Essentials of Sociology 2nd edition Ritzer Test Bank

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MULTIPLE CHOICE

1. _____ help sociologists make sense of social phenomena and understand important social issues.
   a. Hypotheses
   b. Theories
   c. Critiques
   d. Systems

   ANS: B PTS: 1 DIF: Easy
   REF: p. 24; Thinking About and Researching the Social World
   OBJ: LO 2-1: Define what theories are and explain why they are important in understanding social phenomena. COG: Knowledge

2. _____ are sets of interrelated ideas that have a wide range of applications, deal with centrally important issues, and have stood the test of time.
   a. Social laws
   b. Hypotheses
   c. Theories
   d. Causes

   ANS: A PTS: 1 DIF: Easy
   REF: p. 24; Theorizing the Social World
   OBJ: LO 2-1: Define what theories are and explain why they are important in understanding social phenomena. COG: Knowledge

3. _____ coined the term *sociology* and was key in the development of a general theory of the social world.
   a. Émile Durkheim
   b. August Comte
   c. Karl Marx
   d. Max Weber

   ANS: B PTS: 1 DIF: Easy
   REF: p. 24; Classical Sociological Theory
   OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge

4. _____ is best known for her sociological works that pertained to women and feminism.
   a. Jane Addams
   b. Harriet Tubman
   c. Harriet Martineau
   d. Susan Thomas

   ANS: C PTS: 1 DIF: Easy
   REF: p. 24; Classical Sociological Theory
   OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the

field, particularly Marx, Weber, and Durkheim. COG: Knowledge

5. _____ focused on the exploitation of workers in capitalist systems.
   a. Émile Durkheim
   b. Karl Marx
   c. Herbert Spencer
   d. W.E.B DuBois

   ANS: B PTS: 1 DIF: Medium
   REF: p. 25 Classical Sociological Theory
   OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Comprehension

6. Marx believed that workers in the factories experienced _____ as the owners of the factories reaped the vast majority of the rewards.
   a. alienation
   b. exploitation
   c. victimization
   d. estrangement

   ANS: B PTS: 1 DIF: Medium REF: p. 25 Karl Marx
   OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Comprehension

7. Karl Marx believed that over time the situation of capitalism would:
   a. improve greatly for the workers until society reached full equality
   b. improve slightly so long as workers unionized
   c. get worse until the inequality gap led to workers overthrowing the system
   d. get worse until technology could replace workers, freeing them for other pursuits

   ANS: C PTS: 1 DIF: Medium REF: p. 25; Karl Marx
   OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Comprehension

8. One of the main objectives of Max Weber's works was:
   a. to analyze the relationship between workers and the owners
   b. to develop theories for further study
   c. to analyze the relationship between the economy and religion
   d. to focus on the elements of Social Darwinism

   ANS: C PTS: 1 DIF: Medium REF: p. 25; Max Weber
   OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Comprehension

9. Max Weber's best-known piece of work is titled:
   a. *The Protestant Ethic and the Spirit of Capitalism*
   b. *The Communist Manifesto*
   c. *The Origin of the Species*
   d. *Society in America*

   ANS: A PTS: 1 DIF: Easy REF: p. 25; Max Weber
   OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge

Essentials of Sociology 2nd edition Ritzer Test Bank

10. Max Weber analyzed capitalism, but his real interest was in the increase of:
    a. religion
    b. suicide
    c. rationalization
    d. alienation

    ANS: C PTS: 1 DIF: Easy REF: p. 26; Max Weber
    OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge

11. Émile Durkheim was concerned with macro-level phenomena such as the health care system, which he referred to as _____.
    a. superstructures
    b. anomic macrostructures
    c. social facts
    d. collective conscience

    ANS: C PTS: 1 DIF: Easy REF: p. 26; Émile Durkheim
    OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge

12. When individuals are confused and unsure of the norms to follow, they fit with Durkheim's definition of experiencing _____.
    a. exploitation
    b. anomie
    c. rationalization
    d. disorientation

    ANS: B PTS: 1 DIF: Medium REF: p. 27; Émile Durkheim
    OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Comprehension

13. Durkheim is the author of one of the most famous research studies in the history of sociology, titled _____.
    a. *Community and Society*
    b. *Capital*
    c. *Suicide*
    d. *The Social Animal*

    ANS: C PTS: 1 DIF: Easy REF: p. 27; Émile Durkheim
    OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge

14. An example of _____ is the importance most Americans place on certain freedoms, such as freedom of speech and freedom of religion.
    a. mutuality
    b. organic solidarity
    c. collective conscience
    d. collective norms

    ANS: C PTS: 1 DIF: Hard REF: p. 27; Émile Durkheim
    OBJ: LO 2-1: Define what theories are and explain why they are important in understanding social

Essentials of Sociology 2nd edition Ritzer Test Bank

phenomena. COG: Application

15. The work of social theorist _____would be the most useful in trying to explain how a grocery store employee interacts with his boss.
    a. Max Weber
    b. Émile Durkheim
    c. Karl Marx
    d. Georg Simmel

    ANS: D PTS: 1 DIF: Hard REF: p. 27; Georg Simmel
    OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Application

16. Early social theorist Georg Simmel described interactions in his theories by conceptualizing the dimensions of interactions as _____ and _____.
    a. forms; types
    b. forms; functions
    c. social class; race
    d. types; social facts

    ANS: A PTS: 1 DIF: Easy REF: p. 27; Georg Simmel
    OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge

17. The early sociologist who is best known for his studies pertaining to race, specifically the divisions that existed between blacks and whites, is _____.
    a. Émile Durkheim
    b. Max Weber
    c. Karl Marx
    d. W.E.B. Du Bois

    ANS: D PTS: 1 DIF: Easy REF: p. 28; W.E.B. Du Bois
    OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge

18. _____ refers to the sense of "two-ness" that arises from being both American and African American, a sense which affects many black Americans according to W.E.B. Du Bois.
    a. Double consciousness
    b. Double awareness
    c. Color line
    d. Dual conscience

    ANS: A PTS: 1 DIF: Medium REF: p. 28; W.E.B. Du Bois
    OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Comprehension

19. Thorstein Veblen coined the term _____, which refers to the fact that the wealthy enjoy showing off their wealth, such as driving around their neighborhood in luxury automobiles.
    a. conspicuous consumption
    b. conspicuous leisure

Essentials of Sociology 2nd edition Ritzer Test Bank

c. hyperconsumption
d. conscious consumerism

ANS: A PTS: 1 DIF: Medium REF: p. 28; Thorstein Veblen
OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Comprehension

20. The sociologist who focused on the patterns of consumption and how the wealthy display their wealth is:
a. Émile Durkheim
b. Max Weber
c. Thorstein Veblen
d. Karl Marx

ANS: C PTS: 1 DIF: Easy REF: p. 28; Thorstein Veblen
OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge

21. When a wealthy person's Facebook page is filled with photos of the many weekdays they spend playing golf at expensive golf courses as a hobby instead of in the office, it exemplifies Veblen's concept of:
a. extravagance
b. conspicuous consumption
c. class egotism
d. conspicuous leisure

ANS: D PTS: 1 DIF: Hard REF: p. 28; Thorstein Veblen
OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Application

22. Sociologists who use the _____ framework focus on how societal institutions, such as our governmental system and health care system, are necessary and essential components to any society.
a. conflict
b. interactionist
c. structural-functional
d. institutional

ANS: C PTS: 1 DIF: Medium
REF: p. 29; Structural-Functionalism
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Analysis

23. Structural-functionalism focuses its theories at the _____ level of analysis.
a. micro
b. macro
c. dual
d. ethnographic

ANS: B PTS: 1 DIF: Medium
REF: p. 29; Structural-Functionalism
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension

Essentials of Sociology 2nd edition Ritzer Test Bank

24. As more states legalize same-sex marriage, laws that pertain to adoption rights for same-sex parents may change as well. This is an example of a(n) _____.
    a. latent function
    b. manifest function
    c. unanticipated consequence
    d. adaptive function

    ANS: C PTS: 1 DIF: Hard
    REF: p. 29; Structural-Functionalism
    OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Application

25. _____ theorists focus on underlying structures with the idea that what transpires below the surface is highly consequential to the shape of society.
    a. Conflict
    b. Rational choice
    c. Structuralist
    d. Critical

    ANS: C PTS: 1 DIF: Medium REF: p. 29; Structuralism
    OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension

26. Friedrich Engels, a frequent collaborator with Karl Marx, believed that female oppression was rooted in an unlikely and hidden place: the private property rights in capitalism. Because he drew connections between underlying systems of gender inequality and private property, Engels could be considered a _____ theorist.
    a. conflict
    b. structuralist
    c. communist
    d. postmodern

    ANS: B PTS: 1 DIF: Medium REF: p. 29; Structuralism
    OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Analysis

27. _____ sees society as held together by power and coercion.
    a. Structuralism
    b. Rational choice theory
    c. Conflict theory
    d. Exchange theory

    ANS: C PTS: 1 DIF: Medium REF: p. 30; Conflict Theory
    OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Analysis

28. According to Dahrendorf, authority resides in _____ not _____.
    a. the past; the present
    b. the societal level; the individual level
    c. functions; structures
    d. positions; specific individuals

Essentials of Sociology 2nd edition Ritzer Test Bank

ANS: D PTS: 1 DIF: Medium REF: p. 30; Conflict Theory
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Analysis

29. _____ believe that culture has become more important than the economic system.
a. Feminists
b. Queer theorists
c. Structural-functionalist theorists
d. Critical theorists

ANS: D PTS: 1 DIF: Medium REF: p. 30; Critical Theory
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension

30. _____ is a term for the creation of movies, TV shows, and Internet content by organizations that are inauthentic, phony, predictable, and uncritical art intended for mass consumption.
a. Art world
b. Culture industry
c. Artificial culture
d. Commercialism

ANS: B PTS: 1 DIF: Medium REF: p. 30; Critical Theory
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension

31. _____ is based on the idea that there are no fixed and stable identities that determine who we are.
a. Structural theory
b. Conflict theory
c. Interactionist theory
d. Queer theory

ANS: D PTS: 1 DIF: Medium REF: p. 31; Queer Theory
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension

32. According to the concept of _____, we can't understand the plight of a black woman based on race alone; we must focus on other factors, such as gender, age, and occupation.
a. intersectionality
b. functionalism
c. convergence
d. divergence

ANS: A PTS: 1 DIF: Medium
REF: p. 31; Critical Theories of Race and Racism
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension

33. Critical theories of race and racism argue that color blindness is:

Essentials of Sociology 2nd edition Ritzer Test Bank

a. a good goal for the future
b. already the norm among most people in the developed world
c. little more than a new form of racism
d. a two-way street that must be practiced equally

ANS: C PTS: 1 DIF: Medium
REF: p. 31; Critical Theories of Race and Racism
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension

34. An example of a _____ would be going to Las Vegas and visiting the Eiffel Tower at the Paris Las Vegas hotel and casino.
a. simulation
b. exposition
c. pastiche
d. grand narrative

ANS: A PTS: 1 DIF: Hard REF: p. 33; Postmodern Theory
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Application

35. Given a chance to study the homeless population in Chicago, symbolic interactionists would focus primarily on:
a. the struggles that exist between the different social classes
b. the societal institutions that play a role in homelessness
c. the daily interactions between the homeless
d. the role of the economy on the rates of homelessness

ANS: C PTS: 1 DIF: Hard
REF: p. 33; Symbolic Interactionism
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Application

36. Words, gestures, and even objects that stand in for things are called:
a. signs
b. signals
c. symbols
d. representations

ANS: C PTS: 1 DIF: Easy
REF: p. 33; Symbolic Interactionism
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Knowledge

37. An ethnomethodologist argues that structures such as courtrooms and hospitals:
a. are settings that individuals negotiate using common sense rules
b. are really abstract and irrelevant to interactions
c. are highly constraining of people and their actions
d. are features of a patriarchal system that should be dismantled

ANS: A PTS: 1 DIF: Medium REF: p. 33; Ethnomethodology
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension

Essentials of Sociology 2nd edition Ritzer Test Bank

38. Peter and Mary have been married for several years. Peter has been unhappy for several months and is thinking about initiating a divorce. He decides to make a list of the benefits and costs of the relationship. Peter is using a form of which theory?
    a. Conflict theory
    b. Exchange theory
    c. Symbolic interactionist theory
    d. Structural-functional theory

    ANS: B PTS: 1 DIF: Hard REF: p. 33; Exchange Theory
    OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Application

39. According to exchange theory, "hooking up":
    a. shows how emotions and drives are the basis of interactions
    b. is only likely among those who have not yet taken on adult roles
    c. rarely develops in isolation from other exchange relationships
    d. is a deviant type of exchange in a relationship

    ANS: C PTS: 1 DIF: Medium REF: p. 34; Exchange Theory
    OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension

40. The premise of the rational choice theory is:
    a. There are rewards and costs that determine a person's choices
    b. People act intentionally in order to achieve goals
    c. Coercion is the driving force behind all decisions
    d. Individual choices are only limited by self-generated constraints

    ANS: B PTS: 1 DIF: Medium
    REF: p. 34; Rational Choice Theory
    OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension

41. John is a sociologist who has a theory about homelessness in the United States. He has gathered information through both observation and interviews as the basis for his theory. John is practicing _____.
    a. empiricism
    b. hypothesizing
    c. symbolic interactionism
    d. quantitative social science

    ANS: A PTS: 1 DIF: Hard
    REF: p. 35; Researching the Social World
    OBJ: LO 2-4: Describe the scientific method. COG: Application

42. When conducting a research study, sociologists follow the _____, which refers to a structured way to find answers to questions about the world.
    a. scientific method
    b. social science method
    c. ethnographic method
    d. American method

Essentials of Sociology 2nd edition Ritzer Test Bank

ANS: A PTS: 1 DIF: Easy REF: p. 35; The Scientific Method
OBJ: LO 2-4: Describe the scientific method. COG: Knowledge

43. The first step in the scientific method is:
    a. review the relevant literature
    b. uncover questions in need of answers
    c. develop a hypothesis
    d. select a research method

ANS: B PTS: 1 DIF: Easy REF: p. 35; The Scientific Method
OBJ: LO 2-4: Describe the scientific method. COG: Knowledge

44. Joe, a researcher, believes that as one's educational level rises, so does one's income. This is an example of a _____.
    a. theory
    b. hypothesis
    c. fact
    d. concept

ANS: B PTS: 1 DIF: Medium REF: p. 35; The Scientific Method
OBJ: LO 2-4: Describe the scientific method. COG: Comprehension

45. Surveys are an example of a(n) _____ that sociologists utilize to conduct a research study.
    a. explorative tool
    b. quantitative tool
    c. analytical tool
    d. qualitative tool

ANS: B PTS: 1 DIF: Easy REF: p. 35; The Scientific Method
OBJ: LO 2-4: Describe the scientific method. COG: Knowledge

46. The last step in the scientific method according to the text is to _____.
    a. review the literature
    b. select a research method
    c. choose a hypothesis
    d. analyze the data in relation to the hypothesis

ANS: D PTS: 1 DIF: Easy REF: p. 35; The Scientific Method
OBJ: LO 2-4: Describe the scientific method. COG: Knowledge

47. Mary is a researcher who is conducting research on the relationship between college grades and the amount of time spent studying. She is going to conduct open-ended interviews. This is an example of a _____research method.
    a. quantitative research
    b. qualitative research
    c. paradigm research
    d. quantifiable research

ANS: B PTS: 1 DIF: Easy
REF: p. 36; Qualitative and Quantitative Research
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each

Essentials of Sociology 2nd edition Ritzer Test Bank

one can help us answer. COG: Knowledge

48. When a researcher wants to report the average cost of college tuition from the 1950s until present time, he or she is utilizing _____ statistics.
    a. prescriptive
    b. descriptive
    c. inferential
    d. historical

    ANS: B PTS: 1 DIF: Medium
    REF: p. 36; Qualitative and Quantitative Research
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

49. The sociologist who coauthored the first real textbook on sociology and studied city life in thorough detail was _____.
    a. Émile Durkheim
    b. Karl Marx
    c. Herbert Spencer
    d. Robert Park

    ANS: D PTS: 1 DIF: Easy
    REF: p. 38; Robert Park and "Scientific Reporting"
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Knowledge

50. An example of participant observation would be:
    a. John, a researcher, who watches preschool students who are not aware he is there
    b. Mary, a researcher, who visits with a first-grade classroom to conduct a study on teacher-student interactions and plays an active role in the study.
    c. Bill, a researcher, who sits on a park bench and observes behavior without people's knowledge.
    d. Sue, a researcher, who observes medical students working on a patient without his or her knowledge that she is present.

    ANS: B PTS: 1 DIF: Hard
    REF: p. 37; Participant and Nonparticipant Observation
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Application

51. Joe is going to study how prisoners behave in a counseling session, but they can't see him as he is behind a shaded window. Joe is using _____ as the basis for this study.
    a. participant observation
    b. surveys
    c. content analysis
    d. nonparticipant observation

    ANS: D PTS: 1 DIF: Hard
    REF: p. 37; Participant and Nonparticipant Observation
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Application

52. Sociologists who gather information from such Internet sites as Facebook and Twitter are utilizing which research method?
    a. Participant observation
    b. Nonparticipant observation
    c. Secondary analysis
    d. Netnography

    ANS: D PTS: 1 DIF: Hard REF: p. 38; Ethnography
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Application

53. A sociologist who spends an intensive amount of time for several years observing an immigrant community in order to understand their daily activities would be using which research method?
    a. Netnography
    b. Nonparticipation observation
    c. Ethnography
    d. Secondary analysis

    ANS: C PTS: 1 DIF: Hard REF: p. 37; Ethnography
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Application

54. Global ethnography is defined by:
    a. studying people's lives locally in depth to understand globalization's effects
    b. studying people in different parts of the world in a connected fashion
    c. studying entire sections of the globe using ethnographic methods
    d. mixing ethnographic methods with global statistics

    ANS: A PTS: 1 DIF: Medium REF: p. 37; Ethnography
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

55. Which of the following is a benefit to unstructured interviews?
    a. The questions are asked in exactly the same order
    b. The responses can easily be analyzed using quantitative methods
    c. Respondents can cover issues that are meaningful to them
    d. The limits on the researchers' reactions to answers yield less biased answers

    ANS: C PTS: 1 DIF: Medium REF: p. 39; Types of Interviews
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

56. A _____ is a person sought out by the researcher using interview methods because he or she has intimate knowledge of the group being studied and will talk openly about it to the researcher.
    a. key informant
    b. alpha interviewee
    c. convenience sample
    d. primary reference

    ANS: A PTS: 1 DIF: Medium REF: p. 39; The Interview Process
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

Essentials of Sociology 2nd edition Ritzer Test Bank

57. An example of a(n) _____ would be when a researcher asks the same questions worded exactly the same way to numerous subjects in order to avoid any unanticipated reactions or responses.
    a. predictive interview
    b. prestructured interview
    c. objective interview
    d. unguided interview

    ANS: B PTS: 1 DIF: Hard REF: p. 39; Types of Interviews
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Application

58. Which of the following is NOT a problem associated with prestructured interviews?
    a. Interviewers often find it difficult to live up the guidelines for interviews
    b. Respondents respond accurately and truthfully at all times
    c. Closed-end questions limit the responses
    d. Respondent can lie in his or her response

    ANS: B PTS: 1 DIF: Medium REF: p. 39; Types of Interviews
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Analysis

59. When a researcher conducts an open-ended interview and begins only with a general idea of the topics to be covered, this is referred to as a(n):
    a. prestructured interview
    b. unstructured interview
    c. preconceived interview
    d. subconscious interview

    ANS: B PTS: 1 DIF: Medium REF: p. 39; Types of Interviews
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

60. Which of the following is NOT a step in the interview process?
    a. Establishing rapport with the respondents
    b. Gaining access to the setting being studied
    c. Gaining the trust of the respondents
    d. Choosing who will be a part of the control and experimental group

    ANS: D PTS: 1 DIF: Medium
    REF: p. 39–40; The Interview Process
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Analysis

61. Which research method involves conducting interviews and administering questionnaires to a representative portion of the population?
    a. Content analysis
    b. Secondary analysis
    c. Observations
    d. Survey research

    ANS: D PTS: 1 DIF: Medium REF: p. 40; Survey Research

Essentials of Sociology 2nd edition Ritzer Test Bank

OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

62. Organizations such as Gallup gather _____ surveys in order to gather accurate information about members of a certain group or in a given geographic area.
    a. detailed
    b. stratified
    c. descriptive
    d. explanatory

    ANS: C PTS: 1 DIF: Medium REF: p. 40; Types of Surveys
    OBJ: LO 2-6: Describe how sociologists engage in secondary data analysis.
    COG: Comprehension

63. To discover the causes of changes in marijuana use among high school seniors, a researcher would have to use a(n) _____ survey to obtain the type of data needed.
    a. detailed
    b. stratified
    c. descriptive
    d. explanatory

    ANS: D PTS: 1 DIF: Medium REF: p. 40; Types of Surveys
    OBJ: LO 2-4: Describe the scientific method. COG: Comprehension

64. A _____ sample refers to the chance that everyone in the population has an equal chance of being selected.
    a. biased
    b. predictable
    c. random
    d. pluralized

    ANS: C PTS: 1 DIF: Easy REF: p. 40; Sampling
    OBJ: LO 2-4: Describe the scientific method. COG: Knowledge

65. Nonrandom samples used in survey research may:
    a. Yield very truthful results
    b. Create significant bias in the researchers' results
    c. Create disagreements among researchers
    d. Lead to reliability issues in future studies

    ANS: B PTS: 1 DIF: Hard REF: p. 41; Sampling
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Application

66. Sociologist Devah Pager studied how the background of a job applicant can affect the likelihood of being called back for an interview. This is a good example of which research method?
    a. Observation
    b. Secondary analysis
    c. Survey
    d. Sociological experiment

    ANS: D PTS: 1 DIF: Medium REF: p. 41; Experiments

Essentials of Sociology 2nd edition Ritzer Test Bank

OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

67. The two variables in an experiment are the _____, which is manipulated by the researcher, and the _____, which is a characteristic or measurement that resulted from the manipulation.
a. independent variable; dependent variable
b. exponential variable; independent variable
c. dependent variable; independent variable
d. reliant variable; exploratory variable

ANS: A PTS: 1 DIF: Medium REF: p. 41; Experiments
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

68. When a researcher has greater control over the selection of participants and the independent variables, this is referred to as a(n) _____ experiment, and when the researcher has less control over the independent variables, this is referred to as a _____ experiment.
a. natural; laboratory
b. field; controlled
c. laboratory; natural
d. independent; dependent

ANS: C PTS: 1 DIF: Medium REF: p. 42; Experiments
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

69. A researcher created an experiment to find out what effect gender had on the starting salary a person was offered across different occupations and seniority levels. In this experiment, _____ is the independent variable and _____ is the dependent variable.
a. gender; starting salary
b. starting salary; gender
c. gender; seniority level
d. starting salary; occupational type

ANS: A PTS: 1 DIF: Hard REF: p. 41; Experiments
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Application

70. If a researcher was to gather information regarding the divorce rate from the census and library documents, which research method is being utilized?
a. Observations
b. Experiments
c. Surveys
d. Secondary analysis

ANS: D PTS: 1 DIF: Medium
REF: p. 42; Secondary Data Analysis
OBJ: LO 2-6: Describe how sociologists engage in secondary data analysis.
COG: Comprehension

Essentials of Sociology 2nd edition Ritzer Test Bank

71. _____ refers to the degree to which a given question produces the same results time after time.
a. Reliability
b. Validity
c. Authenticity
d. Reality

ANS: A PTS: 1 DIF: Medium
REF: p. 43; Reliability and Validity
OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Comprehension

72. _____ is important when conducting a study because it ensures a question being asked is measuring what it is intended to measure.
a. Validity
b. Reliability
c. Reality
d. Authenticity

ANS: A PTS: 1 DIF: Medium
REF: p. 43; Reliability and Validity
OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Comprehension

73. Ethics in research became a central concern at what point in history?
a. It has been a concern since the French Revolution in 1789
b. In 1848, after Marx released *The Communist Manifesto*
c. Following World War II in response to atrocities committed by the Nazis
d. In the late 1960s, when civil rights movements raised awareness on all rights issues

ANS: C PTS: 1 DIF: Medium REF: p. 43; Research Ethics
OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Comprehension

74. The Milgram Experiment and the Zimbardo Experiment both raised severe ethical issues but also provided scientific evidence of:
a. the power of authority
b. the importance of social networks
c. the differences between good-natured and ill-natured people
d. the difficulty of controlling a mob once it forms

ANS: A PTS: 1 DIF: Medium REF: p. 44; Research Ethics
OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Comprehension

75. Laud Humphreys's research on homosexual activities in men's restrooms became a famous case of ethical controversy in social science research. What about Humphreys's research was ethically questionable?
a. Secretive and private sexual behaviors are considered off limits to sociological research
b. Humphreys acted as a lookout for the men when they were engaged in sexual acts
c. Humphreys used license plate numbers to target their homes and interview the men

Essentials of Sociology 2nd edition Ritzer Test Bank

without disclosing the real subject of his study
d. If the men had wives or girlfriends, Humphreys disclosed the men's sexual activities to these women

ANS: C PTS: 1 DIF: Medium REF: p. 46; Research Ethics
OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Comprehension

MULTIPLE RESPONSE

76. SELECT ALL THAT APPLY. Which of these theory groups is considered a part of conflict/critical theories?
a. Functionalism
b. Queer theory
c. Symbolic interactionism
d. Feminist theory

ANS: B, D PTS: 1 DIF: Medium
REF: p. 31; Conflict/Critical Theories
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Analysis

77. SELECT ALL THAT APPLY. Critical theorists are concerned with mass culture for which of the following reasons:
a. Culture should come from the people to represent real experience, but mass culture presents falsified versions of reality
b. Mass culture suggests that riches and fame are reserved for rare and special people
c. Mass culture is meant to make people less likely to pursue social change
d. Mass culture gives rise to corporate brands that reinforce social class hierarchy

ANS: A, C, D PTS: 1 DIF: Medium REF: p. 30; Critical Theory
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Analysis

78. SELECT ALL THAT APPLY. These theories focus on the micro level of individuals and groups.
a. Rational choice theory
b. Functionalism
c. Ethnomethodology
d. Critical theory

ANS: A, C PTS: 1 DIF: Medium
REF: p. 34; Inter/Actionist Theories
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Analysis

79. SELECT ALL THAT APPLY: Which of the following are research methods used by sociologists?
a. Observation
b. Surveys
c. Interviews
d. Experiments

Essentials of Sociology 2nd edition Ritzer Test Bank

ANS: A, B, C, D PTS: 1 DIF: Easy REF: p. 36; Sociological Research
OBJ: LO 2-4: Describe the scientific method. COG: Knowledge

80. SELECT ALL THAT APPLY: Which of the following are qualitative methods?
    a. Observation
    b. Experiments
    c. Open-ended interviews
    d. Statistics

    ANS: A, C PTS: 1 DIF: Medium
    REF: p. 36; Qualitative and Quantitative Research
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

81. SELECT ALL THAT APPLY: Which of the following should be considered when conducting observational research?
    a. The degree to which those being observed are aware they are being observed
    b. The degree to which those being observed aren't aware they are being observed
    c. The degree to which the observer's presence affect's the actions of those being observed
    d. The degree to which the process is structured

    ANS: A, C, D PTS: 1 DIF: Medium
    REF: p. 36–37; Observational Research
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Analysis

82. SELECT ALL THAT APPLY. Interviews can be structured in different ways, including:
    a. prestructured
    b. unstructured
    c. descriptive
    d. self-administered

    ANS: A, B PTS: 1 DIF: Medium REF: p. 39; Types of Interviews
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

83. SELECT ALL THAT APPLY: Which of the statements below explain the differences between history and historical-comparative sociology?
    a. Historical-comparative sociology involves much more detail than historical research
    b. Sociologists are more interested in generalizing about society than historians
    c. Historical data is more accurate than sociological data
    d. Historical researchers collect far more original historical data than sociologists

    ANS: B, D PTS: 1 DIF: Medium
    REF: p. 42; Historical-Comparative Method
    OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Analysis

84. SELECT ALL THAT APPLY: The following are famous cases related to ethics violations in research that influenced the current rules on ethical research.
    a. The Tuskegee Institute research on syphilis

Essentials of Sociology 2nd edition Ritzer Test Bank

b. The use of cells taken from Henrietta Lacks without consent
c. The Milgram experiments on obedience
d. Michael Burawoy's participant observation to research global workplaces

ANS: A, B, C PTS: 1 DIF: Medium REF: p. 43; Research Ethics
OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Comprehension

85. SELECT ALL THAT APPLY: Which of the following concerns is included when considering the ethics of research as they are now instituted in sociology?
a. Physical harm to the participant
b. Traumatizing the participant psychologically
c. Pressuring the participant to complete an experiment they wish to discontinue
d. Exploiting the participant through deception

ANS: A, B, C, D PTS: 1 DIF: Medium REF: p. 44; Research Ethics
OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Comprehension

TRUE/FALSE

86. All sociologists theorize.
a. True
b. False

ANS: T PTS: 1 DIF: Medium
REF: p. 24; Theorizing the Social World
OBJ: LO 2-1: Define what theories are and explain why they are important in understanding social phenomena. COG: Comprehension

87. Once sociological theories have been created, they can be broadly applied to many different subjects, such as religion, economy, or organizations.
a. True
b. False

ANS: T PTS: 1 DIF: Medium
REF: p. 24 Theorizing the Social World
OBJ: LO 2-1: Define what theories are and explain why they are important in understanding social phenomena. COG: Comprehension

88. W.E.B. Du Bois is best known for his studies, which focused on race relations and double consciousness.
a. True
b. False

ANS: T PTS: 1 DIF: Easy REF: p. 28; W.E.B Du Bois
OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge

89. Karl Marx created communism as it was practiced by the Soviet Union and other countries in the twentieth century.
a. True

Essentials of Sociology 2nd edition Ritzer Test Bank

b. False

ANS: F PTS: 1 DIF: Medium REF: p. 25; Karl Marx
OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Comprehension

90. Max Weber focused on the intersection between religion and the family.
a. True
b. False

ANS: F PTS: 1 DIF: Easy REF: p. 25; Max Weber
OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge

91. Rational choice theorists believe that institutions act rationally, but people rarely do.
a. True
b. False

ANS: F PTS: 1 DIF: Easy
REF: p. 34; Rational Choice Theory
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Knowledge

92. Conflict theorists focus on the power struggles that exist between different groups in society.
a. True
b. False

ANS: T PTS: 1 DIF: Easy REF: p. 30; Conflict Theory
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Knowledge

93. Ethnomethodologists are concerned with how people think, not what people do.
a. True
b. False

ANS: F PTS: 1 DIF: Easy REF: p. 33; Ethnomethodology
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Knowledge

94. Sociologists gather information utilizing their senses, a practice called systematizing.
a. True
b. False

ANS: F PTS: 1 DIF: Easy
REF: p. 35; Researching the Social World
OBJ: LO 2-4: Describe the scientific method. COG: Knowledge

95. The scientific method is never used in sociological research as it has been shown to be rather biased.
a. True
b. False

Essentials of Sociology 2nd edition Ritzer Test Bank

ANS: F PTS: 1 DIF: Hard REF: p. 35; The Scientific Method
OBJ: LO 2-4: Describe the scientific method. COG: Application

96. The scientific method is used only when studying institutions in sociology but is not suitable for studying human beings as individuals.
a. True
b. False

ANS: F PTS: 1 DIF: Medium REF: p. 35; The Scientific Method
OBJ: LO 2-4: Describe the scientific method. COG: Comprehension

97. To conduct a research study using the scientific method in sociology, the theory must be new. Testing existing theories in new situations is called secondary data analysis.
a. True
b. False

ANS: F PTS: 1 DIF: Medium REF: p. 42; The Scientific Method
OBJ: LO 2-4: Describe the scientific method. COG: Comprehension

98. Most research questions in sociology only have one methodological approach that would provide answers.
a. True
b. False

ANS: F PTS: 1 DIF: Medium REF: p. 36; Sociological Research
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

99. Observations are a type of qualitative research.
a. True
b. False

ANS: T PTS: 1 DIF: Medium
REF: p. 36; Observational Research
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

100. Quantitative research does not require statistical methods for collecting and reporting data.
a. True
b. False

ANS: F PTS: 1 DIF: Easy
REF: p. 36; Qualitative and Quantitative Research
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Knowledge

101. When observations are conducted in a natural setting, they include participant observation and nonparticipant observation.
a. True
b. False

ANS: F PTS: 1 DIF: Medium

Essentials of Sociology 2nd edition Ritzer Test Bank

REF: p. 37; Participant and Nonparticipant Observation
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

102. There are clear and firm criteria that separate participant observation from nonparticipant observation.
a. True
b. False

ANS: F PTS: 1 DIF: Medium
REF: p. 37; Participant and Nonparticipant Observation
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

103. Interviews are not very often used in sociology as a research method.
a. True
b. False

ANS: F PTS: 1 DIF: Medium REF: p. 38; Interviews
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

104. Representative samples should be used in order to avoid bias while conducting a survey.
a. True
b. False

ANS: T PTS: 1 DIF: Medium REF: p. 40; Sampling
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

105. All experiments take place within a laboratory setting with a controlled environment.
a. True
b. False

ANS: F PTS: 1 DIF: Easy REF: p. 42; Experiments
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Knowledge

106. When a researcher gathers information from the census, police reports, or library documents, they are engaging in ethnographic data analysis.
a. True
b. False

ANS: F PTS: 1 DIF: Medium
REF: p. 40; Secondary Data Analysis
OBJ: LO 2-6: Describe how sociologists engage in secondary data analysis.
COG: Comprehension

107. Reliability and predictability are two important dimensions of trustworthiness.
a. True
b. False

Essentials of Sociology 2nd edition Ritzer Test Bank

ANS: F PTS: 1 DIF: Medium
REF: p. 43; Reliability and Validity
OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Comprehension

108. The famous prison study by Dr. Philip Zimbardo raised ethical issues that were similar to the ones raised in the Milgram experiments related to psychological harm.
a. True
b. False

ANS: T PTS: 1 DIF: Medium
REF: p. 45; Physical and Psychological Harm
OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Comprehension

SHORT ANSWER

109. According to Karl Marx, workers experience "alienation" in the workplace. What does it mean to say they are "alienated"? Name two of the three ways they are alienated, based on your reading of Ritzer's text.

ANS:
"Alienation" means that workers are disconnected from the human qualities of their own labor. Workers are alienated because (1) the work is repetitive and that is not a natural expression of human creativity and capabilities; (2) they have little connection to the finished product that results from their work; and (3) they feel little connection to their fellow workers.

PTS: 1 DIF: Medium REF: p. 25; Karl Marx
OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Comprehension

110. Consider the current state of the United States in light of Karl Marx's theories. What is one way that Marx's predictions hold when looking at current behaviors in the U.S. economic system? What is one way that they failed to predict what would happen?

ANS:
Varies, but examples for each could include: Marx was right about the growing income gap between the top of the economic system, the "capitalists" and everyone else, the "proletariat." Marx was also right about the need for capitalists to find the cheapest sources of labor and resources around the world. However, Marx was wrong about the proletarian revolution, which hasn't happened and seems very unlikely to happen, and he was wrong about the evolution of systems from capitalism to communism. Capitalism continues to exist and shows no sign of ending anytime soon.

PTS: 1 DIF: Hard REF: p. 25; Karl Marx
OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Application

111. According to Ritzer's description of Marx, Durkheim, and Weber, what level of society did all three major early social theorists focus on in their works? Of the three, which were critical and which were positive in their views?

Essentials of Sociology 2nd edition Ritzer Test Bank

ANS:
Marx, Weber, and Durkheim had in a common a focus on the macro structures of society. Marx and Weber were both critical of these macro structures. Marx criticized capitalism while Weber was critical of the rationalization of society in capitalist systems. Durkheim was not like Marx and Weber. He had a mostly positive view of macro structures, feeling that they were not only necessary but highly desirable. Marx and Weber worried about too much control over the individual by society, but Durkheim worried more about too little control or guidance to help the individual function well in society and control his or her passions.

PTS: 1 DIF: Medium REF: p. 26; Émile Durkheim
OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Comprehension

112. Identify the primary difference between qualitative and quantitative research. List one type of each research method and explain how it is collected.

ANS:
Varies but should note that qualitative and quantitative research differ because qualitative research does not require statistical methods for collecting and reporting data, but quantitative does involve the analysis of numerical data. Types of research listed for qualitative could include observation, participant observation, open-ended interviews, or ethnography. Types of research listed for quantitative research could include survey research, experiments, or analysis of secondary data. It may but does not have to include specific types grouped within these larger categories. Neither group should include historical-comparative method within their answers, because it is separate from qualitative and quantitative methods.

PTS: 1 DIF: Medium REF: p. 36; Sociological Research
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

113. According to the text, what are the three different types of experiments? How do they differ?

ANS:
Varies but should include **laboratory experiments,** which take place in controlled settings and offer control over selection of participants and independent variables; **natural experiments,** which take advantage of a naturally occurring event to study its effect on one or more dependent variables but with little control over who participates or the independent variables involved; and **field experiments,** which happen in natural settings, but the research is able to exert some control over who participates and what happens during the experiment.

PTS: 1 DIF: Hard REF: p. 42; Experiments
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Application

114. As a sociological research method, observation is often utilized. It involves "systematically watching, listening to, and recording what takes place in a natural social setting." Discuss two key dimensions that affect the observational method in sociology. Why is it such a valuable research method to sociologists?

ANS:

Essentials of Sociology 2nd edition Ritzer Test Bank

Varies but should include two of the following: (1) The degree to which the observed know they are being observed; (2) The degree to which the presence of the observer affects the actions of those observed; and (3) The degree to which the process of observation is structured. It is important because it records not just what people say they do but what they actually do, usually in context.

PTS: 1 DIF: Medium REF: p. 36; Observational Research
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Analysis

115. Discuss the two main types of surveys and the benefits of using each type as a research method.

ANS:
Varies but should include information about **descriptive surveys** and **explanatory surveys.** Descriptive surveys gather information about certain groups or geographic areas or members of specific organizations. This information allows us to understand the state of things and have accurate descriptions related to specific compositions and behaviors. Explanatory surveys seek to find out why we see what we do. Instead of answering how many people do X, it would ask why people do X. We can use this type of survey to begin to understand what motivates certain behaviors or what values people hold.

PTS: 1 DIF: Medium REF: p. 40; Survey Research
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

116. Name and discuss the three different types of sampling methods covered in the text.

ANS:
Varies but should include that a **random sample** gives every member of a group an equal nonzero chance of being selected for inclusion. A **stratified sample** divides a larger group into a series of subgroups based on meaningful categories, such as year in school or region someone lives in, and then takes random samples from the subgroups to ensure proportional representation of meaningful categories to include in the study. **Convenience samples** are nonsystematic and just include whoever is conveniently available to participate in the research. As a nonrandom sample, it cannot claim to be representative of the population, and may result in accidental biases, but it can be helpful in exploratory research when no definitive conclusions are being sought.

PTS: 1 DIF: Medium REF: p. 40–41; Sampling
OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

ESSAY

117. Select any two sociological theories and discuss each theory in depth. How does each theory help us understand society?

ANS:
Varies

PTS: 1 DIF: Medium

Essentials of Sociology 2nd edition Ritzer Test Bank

REF: p. 23; Thinking About and Researching the Social World
OBJ: LO 2-1: Define what theories are and explain why they are important in understanding social phenomena. COG: Analysis

118. Discuss the differences and similarities between the structural-functionalist theoretical perspective and the conflict perspective.

ANS:
Varies but should include that **structural-functionalism** focuses on social structures and their functions. Structural-functionalist theorists start out with a positive view of social structures and believe that current social structures exist because they are necessary and desirable. This gives them a conservative view; if it exists, it must need to exist to perform specific functions. Figures include classically Émile Durkheim and contemporary Robert Merton. Book example given describes national borders and passport controls from a structural-functionalist perspective as a necessary function. The theory later also included dysfunctions, where the consequences may be negative. Merton also added the concepts of manifest (conscious and purposeful) functions and latent (unintended positive) functions. Unintended consequences may also result that are either positive or negative. By contrast **Conflict theory** deriving from Marx, can be seen as "an inversion" of structural functionalism. It focuses more on the negative than the positive. Society is held together not by the necessity of functions and consensus or agreement with social structures but by power relations and coercion; specifically, the power of some to determine the rules for all. Dahrendorf is used as a contemporary example of a conflict theorist. Interests are worked out between groups, often in a way that favors one group or class over the other.

PTS: 1 DIF: Hard REF: p. 28; Contemporary Sociological Theory
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Application

119. How does the exchange theory help us understand how people choose a college? Compare this to how rational choice theory would explain the same thing.

ANS:
Varies but should include for **exchange theory** the idea that people continue in courses of action when the rewards outweigh the costs and discontinue when the costs are greater than the rewards. When searching for a college program, a person might make the choice based on the program with the lowest tuition, the best scholarship, or they might choose to live closest to home so that costs are lowered by living with family. **Rational choice theory,** on the other hand, would see the desire to graduate from college as a goal someone has, and that people act intentionally to achieve their goals. So looking for a college would be based on the means most likely to best satisfy their needs and wants, such as having the best program in one's field to allow them to reach their career goals. However, they have to believe they can get "access to scarce resources," in this case, be accepted into the program. They would also have to meet "the requirements of social structures," in this case, to be able to take on the role of full-time student.

PTS: 1 DIF: Hard REF: p. 34; Exchange Theory
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Application

Essentials of Sociology 2nd edition Ritzer Test Bank

120. Use what you know about critical theory to discuss Facebook and the culture industry. According to Ritzer, what is mass culture, and what is the culture industry? Would Facebook be considered a part of the culture industry? Having considered these arguments, do you agree or disagree that Facebook is a part of the "culture industry"?

ANS:
Varies but should include a definition of **culture industry** as the creator of **mass culture—**culture created by organizations or corporations intended for mass consumption that falsify reality, present themselves as authentic but are not authentically created art created by people, and that presents unchallenging messages that repress and mollify people rather than presenting challenging or upsetting messages that might result in social action or support for social change. Mass culture also ingrains certain brands as a part of creating a consumer culture that connects consumption to social class identities. Ritzer argues that Facebook does contain some mass culture, advertisements, and inauthentic content from companies and organizations, but it also contains content that is generated by people for people and is arguably spontaneous and authentic. Aside from some basic obscenity rules, Facebook exercises little control over the content, so perhaps it is not a part of the culture industry. However, another argument is that even if the content is not culture industry, Facebook as a platform is a "culture industry" medium that makes billions of dollars for its owners. It also can be seen as repressing and pacifying people so they don't act for social change or spend their time on more meaningful forms of social activism. Finally, it may be a more subtle, personalized, and possibly effective way to target market to individuals toward consumption of specific brands. The respondent can use these points however they like to argue that Facebook is a stronger culture industry or a weakening of culture industry.

PTS: 1 DIF: Medium REF: p. 30; Critical Theory
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Analysis

121. The first step in the scientific method is to uncover questions in need of answers. One question could address how recent mass shootings have affected opinions on gun laws in the United States. List and describe the next five steps (steps 2 through 6) in the scientific research process, giving examples of how you might complete the steps in researching opinions about gun laws.

ANS:
Varies but should include step 2: review the literature on the question of interest (on opinions about gun laws). Step 3: develop a hypothesis about Americans' current opinions on gun laws. Step 4: choose a research method to help answer the question. This might be a survey or interviews of people around their opinions of gun laws. Less likely use of observation. Step 5 is to collect data that confirms or fails to confirm the hypothesis. For this one, this is going out and doing the interviews or collecting the surveys on gun control. Step 6 is to analyze the data collected and assess its meaning in light of the hypothesis that guided the research.

PTS: 1 DIF: Hard REF: p. 35; The Scientific Method
OBJ: LO 2-4: Describe the scientific method. COG: Application

122. In this essay, elaborate on the ethics that guide research in sociology by providing three main ethical guidelines that researchers must follow. For one of these guidelines, provide an example of a study that violated this rule and explain the concrete details of the study and how it violated ethics.

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ANS:
Varies but should include the rise of concern about ethics as a result of horrible acts by the Nazis during World War II in the name of medical experimentation. Other breaches included research at Tuskegee Institute where black men were allowed to contract and endure suffering through syphilis without being given available treatment that would have relieved their suffering in order to learn about the progression of the disease. As a result of these breaches in ethics, the Nuremberg Code was written to spell out directives for ethical experiments involving human subjects. Students could cite physical harm (Tuskegee), psychological harm (Milgram Experiment, Zimbardo Prison Experiment as examples), witnessing illegal acts (Venkatesh's gang research), or violating trust/deception (Laud Humphreys's research on homosexuality).

PTS: 1 DIF: Hard REF: p. 44; Research Ethics
OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Application

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