# *Discover Sociology 3rd edition Chambliss Test Bank*

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**Multiple Choice**

1. The process of gathering empirical (scientific and specific) data, creating theories, and rigorously testing theories is known as _____.
a. the sociological method
b. the scientific method
c. data collection
d. theoretical reasoning
Ans: B
Answer Location: Sociology and Common Sense
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and qualitative research.
Cognitive Domain: Knowledge
Difficulty Level: Easy

2. Which of the following is an example of quantitative research?
a. forty in-depth interviews with residents of a suburban neighborhood
b. field observations of people interacting and dancing in a nightclub
c. content analysis of meme images on a popular blogging website
d. two thousand survey questionnaires that measure respondents' drug usage habits
Ans: D
Answer Location: Sociology and Common Sense
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Difficulty Level: Medium

3. Which of the following is NOT a characteristic of qualitative research?
a. Data are quantified or converted into numbers.
b. Some methods include focus groups, interviews, and participant observation.
c. Rich, in-depth data that investigate closely some phenomena
d. Small sample sizes
Ans: A
Answer Location: Sociology and Common Sense
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Difficulty Level: Medium

4. Which of the following would NOT be considered a goal of quantitative research?
a. to measure patterns of social behavior
b. to measure social attitudes
c. to explain a relationship between two variables
d. to provide a rich, detailed description of some phenomena
Ans: D

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Answer Location: Sociology and Common Sense
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Difficulty Level: Medium

5. Which of the following is NOT a characteristic of a good scientific theory?
a. It is logically consistent.
b. It can be disproven or falsified.
c. It is not testable.
d. There is possibility for revision.
Ans: C
Answer Location: Research and the Scientific Method
Learning Objective: LO 2-2: Explain the different components that constitute what a scientific theory is and how it is used.
Cognitive Domain: Knowledge
Difficulty Level: Medium

6. A concept must have which of the following to make it observable and measurable?
a. research methods
b. an operational definition
c. correlation
d. hypotheses
Ans: B
Answer Location: Research and the Scientific Method
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Comprehension
Difficulty Level: Easy

7. A variable is defined as
a. the description of a relationship
b. a phenomena that is constantly changing
c. a term used to summarize a set of phenomena
d. a concept that can take on two or more possible values
Ans: D
Answer Location: Relationships Between Variables
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Difficulty Level: Easy

8. Which of the following would be considered a qualitative variable?
a. the respondent's religious affiliation
b. the number of times the respondent visits church per month

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c. the amount of money the respondent donates to his or her church
d. the number of hours spent volunteering with a church
Ans: A
Answer Location: Relationships Between Variables
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative variables.
Cognitive Domain: Application
Difficulty Level: Easy

9. Which of the following would be considered a quantitative variable?
a. employment status
b. occupation
c. job title
d. yearly salary
Ans: D
Answer Location: Relationships Between Variables
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Application
Difficulty Level: Easy

10. When the relationship between two variables is explained by a third, unmeasured factor, it is referred to as _____.
a. causation
b. a statistical relationship
c. a spurious relationship
d. correlation
Ans: C
Answer Location: Relationships Between Variables
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Difficulty Level: Easy

11. A researcher finds that as years spent driving increase, the number of accidents decreases. This is an example of _____.
a. negative causation
b. negative correlation
c. positive correlation
d. a decreasing relationship
Ans: B
Answer Location: Testing Theories and Hypotheses
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Application

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Difficulty Level: Easy

12. A researcher finds that as income increases, square footage of a respondent's home also increases. This is an example of _____.
a. a positive correlation
b. positive causation
c. a negative correlation
d. an increasatory relationship
Ans: A
Answer Location: Testing Theories and Hypotheses
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Application
Difficulty Level: Easy

13. Good theories are constructed in a way that makes it logically possible to prove them wrong. This idea is better known as _____.
a. a spurious relationship
b. a negative correlation
c. the principle of falsification
d. validity
Ans: C
Answer Location: Testing Theories and Hypotheses
Learning Objective: LO 2-2: Explain the different components that constitute what a scientific theory is and how it is tested.
Cognitive Domain: Comprehension
Difficulty Level: Easy

14. When concepts and measurement are valid, they are considered _____.
a. consistent
b. accurate
c. biased
d. falsifiable
Ans: B
Answer Location: Validity and Reliability
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Difficulty Level: Easy

15. Which of the following does NOT represent the concept of reliability?
a. The major funder of a study is not allowed to be part of the research process because it is considered a conflict of interest.
b. A study conducted in 2012 supports a similar study conducted by another researcher in 2005.

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c. The hypothesis of one study is tested by two different researchers, and they reach the same conclusion.
d. A study is revisited every 10 years and has similar findings each time.
Ans: A
Answer Location: Validity and Reliability
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Application
Difficulty Level: Medium

16. Which of the following is NOT an example of how bias can be introduced into a study?
a. Respondents do not tell the truth because of stigma or embarrassment.
b. The researcher creates an operational definition that is incomplete.
c. The sample size is not representative of the population.
d. The researcher is studying marijuana legislation and supports decriminalization.
Ans: D
Answer Location: Validity and Reliability
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Application
Difficulty Level: Medium

17. Researchers must be willing to accept that the data they collect might contradict their most passionate convictions. Which idea does this statement reflect?
a. reliability
b. validity
c. objectivity
d. falsifiability
Ans: C
Answer Location: Objectivity in Scientific Research
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Analysis
Difficulty Level: Medium

18. The repetition of a previous study in a different setting to verify or refute the original findings is referred to as _____.
a. verification
b. replication
c. validation
d. reliability
Ans: B
Answer Location: Objectivity in Scientific Research

Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Difficulty Level: Easy

19. Which of the following is NOT an example of quantitative variables used in sociological research?
a. crime rates
b. drug use frequency
c. years of education
d. gender
Ans: D
Answer Location: Doing Sociological Research
Learning Objective: LO 2-3: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Application
Difficulty Level: Easy

20. Which of the following is NOT one of the sociological research methods?
a. fieldwork
b. experimentation
c. random sampling
d. survey
Ans: C
Answer Location: Sociological Research Methods
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Application
Difficulty Level: Easy

21. Looking at how exposure to an independent variable, such as violent video games, changes the behavior of a research subject is known as which type of research method?
a. in-depth interviews
b. document analysis
c. detached observation
d. experimentation
Ans: D
Answer Location: Experimentation
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Application
Difficulty Level: Easy

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22. A researcher is interested in how same-sex marriages have been represented on cable television. Which of the following would be the most appropriate research method?
a. content analysis of television shows that have featured LGBT characters
b. conducting interviews with gay or lesbian actors
c. a national survey of Americans who watch 30-plus hours of television each week
d. an experiment that measures respondent attitudes about same-sex marriage after they view images of married same-sex couples
Ans: A
Answer Location: Working With Existing Information
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Application
Difficulty Level: Medium

23.Which of the following would NOT be suitable for document analysis?
a. campaign posters
b. tweets
c. court transcripts
d. sports car designs
Ans: D
Answer Location: Working With Existing Information
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Application
Difficulty Level: Easy

24. A researcher is studying gentrification and displacement in a majority African American neighborhood in Washington, DC. She wants to ensure the residents have a voice and agency throughout the research process. She joins a community organization to empower them to conduct their own research and support their efforts to develop political power. Which of the following would be the most appropriate research method?
a. interviews
b. participatory research
c. fieldwork
d. survey questionnaires
Ans: B
Answer Location: Participatory Research
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Application
Difficulty Level: Medium

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25. A researcher is interested in acquiring a rich understanding of relationship building and team culture on professional football teams. Which of the following would be the most appropriate research method?
a. content analysis of previously aired NFL games
b. a survey of 1,500 NFL fans
c. fieldwork in which the researcher spends a few hours each day observing team interactions and participates in some team-building exercises
d. interviews with team coaches, trainers, and owners
Ans: C
Answer Location: Fieldwork
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Application
Difficulty Level: Medium

26. A major think tank wants to publish a report comparing the attitudes of people from all over the United States toward increasing the federal minimum wage. Which of the following would be the most appropriate research method?
a. large-scale survey of 2,500 men and women
b. in-depth interviews of 50 men and women
c. ethnographic study of minimum-wage workers
d. analysis of congressional debate on increasing the minimum wage
Ans: A
Answer Location: Survey Research
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Application
Difficulty Level: Medium

27. Which of the following is NOT characteristic of surveys?
a. can be conducted in person, over the phone, or via an electronic device
b. can consist of open-ended or closed-ended questions
c. must include every member of the population of interest to be accurate
d. can be conducted on a relatively large number of people
Ans: C
Answer Location: Survey Research
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Comprehension
Difficulty Level: Easy

28. Random sampling is most important to which research method?
a. fieldwork
b. surveys
c. in-depth interviews

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d. experimentation
Ans: B
Answer Location: Survey Research
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Application
Difficulty Level: Easy

29. Dividing a population into a series of subgroups and taking random samples from within each group is known as what type of sampling?
a. simple random
b. snowball
c. stratified
d. nonrandom
Ans: C
Answer Location: Survey Research
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Knowledge
Difficulty Level: Easy

30. Which of the following is another term used to describe fieldwork, the in-depth study of a group or community?
a. ethnography
b. casework
c. quantitative research
d. community research
Ans: A
Answer Location: Fieldwork
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Knowledge
Difficulty Level: Easy

31. Which type of research method asks questions that allow respondents to answer in their own words?
a. interview
b. survey
c. experiment
d. observation
Ans: A
Answer Location: Fieldwork
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Comprehension

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Difficulty Level: Medium

32. Which of the following is an example of a leading question?
a. Do you oppose increasing state funding for health clinics that target low-income women?
b. Do you believe that harsher drunk-driving laws decrease the number of car accidents?
c. Wouldn't you agree that our president should be doing more to stop the deforestation of Brazil and subsequent displacement of thousands of people?
d. Do you support legislation that decriminalizes marijuana?
Ans: C
Answer Location: Fieldwork
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Application
Difficulty Level: Hard

33. Which of the following is NOT typically included in the ethical-consideration portion of the research design process?
a. ensuring respondent anonymity
b. obtaining written consent
c. keeping the respondent safe from physical and emotional harm
d. ensuring the respondent answers truthfully
Ans: D
Answer Location: Weigh the Ethical Implications
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Comprehension
Difficulty Level: Medium

34. Which of the following in NOT a common consideration when conducting good sociological research?
a. choosing participants that you know will confirm your hypothesis
b. training interviewers
c. selecting a representative sample
d. avoiding conclusions that are speculative or not warranted by the actual research results
Ans: A
Answer Location: Doing Sociology: A Student's Guide to Research
Learning Objective: LO 2-4: Discuss major steps in sociological research.
Cognitive Domain: Comprehension
Difficulty Level: Medium

35. Which of the following is NOT a way in which you can share your findings with the sociological community?

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a. publishing the results in academic journals
b. creating a video
c. presenting the results at a conference
d. giving a copy to your parents
Ans: D
Answer Location: Share the Results
Learning Objective: LO 2-4: Discuss the major steps in sociological research.
Cognitive Domain: Comprehension
Difficulty Level: Easy

36. Which of the following is NOT one of the reasons to learn to do sociological research?
a. Understanding how valid and reliable data are gathered, students can better question the veracity and reliability of claims.
b. An understanding of the research process allows students to have greater confidence in research that was conducted properly.
c. Realizing the value of theories that can be tested and proven true aids in developing one's own theories.
d. Research tools help students to be more critical consumers of information and enhances their understanding of the social world.
Ans: C
Answer Location: Sociology and You: Why Learn to Do Sociological Research?
Learning Objective: LO 2-5: Summarize the importance of learning to do sociological research.
Cognitive Domain: Comprehension
Difficulty Level: Medium

**True/False**

37. Creating an operational definition of a concept is an important part of the research process because it allows for the concept to be observed and measured.
Ans: T
Answer Location: Research and the Scientific Method
Learning Objective: LO 2-4: Discuss the major steps in sociological research.
Cognitive Domain: Comprehension
Difficulty Level: Medium

38. Correlation is a synonym for causation. If two variables are associated with one another, then it means one variable causes the other.
Ans: F
Answer Location: Relationships Between Variables
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension

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Difficulty Level: Medium

39. A good way to ensure validity in a research study is to compare two or more sources of data.
Ans: T
Answer Location: Validity and Reliability
Learning Objective: LO 2-2: Explain the different components that constitute what a scientific theory is and how it is tested.
Cognitive Domain: Comprehension
Difficulty Level: Easy

40. A researcher stands on a street corner and surveys people who pass by about their opinion on contraception. Because the researcher interviewed an equal number of men and women, the researcher's study uses random sampling.
Ans: F
Answer Location: Survey Research
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Comprehension
Difficulty Level: Easy

41. For scientific research to be objective, it has to be value neutral; personal beliefs and opinions should not influence the course of research.
Ans: T
Answer Location: Objectivity in Scientific Research
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Comprehension
Difficulty Level: Easy

42. As long as the main idea gets across, question wording is largely unimportant and has little effect on the subject's response.
Ans: F
Answer Location: Survey Research
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them
Cognitive Domain: Comprehension
Difficulty Level: Easy

43. When researchers are trying to access a group that is insular or difficult to reach, such as sex workers or drug addicts, they often use a convenience sample.
Ans: F
Answer Location: Survey Research
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.

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Cognitive Domain: Comprehension
Difficulty Level: Medium

44. Sociologists have more freedom than ever before to conduct research studies without institutional oversight or ethical consideration.
Ans: F
Answer Location: Weigh the Ethical Implications
Learning Objective: LO 2-4: Discuss the major steps in sociological research
Cognitive Domain: Comprehension
Difficulty Level: Easy

45. The Nuremberg Code was adopted to serve as guidelines for ethical research after the discovery of gruesome experiments conducted by the Nazis during World War II.
Ans: T
Answer Location: Weigh the Ethical Implications
Learning Objective: LO 2-4: Discuss the major steps in sociological research
Cognitive Domain: Knowledge
Difficulty Level: Easy

46. A study found that as amount of time spent exercising increased, smoking rates decreased. This is an example of a positive correlation.
Ans: F
Answer Location: Relationships Between Variables
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research
Cognitive Domain: Comprehension
Difficulty Level: Medium

**Short Answer**

47. In order to make the broad theories of deductive reasoning more testable, sociologists need to come up with specific and testable _____.
Ans: hypotheses
Answer Location: Sociology and Common Sense
Learning Objective: LO 2-2: Explain the different components that constitute what a scientific theory is and how it is to be tested.
Cognitive Domain: Comprehension
Difficulty Level: Medium

48. The use of inappropriate measurement instruments can introduce _____ into the results.
Ans: bias
Answer Location: Validity and Reliability
Learning Objective: LO 2-2: Explain the different components that constitute what a scientific theory is and how it is to be tested.

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Cognitive Domain: Comprehension
Difficulty Level: Easy

49. _____ reasoning starts from broad theories but proceeds to break them down into more specific and testable hypotheses.
Ans: Deductive
Answer Location: Sociology and Common Sense
Learning Objective: LO 2-2: Explain the different components that constitute what a scientific theory is and how it is to be tested.
Cognitive Domain: Knowledge
Difficulty Level: Easy

50. _____ reasoning starts from specific data and tries to identify larger patterns from which to derive more general theories.
Ans: Inductive
Answer Location: Sociology and Common Sense
Learning Objective: LO 2-2: Explain the different components that constitute what a scientific theory is and how it is to be tested.
Cognitive Domain: Knowledge
Difficulty Level: Easy

51. Quantitative variables include factors we can count, whereas _____ variables are variables that express a quality and do not have a numerical value.
Ans: qualitative
Answer Location: Relationships Between Variables
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Difficulty Level: Easy

52. A _____ relationship is one in which one variable is the cause of another variable.
Ans: causal
Answer Location: Relationships Between Variables
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Difficulty Level: Easy

53. A sample refers to a relatively small number of people selected to represent a _____, which is the entire group of interest.
Ans: population
Answer Location: Survey Research
Learning Objective: LO 2-4: Discuss the major steps in sociological research.
Cognitive Domain: Knowledge
Difficulty Level: Easy

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54. In an experiment, the _____ variable is one changed intentionally to produce an effect, whereas the dependent variable is one that is expected to change as a result.
Ans: independent
Answer Location: Experimentation
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Comprehension
Difficulty Level: Easy

55. Sociologists who conduct _____ observation research should give extra consideration to ethics, as subjects may engage in illegal or dangerous activities.
Ans: participant
Answer Location: Fieldwork
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Comprehension
Difficulty Level: Medium

56. For a study to be _____, other researchers need to conduct their studies exactly as the original study was performed.
Ans: replicated
Answer Location: Objectivity in Scientific Research
Learning Objective: LO 2-4: Discuss the major steps in sociological research.
Cognitive Domain: Knowledge
Question Type: SA
Difficulty Level: Easy

57. Explain the difference between inductive and deductive reasoning. Provide an example of both types of theorizing.
Ans: Deductive reasoning starts from broad theories but proceeds to break them down into more specific and testable hypotheses. Inductive reasoning starts from specific data, such as interviews or field notes, which may focus on a single community or event, and endeavors to identify larger patterns from which to derive more general theories.
Answer Location: Sociology and Common Sense
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Comprehension
Difficulty Level: Medium

58. Imagine you are conducting a research study that is looking at the relationship between parental involvement and teenage alcohol abuse. How would you operationalize the concept of parental involvement?
Ans: Varies.

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Answer Location: Research and the Scientific Method
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Application
Difficulty Level: Hard

59. Imagine you are conducting a research study that is looking at the relationship between educational attainment and fertility rates. Explain which research method would be appropriate for the study.
Ans: Varies. Example: Survey research should be employed.
Answer Location: Research and the Scientific Method
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Application
Difficulty Level: Medium

60. Explain the differences between qualitative and quantitative *variables*, and provide an example of each.
Ans: Varies. Quantitative variables include factors we can count, such as crime rates, unemployment rates, and drug use frequency. Qualitative variables are variables that express a quality and do not have a numerical value. Qualitative variables might include a physical characteristic (such as gender or eye color) or an attitudinal characteristic (such as a parent's preference for a private or public school or a commuter's preference for riding public transportation or driving to work).
Answer Location: Relationships Between Variables
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Difficulty Level: Medium

61. Explain the differences between qualitative and quantitative *research*, and provide an example of each.
Ans: Varies. Quantitative analysis permits us to measure correlations between the variables and identify causal relationships. One gathers data that can be quantified and offers insight into broad patterns of social behavior (survey research). Qualitative analysis is characterized by data that cannot be quantified (or converted into numbers), focusing instead on generating in-depth knowledge of social life, institutions, and processes. It produces a deeper understanding of how the people being studied view the social world (in-depth interviews and fieldwork).
Answer Location: Sociology and Common Sense
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Analysis
Difficulty Level: Hard

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62. Explain the relationship between a concept and the operational definition of a concept.
Ans: The operational definition is a definition of a concept that allows it to be observed and measured.
Answer Location: Research and the Scientific Method
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Difficulty Level: Medium

63. Provide three examples of variables that are correlated, whether negatively or positively.
Ans: Varies.
Answer Location: Relationships Between Variables
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Application
Difficulty Level: Medium

64. Define the term *spurious relationship*, and illustrate it with an example.
Ans: Varies. A spurious relationship is a correlation between two or more variables that is actually the result of something else that is not being measured rather than a causal link between the variables themselves.
Answer Location: Relationships Between Variables
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Application
Difficulty Level: Medium

65. Explain Karl Popper's principle of falsification, or falsifiability.
Ans: To be scientific, a theory must lead to testable hypotheses that can be disproved if they are wrong.
Answer Location: Testing Theories and Hypotheses
Learning Objective: LO 2-1: Explain the different components that constitute what a scientific theory is and how it is tested.
Cognitive Domain: Analysis
Difficulty Level: Medium

66. A researcher is conducting a study on illegal-drug abuse among returning citizens, or the formerly incarcerated. Discuss a few ways bias may be introduced into this study.
Ans: Varies. Inappropriate measurement instruments, poor operational definition of drug abuse, respondents may not tell the truth.
Answer Location: Validity and Reliability
Learning Objective: LO 2-3: Identify methods of sociological research and when it is appropriate to use them.

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Cognitive Domain: Application
Difficulty Level: Medium

67. Discuss the importance of replication in sociological research.
Ans: Replication is the repetition of a previous study using a different sample or population to verify or refute the original findings. Replication is important to confirm that a theory or hypotheses is good; that is, it can be performed again and achieve the same results.
Answer Location: Objectivity in Scientific Research
Learning Objective: LO 2-2: Explain the different components that constitute what a scientific theory is and how it is used.
Cognitive Domain: Analysis
Difficulty Level: Hard

68. Provide three reasons why a person may be untruthful when answering interview or survey questions.
Ans: Varies. Could be poor question wording or a leading question, fear of stigma or being judged, or fear of consequences and loss of confidentiality.
Answer Location: Validity and Reliability
Learning Objective: LO 2-2: Explain the different components that constitute what a scientific theory is and how it is tested.
Cognitive Domain: Application
Difficulty Level: Easy

**Essay**

69. Choose a topic of contemporary relevance that interests you. Create a simple research question about the topic, choose an appropriate research method, and discuss any possible data collection and ethical issues that may arise.
Ans: Varies.
Answer Location: Doing Sociological research
Learning Objective: LO 2-4: Discuss the major steps in sociological research.
Cognitive Domain: Application
Difficulty Level: Hard

70. Almost anyone can theorize about social phenomena, but formulating a good theory can be more difficult. Outline the four components of a good theory, and explain why they are important.
Ans: Varies. Should include logical consistency, falsifiability, validity, and reliability.
Answer Location: Research and the Scientific Method
Learning Objective: LO 2-2: Explain the different components that constitute what a theory is and how it is tested.
Cognitive Domain: Analysis
Difficulty Level: Medium

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71. Discuss the difference between *common* or *conventional wisdom* and sociological research. Think of an example of *common wisdom*, and explain how you would use sociological research methods to test whether or not it is "true."
Ans: Common wisdom: conventional ideas that people believe to be true that may not actually be supported by data or evidence. Sociological research is empirically tested.
Answer Location: Sociology and Common Sense
Learning Objective: LO 2-4: Discus the major steps in sociological research.
Cognitive Domain: Application
Difficulty Level: Hard

72. Explain what it means to be *value neutral* in order to maintain objectivity in a study. Present an argument for whether or not you think sociological research can be truly value neutral and/or objective.
Ans: Varies. To be value neutral means that personal beliefs and opinions do not influence the course of research. The sociologist should acknowledge personal biases and assumptions, make them explicit, and prevent them from getting in the way of observation and reporting.
Answer Location: Objectivity in Scientific Research
Learning Objective: LO 2-5: Summarize the importance of learning to do sociological research.
Cognitive Domain: Analysis
Difficulty Level: Hard

73. Imagine you are interested in studying self-esteem among teenage boys. Compare and contrast how you might conduct a study using qualitative research methods versus quantitative research methods. Discuss the strengths and weaknesses of each.
Ans: Varies.
Answer Location: Sociology and Common Sense
Learning Objective: LO 2-1: Describe the scientific method and distinguish between qualitative and quantitative research.
Cognitive Domain: Analysis
Difficulty Level: Hard

74. Pose a research question for each of the following sociological issues: political campaign financing, gentrification, white-collar crime, and sexual assault on college campuses. Discuss any ethical challenges that might arise when studying these issues.
Ans: Varies.
Answer Location: Weigh the Ethical Implications
Learning Objective: LO 2-4: Discuss the major steps in sociological research.
Cognitive Domain: Application
Difficulty Level: Hard

75. Provide at least one historical example of a research study or experiment that raised ethical concerns. Discuss how present-day ethical guidelines have been put into place and whether or not you agree with these standards and policies.

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Ans: Varies.
Answer Location: Weigh the Ethical Implications
Learning Objective: LO 2-4: Discuss the major steps in sociological research.
Cognitive Domain: Analysis
Difficulty Level: Hard

76. Think of a research question that would best be answered by conducting an experiment. Identify the independent and dependent variables. Explain the difference between the control and experimental group. Discuss any challenges that might arise.
Ans: Varies.
Answer Location: Experimentation
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Application
Difficulty Level: Hard

77. Harriet, a 24-year-old White woman, is conducting a five-hour in-depth interview with Bereket, a 68-year-old Ethiopian man, about his experience moving to the United States 40 years ago. Identify and discuss *five* potential challenges or concerns.
Ans: Varies. Could discuss differences in race, differences in age, length of interview, language barrier, participant or interview bias, and difficulty remembering or misremembering.
Answer Location: Validity and Reliability
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Application
Difficulty Level: Medium

78. Compare and contrast the following research methods: survey research, ethnography, experimentation, and participatory research. Discuss when it would be appropriate to use each.
Ans: Varies.
Answer Location: Sociological Research Methods
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Analysis
Difficulty Level: Hard

79. Identify and discuss the six steps to doing sociological research.
Ans: Varies. Frame your research question, review existing knowledge, select the appropriate method, weigh the ethical implications, collect and analyze the data, and share the results.
Answer Location: Doing Sociology: A Student's Guide to Research
Learning Objective: LO 2-4: Discuss the major steps in sociological research.
Cognitive Domain: Analysis

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Difficulty Level: Medium

80. Explain the difference between statistical data analysis and content or document analysis. Propose a research question and study that would include both.
Ans: Varies. Statistical data: quantitative information obtained from government agencies, businesses, research studies, and other entities that collect data for their own or others' use. Document analysis: examines written materials or cultural products—previous studies, newspaper reports, court records, campaign posters, digital reports, films, pamphlets, and other forms of text or images produced by individuals, government agencies, or private organizations.
Answer Location: Working With Existing Information
Learning Objective: LO 2-3: Identify key methods of sociological research and when it is appropriate to use them.
Cognitive Domain: Application
Difficulty Level: Hard

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