the students admitted being dishonest in end-of-semester course evaluations. Some fibbed to make their instructors look good, but most lied to "punish" professors they did not like, especially when they received lower grades than they thought they deserved (Clayson and Haley, 2011). Such research findings raise questions about the accuracy and usefulness of student course evaluations in measuring an instructor's actual performance. Please see the section "The Scientific Method" for more information.

81 : What are the two types of sampling methods used by researchers to select a sample?

Correct Answer : Answers will vary. Researchers typically select a sample, a group of people (or things) that is representative of the population they wish to study. In obtaining a sample, researchers decide whether to use probability or nonprobability sampling. A probability sample is one in which each person (or thing, like an email address) has an equal chance of being selected because the selection process is random.In a nonprobability sample, there is little or no attempt to get a representative cross section of the population. Instead, researchers use sampling criteria such as convenience or the availability of respondents or information. Please see the section "The Scientific Method" for more information.

82 : How do researchers engaged in a scientific method deal with the time dimension?

Correct Answer : Answers will vary. Researchers have two principal ways of dealing with the time issue: cross-sectional studies and longitudinal studies. The data can be longitudinal (collected at two or more points in time from the same or different samples of respondents) or cross-sectional (collected at one point in time). Cross-sectional studies provide valuable information, but longitudinal studies are especially useful in examining trends in behavior or attitudes; a researcher can compare similar populations across different years or follow a particular group of people over time. Please see the section "The Scientific Method" for more information.

83 : Discuss the qualitative and quantitative approaches to research with examples.

Correct Answer : Answers will vary. In qualitative research, sociologists examine nonnumerical material that they then interpret. In a study of grandfathers who were raising their grandchildren, for example, the researcher tape-recorded in-depth interviews and then analyzed the responses to questions about financial issues and daily parenting tasks (Bullock, 2005).In quantitative research, sociologists focus on a numerical analysis of people's responses or specific

characteristics, studying a wide range of attitudes, behaviors, and traits (e.g., homeowners versus renters). In one national probability study, for example, the researchers surveyed almost 7,000 respondents to understand the influence of grandparents who lived with their children and grandchildren (Dunifon and Kowaleski-Jones, 2007). A researcher should choose one of these two approaches depending on her or his purpose. If we consider college attrition, quantitative data provide information on characteristics like national college graduation rates. Qualitative data, in contrast, yield in-depth descriptions of why some college students drop out whereas others graduate. In many studies, sociologists use both approaches. Please see the section "The Scientific Method" for more information.

84 : Explain questionnaires and interviews and describe how they are used in a survey.

Correct Answer : Answers will vary. A survey must have a specific plan for asking questions and recording answers. The most common way to do this is to give respondents a questionnaire, a series of written questions that ask for information. The questions can be closed-ended (the researcher provides a list of answers that a respondent chooses), open-ended (the researcher asks respondents to answer questions in their own words), or a combination. Questionnaires can be mailed, used during an interview, or self-administered (e.g., student course evaluations, Web surveys).The interview, in which a researcher directly asks respondents a series of questions, is another way to collect survey data. Interviews can be conducted face-to-face or by telephone. Structured interviews use closed-ended questions, whereas unstructured interviews use open-ended questions that allow respondents to answer as they wish. Please see the section "Some Major Data Collection Methods" for more information.

85 : In the context of major data collection methods, what are the strengths of surveys?

Correct Answer : Answers will vary. Surveys are usually inexpensive, simple to administer, and have a fast turnaround. Because the results are anonymous, respondents are generally willing to answer questions on sensitive topics such as income, sexual behavior, and drug usage.Researchers often simplify surveys to increase response rates. During the 2010 census, for example, the Census Bureau used only a short form and slogans such as "10 Questions, 10 Minutes" to encourage people to mail back the forms. And, for the first time, the Census Bureau used six different languages for questionnaires, and hired staff who spoke over 150 different languages. Doing so generated higher response rates, reduced the need for expensive follow-up interviews, and saved millions of dollars.Telephone interviews are popular because they're a relatively inexpensive way to collect data. Face-to-face interviews have high response rates (often up to 85 percent) because they involve personal contact. People are more likely to discuss sensitive issues in an interview than via a mailed questionnaire, a phone survey, or electronic survey. If respondents do not understand a question, are reluctant to answer, or give incomplete answers, interviewers can clarify, keep respondents from digressing, or probe by asking respondents to elaborate on an answer.With the innovation of "robo-polls," the entire interview is conducted by a programmed recording that interprets the respondent's spoken answers, records them, and determines how to continue the interview. This method is cost effective because it cuts out the cost of hiring people, but respondents may be more reluctant to answer sensitive questions. Please see the section "Some Major Data Collection Methods" for more information.

86 : What are the various limitations of content analysis?

Correct Answer : Answers will vary. Content analysis can be very labor intensive, especially if a project is ambitious. In one study, the researchers examined the amount and intensity of violence in children's animated movies that were released between 1938 and 1999 (Yokota and Thompson, 2000). It took several years to code one or more of the major characters' words,

expressions, and actions.A second disadvantage is that the coding may be subjective. Having several researchers on a project can increase coding objectivity, but only one researcher often codes the content.A third limitation is that content analysis often reflects social class bias. Because most books, articles, speeches, films, and so forth are produced by people in upper socioeconomic levels, content analysis rarely captures the behavior or attitudes of working-class people and the poor. Even when documents created by lower-class individuals or groups are available, it is difficult to determine whether the coding reflects a researcher's social class prejudices. Finally, content analyses cannot always tell people why people behave as they do. People would have to turn to studies that use different data collection methods—like surveys and field research—to understand why, for example, people buy stereotypically feminine or masculine birth announcements or produce video games that portray men, but not women, as competitive and aggressive. Please see the section "Some Major Data Collection Methods" for more information.

87 : All ethical standards have at least three golden rules. What are those rules?

Correct Answer : Answers will vary. Regardless of the discipline or the research methods used, all ethical standards have at least three golden rules:1. First, do no harm by causing participants physical, psychological, or emotional pain.2. Second, the researcher must get the participant's informed consent to be in a study. This includes the participant's knowing what the study is about and how the results will be used.3. Third, researchers must always protect a participant's confidentiality even if the participant has broken a law that she or he discloses to the researcher. Please see the section "Ethics and Social Research" for more information.