Discover Sociology Core Concepts 2nd edition Eglitis Test Bank

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Test Bank

Chapter 2: Discover Sociological Research

Multiple Choice

1. The process of gathering empirical data, creating theories, and rigorously testing theories is known as _____.
a. hypothesizing
b. the scientific method
c. qualitative research
d. quantitative research
Ans: B
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Answer Location: Sociology and Common Sense
Difficulty Level: Easy

2. _____ reasoning starts from general information and theories but then proceeds to break them down into more specific and testable hypotheses.
a. Deductive
b. Inductive
c. Empirical
d. Subjective
Ans: A
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

3. _____ reasoning starts from specific information and uses that information to identify larger patterns from which to generalize.
a. Quantitative
b. Inductive
c. Deductive
d. Qualitative
Ans: B
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

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4. A PhD student centered his research on testing whether labeling theory, which had been traditionally studied in the negative context of deviance, could be applied to a more positive context. This researcher's general approach reflects _____ reasoning.
a. subjective
b. inductive
c. abductive
d. deductive
Ans: D
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Application
Answer Location: Sociology and Common Sense
Difficulty Level: Hard

5. Working from data about suicide rates, Émile Durkheim created a theory of suicide. His approach reflects _____ reasoning.
a. quantitative
b. deductive
c. inductive
d. qualitative
Ans: C
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Application
Answer Location: Sociology and Common Sense
Difficulty Level: Hard

6. Which of the following is an idea about society, derived from theory, which can be disproved when tested against observation?
a. common wisdom
b. common knowledge
c. a hypothesis
d. a variable
Ans: C
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Answer Location: Sociology and Common Sense
Difficulty Level: Easy

7. _____ research is characterized by data that can be converted into numbers.
a. Qualitative
b. Empirical
c. Quantitative
d. Inductive
Ans: C

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Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Knowledge
Answer Location: Sociology and Common Sense
Difficulty Level: Easy

8. Which of the following is an example of quantitative research?
a. 40 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. 2,000 multiple-choice survey questionnaires that measure respondents' drug usage habits
Ans: D
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Analysis
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

9. Which of the following is true of quantitative research?
a. It generally involves small sample sizes.
b. It relies on focus groups, participant and nonparticipant observation, interviews, content analysis, and archival research.
c. It generates in-depth knowledge of social life, institutions, and processes.
d. It offers insight into broad patterns of behavior.
Ans: D
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

10. Which of the following is true of qualitative research?
a. Data are quantified or converted into numbers.
b. It is often conducted through large-scale surveys.
c. It generates in-depth knowledge of social life, institutions, and processes.
d. It generally involves large sample sizes.
Ans: C
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

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11. Émile is a sociological researcher studying changing gender norms in the workplace. He is conducting his research by interviewing employees of Fortune 500 companies. Émile is undertaking _____ research.
a. quantitative
b. subjective
c. quantifiable
d. qualitative
Ans: D
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Application
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

12. A researcher wants to study youth smoking habits. How would they do this using qualitative research?
a. have young people answer a multiple-choice survey about their tobacco use
b. analyze data on tobacco use collected by the World Health Organization
c. interview young smokers
d. review CDC statistics regarding youth smoking rates
Ans: C
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Application
Answer Location: Sociology and Common Sense
Difficulty Level: Hard

13. Which of the following are explanations of scientific observations?
a. concepts
b. variables
c. scientific methods
d. scientific theories
Ans: D
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Research and the Scientific Method
Difficulty Level: Easy

14. Which of the following is a characteristic of a good scientific theory?
a. It cannot be disproved.
b. It has stood the test of time.
c. It can be applied to a wide range of phenomena.
d. It is logically consistent.
Ans: D

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Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Research and the Scientific Method
Difficulty Level: Medium

15. Why can't a scientist study whether or not God exists?
a. Religion can't be studied scientifically.
b. Studying religion is controversial.
c. The existence of God cannot be disproved.
d. Studying religion is unethical.
Ans: C
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Analysis
Answer Location: Research and the Scientific Method
Difficulty Level: Hard

16. Socialization, racism, and globalization are examples of key _____ in sociology.
a. theories
b. concepts
c. variables
d. hypotheses
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Analysis
Answer Location: Research and the Scientific Method
Difficulty Level: Medium

17. What is an operational definition?
a. It is a definition that describes a concept in such a way that it can be observed and measured.
b. It is a dictionary definition.
c. It is a definition that includes an explanation of what a concept does not mean for further clarification.
d. It is a definition that involves circular reasoning.
Ans: A
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Research and the Scientific Method
Difficulty Level: Easy

18. Which of the following would be considered a quantitative variable?
a. employment status

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b. occupation
c. job title
d. annual salary
Ans: D
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Analysis
Answer Location: Relationships Between Variables
Difficulty Level: Hard

19. _____ variables express qualities and do not have numerical values.
a. Deductive
b. Qualitative
c. Inductive
d. Quantitative
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Relationships Between Variables
Difficulty Level: Easy

20. Which of the following is a qualitative variable?
a. crime rates
b. drug use frequency
c. years of education
d. gender
Ans: D
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Analysis
Answer Location: Relationships between Variables
Difficulty Level: Medium

21. Which of the following is a qualitative variable?
a. the respondent's religious affiliation
b. the number of times the respondent visits his or her synagogue per month
c. the amount of money the respondent donates to his or her synagogue
d. the number of hours the respondent spent volunteering with his or her synagogue
Ans: A
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Analysis
Answer Location: Relationships Between Variables
Difficulty Level: Hard

22. Which of the following is the degree to which two or more variables are associated with one another?
a. causation
b. correlation
c. deviation
d. variance
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Relationships Between Variables
Difficulty Level: Easy

23. Which of the following statements is always true about two variables that are correlated?
a. one variable is the cause of the other variable
b. a third variable that is not being measured is the causal link between the two variables
c. the two variables are associated with each other
d. the two variables are qualitative variables
Ans: C
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Relationships Between Variables
Difficulty Level: Medium

24. A _____ relationship is one in which one variable is the cause of another variable.
a. generalizable
b. stratified
c. linear
d. causal
Ans: D
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Relationships Between Variables
Difficulty Level: Easy

25. When the relationship between two variables is explained by a third, unmeasured factor, it is referred to as a _____ relationship.
a. causal
b. statistical
c. spurious
d. correlated
Ans: C

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Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Relationships Between Variables
Difficulty Level: Easy

26. As the temperature drops, so too do violent crimes. This is an example of a _____.
a. positive correlation
b. negative correlation
c. zero correlation
d. correlation coefficient
Ans: A
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Testing Theories and Hypotheses
Difficulty Level: Hard

27. As investment in women's education increases, fertility rates decrease. This is an example of a _____.
a. positive correlation
b. negative correlation
c. zero correlation
d. correlation coefficient
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Testing Theories and Hypotheses
Difficulty Level: Hard

28. Good theories are constructed in a way that makes it logically possible to prove them wrong. This idea is better known as _____.
a. spuriousness
b. reliability
c. falsifiability
d. validity
Ans: C
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Testing Theories and Hypotheses
Difficulty Level: Medium

29. When concepts and measurement are valid, they are considered _____.
a. consistent

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b. accurate
c. reliable
d. falsifiable
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Validity and Reliability
Difficulty Level: Easy

30. Harriet, a 24-year-old White woman, is conducting an in-depth interview with Bereket, a 68-year-old Ethiopian man, about his experience moving to the United States 40 years ago. How could the validity of this study be impacted?
a. Harriet could uncover information that contradicts her assumptions about the Ethiopian American subculture.
b. Bereket could decline to answer some questions.
c. Harriet could identify follow-up questions that she did not anticipate asking.
d. Bereket could misunderstand a question and answer based on this misunderstanding.
Ans: D
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Validity and Reliability
Difficulty Level: Hard

31. Which of the following reflects 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 receives more funding because it shows promising results.
c. Two different research teams independently undertake the same study and get the same results.
d. A researcher takes great care in selecting the appropriate measurement instruments.
Ans: C
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Validity and Reliability
Difficulty Level: Hard

32. A researcher is conducting a study on alcohol use among people recently paroled from prison. How might bias be introduced into this study?
a. by clearly defining what constitutes a recently paroled person
b. by selecting individuals from a specific socioeconomic status
c. by including individuals who have and have not previously reported alcohol dependency issues

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d. by using appropriate measurement instruments
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Analysis
Answer Location: Validity and Reliability
Difficulty Level: Medium

33. During an interview, a researcher asks the participants about their social class. Instead of answering truthfully, one of the participants describes himself as middle class because he perceives that the interviewer is middle class. This is an example of which of the following?
a. a nonoperational definition
b. social desirability bias
c. a spurious relationship
d. skewed data
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Validity and Reliability
Difficulty Level: Hard

34. 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
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Objectivity in Scientific Research
Difficulty Level: Medium

35. How do researchers promote value neutrality?
a. by ridding themselves of personal biases and assumptions
b. by preventing personal biases and assumptions from getting in the way of observation and reporting
c. by permitting personal biases and assumptions to shape their research process
d. by discouraging replication of their studies
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension

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Answer Location: Objectivity in Scientific Research
Difficulty Level: Medium

36. The repetition of a previous study using a different sample or population to verify or refute the original findings is referred to as _____.
a. verification
b. replication
c. validation
d. objectivity
Ans: B
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Objectivity in Scientific Research
Difficulty Level: Easy

37. For a study to be _____, subsequent researchers should conduct their studies in the same manner as the original study.
a. empirical
b. quantitative
c. stratified
d. replicated
Ans: D
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Objectivity in Scientific Research
Difficulty Level: Medium

38. Which of the following is a sociological research method?
a. conflict theory
b. experimentation
c. random sampling
d. replication
Ans: B
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Analysis
Answer Location: Sociological Research Methods
Difficulty Level: Medium

39. Which of the following is a research method that uses questionnaires to determine people's opinions, behaviors, or characteristics?
a. ethnography
b. survey research
c. field research

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d. sampling
Ans: B
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Knowledge
Answer Location: Survey Research
Difficulty Level: Easy

40. 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. a large-scale survey of 2,500 men and women
b. in-depth interviews of 50 men and women
c. an ethnographic study of minimum wage workers
d. an analysis of recent congressional debates about increasing the minimum wage
Ans: A
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Survey Research
Difficulty Level: Hard

41. Which of the following is a characteristic of surveys?
a. They are limited to in-person interviews.
b. They can consist of open-ended or closed-ended questions.
c. They must include every member of the population of interest to be accurate.
d. They can only be distributed to a small number of people.
Ans: B
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Comprehension
Answer Location: Survey Research
Difficulty Level: Medium

42. A _____is representative of a population.
a. sample
b. variable
c. distribution
d. strata
Ans: A
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Knowledge
Answer Location: Survey Research
Difficulty Level: Easy

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43. To avoid bias in survey research, sociologists utilize the _____ sampling.
a. purposive
b. random
c. convenience
d. snowball
Ans: B
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Knowledge
Answer Location: Survey Research
Difficulty Level: Easy

44. Dividing a population into a series of subgroups and taking random samples from within each group is known as _____ sampling.
a. systematic
b. snowball
c. stratified
d. nonrandom
Ans: C
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Knowledge
Answer Location: Survey Research
Difficulty Level: Easy

45. In the lead up to the 2016 presidential election, most polls predicted a win for Democratic presidential candidate Hillary Clinton, underestimating Donald Trump's support. Some researchers have proposed a "shy Trump effect," which explains the discrepancy between the polling numbers and the actual vote in part in terms of _____.
a. nonrandom sampling
b. social desirability bias
c. leading questions
d. inappropriate measurement instruments
Ans: B
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Knowledge
Answer Location: Survey Research
Difficulty Level: Medium

46. Which of the following is a weakness of survey research?
a. Surveys do not allow for open-ended questions.
b. It is challenging to gather information about a large population via surveys.
c. Surveys cannot test theories.
d. Surveys may reveal what people say rather than what they do.

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Ans: D
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Comprehension
Answer Location: Survey Research
Difficulty Level: Medium

47. 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. qualitative research
d. community research
Ans: A
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Knowledge
Answer Location: Fieldwork
Difficulty Level: Easy

48. Vanessa wants to observe the gender dynamics on a college campus. Which method would be best suited for her study?
a. experimentation
b. ethnography
c. participatory research
d. survey research
Ans: B
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Fieldwork
Difficulty Level: Medium

49. 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. an 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
d. interviews with team coaches, trainers, and owners
Ans: C
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Fieldwork

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Difficulty Level: Hard

50. Which of the following is a method of gathering information used in fieldwork?
a. interviewing
b. content analysis
c. sampling
d. surveying
Ans: A
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Comprehension
Answer Location: Fieldwork
Difficulty Level: Medium

51. 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
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Analysis
Answer Location: Fieldwork
Difficulty Level: Hard

52. Chambliss' famous study of the Saints and the Roughnecks, in which he spent many hours observing gang members from a distance, is an example of which of the following?
a. experimentation
b. participatory research
c. participant observation
d. detached observation
Ans: D
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Comprehension
Answer Location: Fieldwork
Difficulty Level: Medium

53. Which of the following types of fieldwork is a mixture of active participation and detached observation?
a. participatory research

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b. experimentation
c. interviewing
d. participant observation
Ans: D
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Knowledge
Answer Location: Fieldwork
Difficulty Level: Easy

54. In an experiment, the _____ variable is the one changed intentionally to produce an effect.
a. random
b. stratified
c. independent
d. dependent
Ans: C
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Knowledge
Answer Location: Experimentation
Difficulty Level: Easy

55. A research team is studying the effect of sleep duration on test performance. In this scenario, which of the following is the independent variable?
a. sleep duration
b. test performance
c. the research team
d. the students
Ans: A
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Experimentation
Difficulty Level: Medium

56. Miguel is conducting a study about the effects of a new medication on depression levels for people already using another medication. Three groups are set up: One group is given the new medication, one group remains on the old medication, and one group has never had either medication. In this scenario, what is the dependent variable?
a. the new medication
b. the old medication
c. the participants
d. depression levels
Ans: D

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Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Experimentation
Difficulty Level: Hard

57. Which of the following variables could make a useful dependent variable in an experiment?
a. socioeconomic status
b. race
c. ethnicity
d. gender
Ans: A
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Analysis
Answer Location: Experimentation
Difficulty Level: Hard

58. In a typical experiment, the _____ is exposed to the independent variable.
a. experimental group
b. control group
c. researchers
d. placebo
Ans: A
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Comprehension
Answer Location: Experimentation
Difficulty Level: Medium

59. As a part of his research on mandatory minimum sentencing, Andrew is studying court documents related to this practice. He is particularly interested in examining the court documents of cases that have caused considerable public outrage. This aspect of his research is an example of which of the following?
a. fieldwork
b. document analysis
c. participatory research
d. detached observation
Ans: B
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Working With Existing Information
Difficulty Level: Hard

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60. Alana is analyzing the wording of tweets that are examples of hashtag activism in an attempt to determine what factors contribute to virality. This research is an example of which of the following?
a. content analysis
b. experimentation
c. participatory research
d. detached observation
Ans: A
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Working With Existing Information
Difficulty Level: Hard

61. Framing your research question involves _____.
a. operationalizing your terms
b. following a formula that indicates exactly how to proceed
c. choosing the appropriate research method
d. sharing your findings with the sociological community
Ans: A
Learning Objective: 2.4: Understand the steps in a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Frame Your Research Question
Difficulty Level: Medium

62. When you are reviewing existing knowledge, the focus of your literature review should center around which of the following?
a. newspapers
b. unpublished papers
c. government documents
d. peer-reviewed journals
Ans: D
Learning Objective: 2.4: Understand the steps in a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Review Existing Knowledge
Difficulty Level: Medium

63. Which of the following is true of selecting the appropriate method?
a. If you want to obtain detailed information about a smaller group of people, then a survey is the best method to use.
b. If you want to obtain basic information about a relatively large population in a short period of time, then interviews might be most beneficial.
c. Sociological researchers should use one research method per study.
d. Sociological researchers often use multiple research methods.
Ans: D
Learning Objective: 2.4: Understand the steps in a sociological research project.

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Cognitive Domain: Comprehension
Answer Location: Select the Appropriate Method
Difficulty Level: Medium

64. The Nuremberg Code was adopted in response to gruesome experiments conducted by the _____.
a. U.S. Public Health Service in conjunction with the Tuskegee Institute in the 1930s
b. Russian government during the Cold War
c. Nazis during World War II
d. Holmesburg Prison in Pennsylvania from the 1950s to the 1970s
Ans: C
Learning Objective: 2.4: Understand the steps in a sociological research project.
Cognitive Domain: Knowledge
Answer Location: Weigh the Ethical Implications
Difficulty Level: Medium

65. According to the Nuremburg Code, which of the following is essential before undertaking experiments with human subjects?
a. voluntary consent
b. positive reviews from prior research study participants
c. a post-study satisfaction survey
d. participant observation
Ans: A
Learning Objective: 2.4: Understand the steps in a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Weigh the Ethical Implications
Difficulty Level: Easy

66. The 1970 Stanford study conducted by Philip Zimbardo would not be approved today because _____.
a. of concerns about the research question
b. the experiment was not undertaken by qualified scientific personnel
c. of the stress it put on the subjects
d. the study did not yield fruitful results
Ans: C
Learning Objective: 2.4: Understand the steps in a sociological research project.
Cognitive Domain: Knowledge
Answer Location: Weigh the Ethical Implications
Difficulty Level: Hard

67. If your data set is qualitative, which of the following is involved in collecting and analyzing your data?
a. making speculative conclusions
b. reviewing and organizing your field notes, documents, and other sources of information
c. analyzing data using statistical software

d. entering data into spreadsheets
Ans: B
Learning Objective: 2.4: Understand the steps in a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Collect and Analyze the Data
Difficulty Level: Medium

68. Which of the following is true of sharing results?
a. Share all results.
b. Share the results that support your hypothesis, but omit contradictory findings.
c. Avoid discussing the larger implications of your findings.
d. Do not publish your results unless your research is truly groundbreaking.
Ans: A
Learning Objective: 2.4: Understand the steps in a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Collect and Analyze the Data
Difficulty Level: Medium

69. Your sociology professor assigns a research assignment in which you will measure the attitudes of students at your school about a topic of interest to you. According to what you have learned about the stages of research, what is the first item on your to do list?
a. Select the appropriate method.
b. Frame your research question.
c. Review existing knowledge on the topic.
d. Collect the data.
Ans: B
Learning Objective: 2.4: Understand the steps in a sociological research project.
Cognitive Domain: Application
Answer Location: Doing Sociology: A Student's Guide to Research
Difficulty Level: Medium

70. Which of the following data sources would generally be considered the least reliable?
a. the National Crime Victimization Survey
b. the Centers for Disease Control and Prevention
c. a television media opinion poll
d. the Census Bureau
Ans: C
Learning Objective: 2.5: Summarize the importance of learning to do sociological research.
Cognitive Domain: Analysis
Answer Location: Why Learn to Do Sociological Research?
Difficulty Level: Hard

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True/False

1. Deductive reasoning generalizes from specific observations.
Ans: F
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

2. In general, population sizes in qualitative research are small because the focus is on in-depth understanding.
Ans: T
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Answer Location: Sociology and Common Sense
Difficulty Level: Easy

3. Common sense has no place in sociological research.
Ans: F
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

4. Political party affiliation is an example of a qualitative variable.
Ans: T
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Analysis
Answer Location: Relationships Between Variables
Difficulty Level: Medium

5. Correlation implies causation: If two variables are associated with one another, then it means one variable causes the other.
Ans: F
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Relationships Between Variables
Difficulty Level: Medium

6. Max Weber argued scientific research needs to have value neutrality in order to be objective.

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Ans: T
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Knowledge
Answer Location: Objectivity in Scientific Research
Difficulty Level: Medium

7. The National Crime Victimization survey is the largest survey in the nation.
Ans: F
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Knowledge
Answer Location: Survey Research
Difficulty Level: Medium

8. Snowball sampling and convenience sampling are types of random sampling.
Ans: F
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Comprehension
Answer Location: Survey Research
Difficulty Level: Easy

9. One issue with detached observation is that the information gathered is likely to be incomplete.
Ans: T
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Comprehension
Answer Location: Fieldwork
Difficulty Level: Medium

10. The control group is exposed to the independent variable.
Ans: F
Learning Objective: 2.4: Understand the steps in a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Experimentation
Difficulty Level: Medium

Short Answer

1. What is the difference between inductive and deductive reasoning?
Ans: Answers may vary. Deductive reasoning starts from broad theories but proceeds to break them down into more specific and testable hypotheses. Inductive reasoning, on the other hand, 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.
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

2. What is the difference between quantitative and qualitative research?
Ans: Answers may vary. Quantitative research gathers data that can be quantified (or converted into numbers) and provides insight into broad patterns of behavior. Qualitative research, on the other hand, is characterized by data that cannot be quantified and focuses on generating in-depth knowledge. Quantitative research typically involves larger population samples than qualitative research.
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Answer Location: Sociology and Common Sense
Difficulty Level: Easy

3. What is the role of common sense in sociological research?
Ans: Answers may vary. Common sense can be a starting point for sociological research, but it is often misleading. For example, if you know a few women who make more money than their male partners, you might conclude the gender wage gap is no longer an issue. In reality, though, it still very much exists. As a result, sociological research relies on the gathering of empirical evidence. Empirical evidence allows us to draw informed conclusions.
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Answer Location: Sociology and Common Sense
Difficulty Level: Medium

4. What are the two characteristics of a good scientific theory?
Ans: Answers may vary. A good scientific theory is logically consistent, meaning one part of the theory does not contradict the other. In addition, a good scientific theory can be disproved. For example, if the findings contradict the theory, then we can deduce that the theory is wrong.
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Research and the Scientific Method
Difficulty Level: Medium

5. What is bias? Provide an example of how it can creep into research.

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Ans: Answers may vary. Bias is a characteristic of results that systematically misrepresent the true nature of what is being studied. One way that bias can creep into research is by creating problematic operational definitions of key research concepts.
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Research and the Scientific Method
Difficulty Level: Medium

6. What is the difference between qualitative and quantitative variables? Provide an example of each.
Ans: Answers may vary. Quantitative variables include factors we can count, whereas qualitative variables are variables that express a quality and do not have a numerical value. Divorce rates are an example of a quantitative variable and religious affiliation is an example of a qualitative variable.
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Application
Answer Location: Relationships Between Variables
Difficulty Level: Medium

7. What is replication and why is it important in sociological research?
Ans: Answers may vary. 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 research is valid.
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Objectivity in Scientific Research
Difficulty Level: Medium

8. What is the difference between statistical data analysis and document analysis?
Ans: Answers may vary. Statistical data include quantitative information obtained from government agencies, businesses, research studies, and other entities that collect data for their own or others' use. Document analysis, on the other hand, involves examining written materials or cultural products.
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Knowledge
Answer Location: Working With Existing Information
Difficulty Level: Medium

9. What are the stages of the sociological research process?
Ans: Answers may vary. The steps of the sociological research process include developing and framing your research question, reviewing existing knowledge, selecting

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the appropriate method (or methods), weighing the ethical implications, collecting and analyzing the data, and sharing the results.
Learning Objective: 2.4: Understand the steps in a sociological research project.
Cognitive Domain: Knowledge
Answer Location: Doing Sociology: A Student's Guide to Research
Difficulty Level: Medium

10. How can a thorough knowledge of the research process make us more critical consumers of the information that surrounds us?
Ans: Answers may vary. If we understand how the research process is supposed to work, we can ask the questions necessary to judge the veracity and reliability of others' claims. For example, when we are presented with survey results, we can ask questions such as, what sampling method did the researchers use? What was the sample size? How did the researcher word the questions? The answers to those questions should give us a sense of how much confidence we should have in the source.
Learning Objective: 2.5: Summarize the importance of learning to do sociological research.
Cognitive Domain: Comprehension
Answer Location: Why Learn to Do Sociological Research?
Difficulty Level: Hard

Essay

1. Why does a study of socioeconomic status, for example, need to include an operational definition of socioeconomic status?
Ans: Answers may vary: Many concepts, including socioeconomic status, can be defined in multiple ways. In addition, some definitions are constructed in terms of qualities, whereas others are constructed in terms of quantities. When we study social issues, it is not enough to assume that we will know a phenomenon when we see it. A researcher would need to begin with a clear definition of socioeconomic status that operationalizes the term, describing it in a specific, careful way that can be observed and measured.
Learning Objective: 2.1: Describe the scientific method, and distinguish between qualitative and quantitative research.
Cognitive Domain: Comprehension
Answer Location: Sociology and Common Sense
Difficulty Level: Hard

2. What does it mean for scientific research to have value neutrality?
Ans: Answers may vary. Researchers themselves cannot be value neutral, but they can endeavor to make sure that their scientific research is value neutral. Value neutrality is defined as the characteristic of being free of the influence of personal beliefs and opinions that would influence the course of research. In order for research to be as value neutral as possible, researchers need to acknowledge personal biases and assumptions, make them explicit, and prevent them from getting in the way of observation, analysis, and reporting.

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Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Objectivity in Scientific Research
Difficulty Level: Medium

3. How can researchers best achieve objectivity?
Ans: Answers may vary. In order to achieve objectivity, researchers should strive to make their research as value neutral as possible by acknowledging personal biases and assumptions, making them explicit, and preventing them from getting in the way of observation, analysis, and reporting. They should also be willing to accept that the data they collect may contradict their passionate convictions. In addition, they should invite others to replicate their research. In order to do so, they should spell out in detail the research method employed. Finally, they should submit their research for publication, which involves a rigorous peer-review process.
Learning Objective: 2.2: Describe the components of a scientific theory and how a scientific theory is tested.
Cognitive Domain: Comprehension
Answer Location: Objectivity in Scientific Research
Difficulty Level: Medium

4. What is survey research? Under what circumstances is it typically used? What are the basic steps in developing a survey?
Ans: Answers may vary. Survey research uses questionnaires or interviews administered to a group of people in person, by telephone, or by e-mail to determine their characteristics, opinions, and behaviors. They can include either close-ended or open-ended questions. Survey research is typically used when basic information about a large population is needed. The basic steps in the survey research design process include identifying the population of interest, selecting a sample, and ensuring that the questions and their possible responses will accurately capture the respondents' points of view.
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Comprehension
Answer Location: Survey Research
Difficulty Level: Hard

5. What is random sampling? Why is it often preferred over other sampling methods?
Ans: Answers may vary. When researchers use random sampling, everyone in the population being studied has an equal chance of being chosen for the study. Researchers use random sampling to avoid bias. Large-scale random sample surveys permit researchers to draw conclusions about large numbers of people on the basis of small numbers of respondents, whereas nonrandom sampling methods are rarely generalizable.
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.

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Cognitive Domain: Comprehension
Answer Location: Survey Research
Difficulty Level: Medium

6. What are the benefits of a snowball sample?
Ans: Answers may vary. Utilizing a snowball sample helps the researcher reach out to more participants who they may not have access to or know. Snowball sampling is good for researchers who are attempting to access a population that is insular or difficult to contact. While nonrandom sampling is rarely generalizable, it may reveal information or knowledge not yet obtained by other forms of sampling.
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Comprehension
Answer Location: Survey Research
Difficulty Level: Hard

7. Describe a scenario in which ethnography might be an appropriate research method.
Ans: Answers may vary. Ethnography allows the researchers to make long-term observations of a group of individuals. For example, if you wanted to learn more about the nature of the discrimination that LGBTQ college students experience on campus, employing ethnographic fieldwork would help you gain an in-depth sense of these experiences.
Though you wouldn't be able to reach a large sample, you would get very detailed information about complex interactions.
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Fieldwork
Difficulty Level: Hard

8. What is detached observation? What is one benefit and one drawback of this research method?
Ans: Answers may vary. Detached observation involves keeping a distance from the people you are studying and observing them without getting involved. One benefit of detached observation is that it can be used to confirm the validity of interview responses. One drawback of detached observation is that it is rarely complete. It often needs to be supplemented with other research methods.
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Comprehension
Answer Location: Fieldwork
Difficulty Level: Hard

9. Describe a scenario in which document analysis might be an appropriate research method.

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Ans: Answers may vary. Document analysis might be an appropriate method if you are researching something historical in nature. For example, if you wanted to study the differing experiences of Black men and Black women in the Jim Crow era, you could supplement interviews by examining written materials and cultural products of that time period, including—but not limited to—diary entries, memoirs, newspaper articles, advertisements, and court documents.
Learning Objective: 2.3: Identify key methods of sociological research, and explain when it is appropriate to use them.
Cognitive Domain: Application
Answer Location: Working With Existing Information
Difficulty Level: Medium

10. How does the sociological community avoid ethical issues?
Ans: Answers may vary. Most institutions have their own ethical standards, requiring researchers to get paperwork approved before undertaking research on human subjects, for example, The American Sociological Association also has its own ethical guidelines, which are publicly accessible on their website. In addition, researchers adhere to the Nuremburg Code, which is comprised of ten directives for human experimentation. The Nuremburg Code was created in response to horrific experiments conducted by the Nazis during World War II. The purpose of the code is to prevent such atrocities from ever happening again.
Learning Objective: 2.4: Understand the steps in a sociological research project.
Cognitive Domain: Comprehension
Answer Location: Weigh the Ethical Implications
Difficulty Level: Hard

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