

Name: _____ Class: _____ Date: _____

Chapter 02: Examining Our Social World

True / False

1. Knowledge based on tradition and authority complicates people's lives.

a. True

b. False

ANSWER: False

2. Sociological research supports overgeneralizations.

a. True

b. False

ANSWER: False

3. Sociological research influences social policies.

a. True

b. False

ANSWER: True

4. To explain behavior, sociologists rely on the scientific method.

a. True

b. False

ANSWER: True

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

a. True

b. False

ANSWER: True

6. Deduction and induction are two different but equally valuable approaches in examining the relationship between variables.

a. True

b. False

ANSWER: True

7. Causation is also known as correlation.

a. True

b. False

ANSWER: False

8. Formulating a hypothesis is the first step in the scientific method.

a. True

b. False

ANSWER: False

9. In a survey, questions in a questionnaire can only be close-ended.

a. True

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b. False

ANSWER: False

10. In a survey, questionnaires should be self-administered.

a. True

b. False

ANSWER: True

11. Structured interviews use open-ended questions.

a. True

b. False

ANSWER: False

12. In participant observation, researchers interact with the people they're studying.

a. True

b. False

ANSWER: True

13. Content analysis is usually expensive and time consuming than other data collection methods.

a. True

b. False

ANSWER: False

14. Researchers today operate under much stricter guidelines than they did in the past.

a. True

b. False

ANSWER: True

15. Research findings often challenge personal attitudes and beliefs that people cherish.

a. True

b. False

ANSWER: True

Multiple Choice

16. Much of one's knowledge is based on _____, a handing down of statements, beliefs, and customs from generation to generation.

a. tradition

b. authority

c. learning

d. heredity

e. intelligence

ANSWER: a

17. Which of the following is a tradition?

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- a. Jane throws the bouquet at her wedding as it is a custom that her family follows.
- b. Jack eats five almonds every day as his mother says that they are good for health.
- c. A girl gets married to her best friend because she loves him.
- d. Teens copy celebrities' dressing style to look fashionable.
- e. People use social media frequently these days.

ANSWER: a

18. A common source of knowledge is _____, a socially accepted source of information that includes "experts," parents, government officials, police, judges, and religious leaders.

- a. mythology
- b. authority
- c. superstition
- d. heredity
- e. intelligence

ANSWER: b

19. Which of the following is an example of authority?

- a. Jane throws the bouquet at her wedding as it is a custom that her family follows.
- b. Jack eats five almonds every day as his mother says that they are good for health.
- c. A girl gets married to her best friend because she loves him.
- d. Teens copy celebrities' dressing style to look fashionable.
- e. People use social media prevalently these days.

ANSWER: b

20. Knowledge based on tradition and authority simplifies people's lives because it:

- a. provides them with basic rules about socially and legally acceptable behavior.
- b. is impossible to gain knowledge through any other means.
- c. provides only clear and correct information to them.
- d. exposes myths and misconceptions.
- e. sharpens critical thinking skills that affect their everyday lives.

ANSWER: a

21. Which of the following is true of knowledge based on tradition and authority?

- a. It can be misleading or wrong.
- b. It exposes myths.
- c. It challenges overgeneralizations.
- d. It is the same as knowledge gained by sociological research.
- e. It influences social policies.

ANSWER: a

22. In a country called Novea, teen suicide rates dropped by 39 percent from 1995 to 2015, but 70 percent of the citizens believe that the rate has gone up. The reason behind this misperception is the increase in the media focus on teen suicides. This is an example of _____.

- a. overgeneralization

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- b. conventional wisdom
- c. inductive reasoning
- d. tradition
- e. sampling

ANSWER: a

23. Why is sociological research important in people's everyday lives?

- a. It encourages overgeneralizations.
- b. It exposes myths.
- c. It is isolated from social policies.
- d. It fails to explain why people behave irrationally.
- e. It is often misleading and wrong.

ANSWER: b

24. Which of the following is true of sociological research?

- a. It is based on a handing down of customs from generation to generation.
- b. It is a socially accepted source of information.
- c. It is misleading and wrong at a macro level.
- d. It is based on tradition and authority.
- e. It helps explain why people behave as they do.

ANSWER: e

25. _____ sharpens critical thinking skills that affect our everyday lives.

- a. Tradition
- b. Authority
- c. Conventional wisdom
- d. Sociological research
- e. Belief

ANSWER: d

26. To explain behavior, sociologists rely on the _____, a body of objective and systematic techniques for investigating phenomena, acquiring knowledge, and testing hypotheses and theories.

- a. archival research
- b. scientific method
- c. behavioral epigenetics
- d. conventional wisdom
- e. innate knowledge

ANSWER: b

27. The _____ includes careful data collection, exact measurement, accurate recording and analysis of the findings, thoughtful interpretation of results, and, when appropriate, generalization of the findings to a larger group.

- a. archival research
- b. scientific method
- c. behavioral epigenetics

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- d. conventional wisdom
- e. innate knowledge

ANSWER: b

28. A(n) _____ refers to an abstract idea, mental image, or general notion that represents some aspect of the world.

- a. concept
- b. overgeneralization
- c. myth
- d. social policy
- e. research method

ANSWER: a

29. As concepts are abstract and may vary among individuals and cultures, scientists rely on _____ to measure concepts.

- a. variables
- b. traditions
- c. researches
- d. beliefs
- e. theories

ANSWER: a

30. Which of the following is a variable?

- a. Blood pressure of a person
- b. Climate change in a city
- c. Marriage of a couple
- d. Childhood memories of a person
- e. Attitude of a person

ANSWER: e

31. Which of the following is true of the relationship between an independent variable and a dependent variable?

- a. An independent variable is a characteristic that has an effect on the dependent variable, the outcome.
- b. An independent variable is a characteristic that is constant and unchanged during the research process, while a dependent variable varies during the research process.
- c. An independent variable is not used in a hypothesis, while a dependent variable is used in a hypothesis.
- d. An independent variable uses a dependent variable to acquire knowledge based on tradition and authority.
- e. An independent variable uses a dependent variable for deductive reasoning.

ANSWER: a

32. _____ is an inquiry process that begins with a theory, prediction, or general principle that is then tested through data collection.

- a. Decisive reasoning
- b. Deductive reasoning
- c. Comparative reasoning
- d. Inductive reasoning
- e. Qualitative reasoning

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ANSWER: b

33. Joshua takes 15 minutes to reach his school. He has to be at the school at 7.00 a.m. every day. Therefore, he decides that he has to leave home at 6.45 a.m. every day to reach on time. Which of the following types of reasoning does Joshua use to arrive at this decision?

- a. Decisive reasoning
- b. Deductive reasoning
- c. Comparative reasoning
- d. Inductive reasoning
- e. Qualitative reasoning

ANSWER: b

34. _____ is an inquiry process that begins with a specific observation, followed by data collection, a conclusion about patterns or regularities, and the formulation of hypotheses that can lead to theory construction.

- a. Decisive reasoning
- b. Deductive reasoning
- c. Comparative reasoning
- d. Inductive reasoning
- e. Qualitative reasoning

ANSWER: d

35. Sandy observes that the students who use laptops and e-learning tools secure the highest grades. She conducts a research study to determine whether this observation is true. Which of the following types of reasoning does Sandy use to construct her theory?

- a. Decisive reasoning
- b. Deductive reasoning
- c. Comparative reasoning
- d. Inductive reasoning
- e. Qualitative reasoning

ANSWER: d

36. _____ is the degree to which a measure is accurate and really measures what it claims to measure.

- a. Reliability
- b. Probability
- c. Validity
- d. Consistency
- e. Competency

ANSWER: c

37. Which of the following defines a population?

- a. It is any well-defined group of people or things about which researchers want to know something.
- b. It is a well-formed group of people who share the same ethnicity, race, and social status.
- c. It is any well-defined group of people who are related to each other by a common language or religion.
- d. It is a group of people who are spread across the world but would help each other in the time of crisis.

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- e. It is any group of things that remain unchanged for a particular time period.

ANSWER: a

38. Which of the following is a reason for researchers to select samples to represent the population?

- a. The population may be so large that it would be too expensive and time consuming to conduct the research.
- b. Using the whole population to conduct researches will yield inaccurate results.
- c. Samples are better for inductive reasoning–based researches, while the whole population can be used only for deductive reasoning–based researches.
- d. Samples are better as they use the concept of conventional wisdom over critical thinking.
- e. Samples yield more accurate results as they do not influence social policies.

ANSWER: a

39. In obtaining a sample, researchers decide whether to use:

- a. probability or non probability sampling.
- b. dependent or independent sampling.
- c. constant or variable sampling.
- d. reliable or non reliable sampling.
- e. controlled or uncontrolled sampling.

ANSWER: a

40. A(n) _____ is one in which each person or thing, such as an email address, has an equal chance of being selected because the selection process is random.

- a. probability sample
- b. dependent variable
- c. non probability sample
- d. independent variable
- e. control variable

ANSWER: a

41. Kyra wants to carry out research to study depression in teenage students. She visits a school and randomly chooses 200 teenage students to be a part of her study. Which of the following sampling methods is used by Kyra to carry out her research?

- a. Convenience sampling
- b. Probability sampling
- c. Judgment sampling
- d. Dependent sampling
- e. Constant sampling

ANSWER: b

42. Which of the following is the most desirable characteristic of a probability sample?

- a. The results of a probability sample can be generalized to the larger population.
- b. There's no attempt to get a representative cross section of the population in a probability sample.
- c. A sampling criterion is used in the probability sampling approach.
- d. A probability sample is useful when sociologists are exploring a new topic.

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- e. A probability sample is not considered as a representative of a population.

ANSWER: a

43. In a(n) _____, there's little or no attempt to get a representative cross section of the population.

- a. convenience sample
- b. non probability sample
- c. nonjudgmental sample
- d. independent sample
- e. constant sample

ANSWER: b

44. When people call into TV contest shows to vote, such as American Idol or Dancing with the Stars, they are an example of a(n):

- a. convenience sample.
- b. non probability sample.
- c. non judgmental sample.
- d. independent sample.
- e. constant sample.

ANSWER: b

45. Non probability samples are very useful when sociologists:

- a. need to give an equal chance of selection to each person in a population.
- b. need to generalize the results to a larger population.
- c. are researching a subject that is as sensitive and important as medicine.
- d. attempt to get a representative cross section of the population.
- e. want to get insights on how people feel about a particular topic before launching a larger study.

ANSWER: e

46. Data that is collected at one point in time is known as _____.

- a. dependent data
- b. longitudinal data
- c. scientific data
- d. cross-sectional data
- e. random data

ANSWER: d

47. Which of the following is true of longitudinal studies?

- a. They are useful in examining trends in behavior or attitudes.
- b. They use data collected at one point in time.
- c. They are collected from same respondents at the same point of time.
- d. They are collected from different respondents at the same point of time.
- e. They are useful when one data about a particular year is needed.

ANSWER: a

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48. In _____, sociologists focus on a numerical analysis of people's responses or specific characteristics, studying a wide range of attitudes, behaviors, and traits.

- a. quantitative research
- b. correlational research
- c. qualitative research
- d. statistical research
- e. inductive research

ANSWER: a

49. _____ provide information on characteristics such as national college graduation rates.

- a. Quantitative data
- b. Non numeric data
- c. Qualitative data
- d. Incomputable data
- e. Inductive data

ANSWER: a

50. _____ yield in-depth descriptions of why some college students drop out whereas others graduate.

- a. Quantitative data
- b. Numeric data
- c. Qualitative data
- d. Computable data
- e. Deductive data

ANSWER: c

51. _____ is a relationship in which one variable is the direct consequence of another.

- a. Correlation
- b. Castigation
- c. Causation
- d. Cognition
- e. Cohesion

ANSWER: c

52. Which of the following statements is most likely an example of causation?

- a. Illiteracy is associated with poverty.
- b. Unsafe sex is linked to sexually transmitted diseases.
- c. Teen suicide is linked with relationship issues.
- d. Obesity is associated with heredity.
- e. Adultery is associated with divorce.

ANSWER: b

53. Sociologists and other scientists try to establish correlation because _____.

- a. causation is difficult to prove
- b. causation is restricted only to humans

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- c. causation is restricted only to inductive reasoning
- d. causation does not work for qualitative research
- e. causation is an obsolete method

ANSWER: a

54. _____ is the relationship between two or more variables.

- a. Correlation
- b. Castigation
- c. Causation
- d. Cognition
- e. Cohesion

ANSWER: a

55. Which of the following statements is an example of correlation?

- a. Drunken driving is the cause of road accidents.
- b. Unsafe sex leads to transmission of sexually transmitted diseases.
- c. Consumption of excessive sugar leads to diabetes.
- d. Obesity is associated with heredity.
- e. Adultery leads to divorce.

ANSWER: d

56. Murray outlines his sampling technique, the sample size, and the characteristics of the respondents in his research. According to the steps in the scientific method, using the deductive approach, Murray is:

- a. presenting the results of his research.
- b. collecting data for his research.
- c. analyzing the results of his research.
- d. reviewing the literature for his research.
- e. describing the data collection methods used in his research.

ANSWER: e

57. Michelle is presenting her research at a local conference. She has concluded that the program she reviewed is very effective in its mission. According to the steps in the scientific method, using the deductive approach, Michelle is:

- a. selecting the topic for her research.
- b. collecting data for her research.
- c. analyzing and explaining results of her research.
- d. reviewing the previous works related to her research.
- e. choosing a research design for her research.

ANSWER: c

58. _____ is a method for collecting that data that includes questionnaires, face-to-face or telephone interviews, or a combination.

- a. Survey
- b. Field research
- c. Secondary analysis

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- d. Causation
- e. Castigation

ANSWER: a

59. Peter is sending out questionnaires via e-mail to 7,000 students on campus to gather data about their eating habits. Which of the following data collection methods is most likely used by Peter in this scenario?

- a. Survey
- b. Field research
- c. Experiment
- d. Evaluation research
- e. Secondary analysis

ANSWER: a

60. Every 10 years, the U.S. Census Bureau mails forms to every home in the United States to collect federally mandated data. Which of the following data collection methods is used by the Census Bureau?

- a. Secondary analysis
- b. Field research
- c. Experiment
- d. Survey
- e. Evaluation research

ANSWER: d

61. _____ are preferred because the results can be generalized to a larger population.

- a. Random sample surveys
- b. Cross-sectional sample surveys
- c. Non probability sample surveys
- d. Specialized surveys
- e. Class-specific surveys

ANSWER: a

62. In the procedure called _____, the interviewer uses a computer to select random telephone numbers, reads the questions to the respondent from a computer screen, and then enters the replies in precoded spaces, saving time and expense by not having to reenter the data after the interview.

- a. volunteering
- b. computer-assisted telephone interviewing
- c. digital voicing
- d. computer-interviewer manipulation
- e. manual-telephone interviewing

ANSWER: b

63. Which of the following is one of the major limitation of surveys that use mailed questionnaires?

- a. They are expensive.
- b. They are not anonymous.
- c. They are tedious to administer.

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- d. They have low response rates.
- e. They have a slow turnaround.

ANSWER: d

64. Which of the following is a limitation of secondary analysis of existing data?
- a. The data is mostly inaccessible.
 - b. This method is inconvenient and tedious.
 - c. This method is expensive when compared with other methods.
 - d. Researchers cannot look at trends and changes over time.
 - e. Determining the accuracy and authenticity of historical data may be difficult.

ANSWER: e

65. Which of the following is an advantage of evaluation research?
- a. It is versatile because it includes qualitative and quantitative approaches.
 - b. It addresses all the factors that affect behavior.
 - c. It is not affected by any social contexts.
 - d. Conflicts of interests don't influence evaluation research.
 - e. The findings of evaluation research are always reliable, unbiased, and accurate.

ANSWER: a

Subjective Short Answer

66. Explain briefly about knowledge based on tradition and authority.

ANSWER: Much of our knowledge is based on tradition, a handing down of statements, beliefs, and customs from generation to generation ("The groom's parents should pay for the wedding rehearsal dinner"). Another common source of knowledge is authority, a socially accepted source of information that includes "experts," parents, government officials, police, judges, and religious leaders ("My mom says that..." or "According to the American Heart Association...").

Knowledge based on tradition and authority simplifies our lives because it provides us with basic rules about socially and legally acceptable behavior. Please see the section "How Do We Know What We Know?" for more information.

67. Does sociological research challenge overgeneralization?

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

68. Sociological research sharpens critical thinking skills that affect our everyday lives. Justify this statement with an example.

ANSWER: Sociological research sharpens critical thinking skills that affect our everyday lives. Many Americans, especially women, rely on talk shows for information on a number of topics. During 2009 alone, Oprah Winfrey featured and applauded guests who maintained, among other things, that children contract autism

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from the measles, mumps, and rubella (MMR) vaccinations they receive as babies; that fortune cards can help people diagnose their illnesses; and that people can wish away cancer (Kosova and Wingert, 2009)—all of these claims are false. Such misinformation can be dangerous. Because of the “MMR vaccinations can cause autism” scare, about 30 percent of U.S. parents are hesitant to vaccinate their children (Kennedy et al., 2011). Partly because of such fears, by mid-2014, the United States was experiencing the largest increase in measles cases since 1996. One or two of every 1,000 cases of measles are fatal (Gastañaduy et al., 2014). Please see the section “Why Is Sociological Research Important in Our Everyday Lives?” for more information.

69. Explain independent, dependent, and control variables.

ANSWER: An independent variable is a characteristic that has an effect on the dependent variable, the outcome. A control variable is a characteristic that is constant and unchanged during the research process. Please see the section “The Scientific Method” for more information.

70. Explain deductive and inductive reasoning.

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

71. Researchers have two principal options to deal with the time issue. What are they?

ANSWER: Researchers have two principal options to deal with the time issue: cross-sectional studies and longitudinal studies. The data can be longitudinal (collected at two or more points in time from the same or different samples of respondents) or cross-sectional (collected at one point in time). Please see the section “The Scientific Method” for more information.

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

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

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

ANSWER: In quantitative research, sociologists focus on a numerical analysis of people’s responses or specific characteristics, studying a wide range of attitudes, behaviors, and traits (such as homeowners versus renters). In one national probability study, for example, the researchers surveyed almost 7,000 respondents to understand the influence of grandparents who live with their children and grandchildren (Dunifon and Kowaleski-Jones, 2007). Please see the section “The Scientific Method” for more information.

74. Is correlation the same as causation?

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

75. What are the seven steps present in the scientific method?

ANSWER: The seven steps present in the scientific method are:

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1. Choose a topic to study.
2. Summarize the related research.
3. Formulate a hypothesis or ask a research question.
4. Describe the data collection methods.
5. Collect the data.
6. Present the findings.
7. Analyze and explain the results. Please see the section “The Research Process: The Basics” for more information.

Essay

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

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

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

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

78. In the context of major data collection methods, what are the strengths of surveys?

ANSWER: Surveys are usually inexpensive, simple to administer, and have a fast turnaround. Because the results are anonymous, respondents are generally willing to answer questions on sensitive topics such as income, sexual behavior, and drug usage. Researchers often simplify surveys to increase response rates. During the 2010 census, for example, the Census Bureau used only a short form and slogans such as “10 Questions, 10 Minutes” to encourage people to mail back the forms. And, for the first time, the Census Bureau used six different languages for questionnaires, and hired staff who spoke over 150 different languages. Doing so generated higher response rates, reduced the need for expensive follow-up interviews, and saved millions of dollars.

Telephone interviews are popular because they're a relatively inexpensive way to collect data. Face-to-face interviews have high response rates (often up to 85 percent) because they involve personal contact. People are more likely to discuss sensitive issues in an interview than via a mailed questionnaire, a phone survey, or electronic survey. If respondents don't understand a question, are reluctant to answer, or give incomplete answers, interviewers can clarify, keep respondents from digressing, or probe by asking respondents to elaborate on an answer.

With the innovation of “robo-polls,” the entire interview is conducted by a programmed recording that interprets the respondent's spoken answers, records them, and determines how to continue the interview. This method is cost effective because it cuts out the cost of hiring people, but respondents may be more reluctant to

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answer sensitive questions. Please see the section “Some Major Data Collection Methods” for more information.

79. What are the various limitations of content analysis?

ANSWER: Content analysis can be very labor intensive, especially if a project is ambitious. In one study, the researchers examined the amount and intensity of violence in children’s animated movies that were released between 1938 and 1999 (Yokota and Thompson, 2000). It took several years to code one or more of the major characters’ words, expressions, and actions. A second disadvantage is that the coding may be subjective. Having several researchers on a project can increase coding objectivity, but only one researcher often codes the content. A third limitation is that content analysis often reflects social class bias. Because most books, articles, speeches, films, and so forth are produced by people in upper socioeconomic levels, content analysis rarely captures the behavior or attitudes of working-class people and the poor. Even when documents created by lower class individuals or groups are available, it’s difficult to determine whether the coding reflects a researcher’s social class prejudices. Finally, content analyses can’t always tell us why people behave as they do. We’d have to turn to the findings of studies that use different data collection methods—such as surveys and field research—to understand why, for example, people buy stereotypically feminine or masculine birth announcements or produce video games that portray men, but not women, as competitive and aggressive. Please see the section “Some Major Data Collection Methods” for more information.

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

ANSWER: Regardless of the discipline or the research methods used, all ethical standards have at least three golden rules:

1. First, do no harm by causing participants physical, psychological, or emotional pain.
2. Second, the researcher must get the participant’s informed consent to be in a study. This includes the participant’s knowing what the study is about and how the results will be used.
3. Third, researchers must always protect a participant’s confidentiality even if the participant has broken a law that she or he discloses to the researcher. Please see the section “What is ethical Research?” for more information.