

CHAPTER 2 – EXAMINING OUR SOCIAL WORLD

MULTIPLE CHOICE

1. Social research examines
 - a. historical behavior.
 - b. individual behavior.
 - c. group behavior.
 - d. human behavior.
 - e. collective behavior.

ANS: D

REF: 21

OBJ: FACTUAL

2. Which of the following is true regarding social research being value free?
 - a. Social researchers must be value free from topic selection through the interpretation of data.
 - b. Social researchers always aim for being value free, but if they fail to meet that standard it is not such a big deal.
 - c. Although the topic selection may be subjective, the research must maintain objectivity when collecting, analyzing and interpreting data.
 - d. All of the above are true about social research.
 - e. None of the above is true about social research.

ANS: C

REF: 21

OBJ: CONCEPTUAL

3. In her research project, Megan is measuring age, gender, GPA, and study habits. Age, gender, GPA and study habits are examples of
 - a. social inequality.
 - b. variables.
 - c. characteristics.
 - d. assets.
 - e. social issues.

ANS: B

REF: 23

OBJ: APPLIED

4. Which of the following is the correct order of the stages of the scientific method?
 - a. Literature review, topic selection, formulate hypothesis, collect data, analyze results
 - b. Topic selection, collect data, analyze results, literature review, analyze results
 - c. Literature review, collect data, formulate hypothesis, analyze results
 - d. Topic selection, formulate hypothesis, collect data, analyze results, present findings
 - e. Topic selection, literature review, formulate hypothesis, collect data, analyze results

ANS: E

REF: 26

OBJ: APPLIED

5. Which is typically the first stage in the research process?
 - a. literature review
 - b. topic selection
 - c. hypothesis formulation

- d. data collection
- e. present findings

ANS: B

REF: 25

OBJ: CONCEPTUAL

6. Joanna is conducting a research project that examines whether parent's income impacts a child's choice of college. Joanna thinks that parents who make a lot of money will have children who will attend private schools and parents who make little money will have children who will attend public schools. "Parent's income" is the _____ in Joanna's project.
- a. validity
 - b. reliability
 - c. hypothesis
 - d. independent variable
 - e. dependent variable

ANS: D

REF: 23

OBJ: APPLIED

7. Joanna is conducting a research project that examines whether parent's income impacts a child's choice of college. Joanna thinks that parents who make a lot of money will have children who will attend private schools and parents who make little money will have children who will attend public schools. "child's choice of college" is the _____ in Joanna's project.
- a. validity
 - b. reliability
 - c. hypothesis
 - d. independent variable
 - e. dependent variable

ANS: E

REF: 23

OBJ: APPLIED

8. Joanna is conducting a research project that examines whether parent's income impacts a child's choice of college. Joanna thinks that parents who make a lot of money will have children who will attend private schools and parents who make little money will have children who will attend public schools. The previous statement is the _____ in Joanna's project.
- a. validity
 - b. reliability
 - c. hypothesis
 - d. independent variable
 - e. dependent variable

ANS: C

REF: 23

OBJ: APPLIED

9. Markus hypothesizes that unemployment increases the risk of poverty among women. In his project, _____ is the independent variable and _____ is the dependent variable.
- a. unemployment; poverty
 - b. poverty; unemployment
 - c. gender, unemployment
 - d. gender; poverty
 - e. poverty; gender

ANS: A

REF: 23

OBJ: APPLIED

10. _____ is a statement of the expected relationship between two or more variables.

- a. Induction reasoning
- b. A hypothesis
- c. A correlation
- d. An association
- e. The scientific method

ANS: B

REF: 23

OBJ: FACTUAL

11. In Ohio, a researcher found that as ice cream sales increase, so do the incidences of murder. In this example, _____ is the independent variable and _____ is the dependent variable.
- a. ice cream sales; incidences of murder
 - b. incidences of murder; ice cream sales
 - c. Ohio; ice cream sales
 - d. Ohio; incidences of murder
 - e. none of the above

ANS: A

REF: 23

OBJ: APPLIED

12. Robert and Kendra are studying the effects of alcohol on car accidents among teenagers. In this example, _____ is the independent variable and _____ is the dependent variable.
- a. age; car accidents
 - b. alcohol; age
 - c. alcohol; car accidents
 - d. car accidents; alcohol
 - e. none of the above

ANS: C

REF: 23

OBJ: APPLIED

13. Gretchen is conducting a research project and is interviewing respondents about their fertility history. On the first day her respondent says that she has had three children. However, the next day, the respondent reports that she has only two children. This is an example of a problem with
- a. validity.
 - b. reliability.
 - c. hypotheses.
 - d. variables.
 - e. methods.

ANS: B

REF: 24

OBJ: APPLIED

14. If a measure is _____, it produces similar results each time it is used.
- a. common
 - b. universal
 - c. value-free
 - d. reliable
 - e. inductive

ANS: D

REF: 24

OBJ: FACTUAL

15. _____ is the degree to which a measure actually measures what you intended it to measure.
- a. Reliability

- b. Hypothesis
- c. Deduction
- d. Induction
- e. Validity

ANS: E REF: 24 OBJ: FACTUAL

16. If the researcher and the respondent interpret a research question differently, there is a problem with
- a. reliability.
 - b. validity.
 - c. deduction.
 - d. accuracy.
 - e. objectivity.

ANS: B REF: 24 OBJ: APPLIED

17. One approach to examining the relationship between variables begins with theory and is tested through data collection. This approach is called
- a. qualitative.
 - b. quantitative.
 - c. inductive reasoning.
 - d. deductive reasoning.
 - e. value-free research.

ANS: D REF: 24 OBJ: FACTUAL

18. One approach to examining the relationship between variables begins with observations and ends with theory. This approach is called
- a. validity
 - b. reliability
 - c. inductive reasoning
 - d. deductive reasoning
 - e. hypothesis testing

ANS: C REF: 24 OBJ: FACTUAL

19. Sandy noticed that of all of her classmates, those who used laptops scored higher on exams. Which research approach is Sandy using?
- a. inductive reasoning
 - b. deductive reasoning
 - c. valid reasoning
 - d. reliable reasoning
 - e. observational reasoning

ANS: A REF: 24 OBJ: APPLIED

20. To be included in a probability sample, respondents must
- a. select themselves.
 - b. be selected according to whether the researcher considers them appropriate subjects.
 - c. know something about a specific topic.

- d. have an unknown and zero chance of being selected.
- e. have an equal chance of being selected.

ANS: E REF: 25 OBJ: FACTUAL

21. A/n _____ is any well-defined group of people about whom researchers want to know something.
- a. social group
 - b. neighborhood
 - c. population
 - d. aggregate
 - e. collective

ANS: C REF: 25 OBJ: FACTUAL

22. Because it is typically too expensive and too time consuming, researchers often select a/n _____, a group of people that are representative of the larger population.
- a. independent variable
 - b. dependent variable
 - c. hypothesis
 - d. section
 - e. sample

ANS: E REF: 25 OBJ: FACTUAL

23. When people call into TV contest shows to vote, such as *American Idol* or *Dancing with the Stars*, they are an example of
- a. a population.
 - b. a probability sample.
 - c. a nonprobability sample.
 - d. a representative sample.
 - e. none of the above.

ANS: C REF: 25 OBJ: APPLIED

24. Matthew, a researcher, decided to conduct research on domestic violence. He further narrowed his topic to focus on social class and domestic violence. Matthew is engaging in which stage of research?
- a. reviewing the literature
 - b. selecting a topic
 - c. formulating a hypothesis
 - d. choosing a research design
 - e. presenting the findings

ANS: B REF: 25 OBJ: APPLIED

25. When a sociological researcher interviews workers about their opinions of their work conditions, the researcher is engaging in what stage of research?
- a. collecting data
 - b. selecting a topic
 - c. formulating a hypothesis
 - d. choosing a research design

e. presenting the findings

ANS: A

REF: 25

OBJ: APPLIED

26. Gail, a sociologist, is reading the available literature on welfare policies for her research project. In which stage of the research process is Gail engaging?

- a. selecting the topic
- b. collecting data
- c. analyzing results
- d. reviewing the literature
- e. choosing a research design

ANS: D

REF: 25

OBJ: APPLIED

27. Murray describes his sampling technique, the sample size, and the characteristics of the respondents in his study. Murray is engaging in which stage of the research process?

- a. presenting the results
- b. collecting data
- c. analyzing results
- d. reviewing the literature
- e. describing the data collection methods

ANS: E

REF: 25

OBJ: APPLIED

28. Which of the following is *not* a stage in the research process?

- a. selecting the topic
- b. collecting data
- c. analyzing results
- d. manipulating the data
- e. choosing a research design

ANS: D

REF: 25-26

OBJ: FACTUAL

29. Michelle is presenting her research at a local conference. She has concluded that the program she reviewed is very effective in its mission. Michelle is engaging in which stage of the research process?

- a. selecting the topic
- b. collecting data
- c. analyzing and explaining results
- d. reviewing the literature
- e. choosing a research design

ANS: C

REF: 26

OBJ: APPLIED

30. Ryan is examining children's books as part of a research project on gender images in the media. Ryan is using which of the following research approaches?

- a. quantitative research
- b. qualitative research
- c. deductive research
- d. inductive research
- e. none of the above

ANS: B

REF: 26

OBJ: APPLIED

31. Dr. Worthington is analyzing recorded interviews in a research project on stress in the workplace. Dr. Worthington is using which of the following research approaches?
- quantitative research
 - qualitative research
 - value-free research
 - verstehen research
 - experimental research

ANS: B

REF: 26

OBJ: APPLIED

32. Steve's research project is aimed at understanding the relationship between after-school employment and GPA. Steve is collecting data from students on the number of hours they work outside of school and their grades. Steve is using which of the following research approaches?
- quantitative research
 - qualitative research
 - deductive research
 - inductive research
 - none of the above

ANS: A

REF: 26

OBJ: APPLIED

33. Which of the following statements is true regarding correlation and causation in social research?
- The terms "correlation" and "causation" can be used interchangeably.
 - Correlation and causation are mutually exclusive terms.
 - Social research does not address issues of causation.
 - Social research does not address issues of correlation.
 - Sociologists can only predict death with relative certainty.

ANS: C

REF: 27

OBJ: CONCEPTUAL

34. Gregory has found that premarital cohabitation and subsequent divorce are related. Can Gregory conclude that premarital cohabitation *causes* subsequent divorce?
- Yes, as long as he followed all ethical standards.
 - Yes, as long as he used a probability sample.
 - No, he can only conclude that there is a correlation.
 - No, he can only conclude that his sampling was flawed.
 - A conclusion cannot be drawn without more information.

ANS: C

REF: 27

OBJ: CONCEPTUAL

35. If Marta is conducting a social research project on levels of education and self-esteem, which of the following statements could she make?
- "Increasing one's education causes self-esteem to improve."
 - "The lower one's education, the more likely one has low self-esteem."
 - "Education causes poor self-esteem."
 - "Marta has low self-esteem."
 - "Marta is uneducated and lacks self-esteem."

ANS: B REF: 27 OBJ: APPLIED

36. Peter is sending out surveys via e-mail to 7000 students on campus to gather data about their eating habits. Peter is using which of the following data collection methods?
- a. survey
 - b. field research
 - c. experiment
 - d. evaluation research
 - e. secondary analysis

ANS: A REF: 27 OBJ: APPLIED

37. Every ten years, the U.S. Census Bureau mails forms to every home in the United States to collect federally mandated data. The Census Bureau is using which of the following data collection methods?
- a. secondary analysis
 - b. field research
 - c. experiment
 - d. survey
 - e. evaluation research

ANS: D REF: 27 OBJ: APPLIED

38. A common way for telephone interviews to be conducted is with the help of
- a. many volunteers.
 - b. computer-assisted telephone interviewing.
 - c. digital voices.
 - d. computer-interviewer manipulation.
 - e. all of the above.

ANS: B REF: 27 OBJ: CONCEPTUAL

39. Which of the following is *not* one of the major strengths of survey research?
- a. Surveys are inexpensive.
 - b. Surveys are often anonymous.
 - c. Surveys are simple to administer.
 - d. Surveys have very high response rates.
 - e. Surveys are fast.

ANS: D REF: 27-28 OBJ: CONCEPTUAL

40. Which of the following survey methods has the higher response rate?
- a. mailed questionnaires
 - b. face-to-face interviews
 - c. telephone interviews
 - d. internet questionnaires
 - e. text message questionnaires

ANS: B REF: 28 OBJ: FACTUAL

41. A _____ is a sample for which there is little or no attempts to get a representative cross section of the population.

- a. probability sample
- b. evaluation sample
- c. nonprobability sample
- d. experimental sample
- e. field sample

ANS: C

REF: 25

OBJ: FACTUAL

42. Which of the following is a common criticism of survey research?
- a. They are usually expensive.
 - b. They usually have a slow turnaround.
 - c. Respondents' answers are never anonymous or confidential.
 - d. Interviewers can record a respondent's body language and facial expressions.
 - e. Mailed questionnaires usually have a low response rate.

ANS: E

REF: 28

OBJ: CONCEPTUAL

43. In 1998, the University of Wisconsin collected data on means of transportation to work. In 2008, Betsy (a University of Minnesota student) used the data for her own project. Betsy is using which data collection method?
- a. secondary analysis
 - b. evaluation research
 - c. survey
 - d. experiment
 - e. field research

ANS: A

REF: 29

OBJ: APPLIED

44. Connor is reviewing birth and death certificates for persons living in Jefferson County. Connor is using which data collection method?
- a. survey
 - b. evaluation research
 - c. secondary analysis
 - d. experiment
 - e. field research

ANS: C

REF: 29

OBJ: APPLIED

45. Which of the following is a strength of secondary analysis?
- a. The data are always longitudinal.
 - b. Usually inexpensive and convenient.
 - c. Usually not available to biased researchers.
 - d. Valuable to real-life situations.
 - e. Permits comparisons of specific groups over decades.

ANS: B

REF: 29

OBJ: CONCEPTUAL

46. Secondary data can be either _____ or cross-sectional.
- a. expensive
 - b. derivative
 - c. longitudinal
 - d. primary

e. copied

ANS: C

REF: 29

OBJ: FACTUAL

47. Barney, a junior, was interested in studying the study habits of college freshman. To better understand this issue, Barney joined a number of study groups designed for freshman-level courses at his college. Barney is using which data collection method?
- a. secondary analysis
 - b. evaluation research
 - c. survey
 - d. experiment
 - e. field research

ANS: E

REF: 29-30

OBJ: APPLIED

48. Molly is conducting research on the homeless. For six weeks she has lived among the homeless "24/7," sleeping on the street or at a shelter, and engaging in the same activities as the population she is studying. By doing so, Molly has been able to gather a broad understanding of the homeless, their needs, and characteristics. Molly is using _____ as a method of gathering data.
- a. questionnaires
 - b. experiments
 - c. participant observation
 - d. nonparticipant observation
 - e. content analysis

ANS: C

REF: 29-30

OBJ: APPLIED

49. Nina is studying rituals among professional athletes. She has access to team locker rooms before and after games for three major league baseball teams. Nina is using _____ as a method of gathering data.
- a. questionnaires
 - b. experiments
 - c. participant observation
 - d. nonparticipant observation
 - e. content analysis

ANS: D

REF: 30

OBJ: APPLIED

50. According to the textbook, journalist Barbara Ehrenreich used _____ in her study of gangs and low-income neighborhoods.
- a. questionnaires
 - b. experiments
 - c. participant observation
 - d. secondary analysis
 - e. content analysis

ANS: C

REF: 30

OBJ: APPLIED

51. _____ is the examination of data that have been collected by someone else.
- a. field research
 - b. validation

- c. survey
- d. experiment
- e. secondary analysis

ANS: A REF: 29-30 OBJ: FACTUAL

52. _____ is data collected by systematically observing people in their natural surroundings.
- a. content analysis
 - b. field research
 - c. statistical analysis
 - d. survey
 - e. experiment

ANS: B REF: 29 OBJ: FACTUAL

53. Which of the following is a common weakness of field research?
- a. It has a low response rate.
 - b. It may be dangerous.
 - c. It is complex and rigid.
 - d. It relies on volunteers.
 - e. It is often political and requires legal approval.

ANS: B REF: 30 OBJ: FACTUAL

54. _____ is a data collection method that systematically examines some form of communication.
- a. Newspapers
 - b. Substantive analysis
 - c. Cognitive analysis
 - d. Content analysis
 - e. Intent analysis

ANS: D REF: 31 OBJ: FACTUAL

55. Lindsey and Tobias decided to study how children's books present diverse family structures. Lindsey and Tobias read and coded 25 children's books and noted what type of family structure was illustrated in the text and pictures. Lindsey and Tobias were using which method of data collection?
- a. secondary analysis
 - b. evaluation research
 - c. survey
 - d. content analysis
 - e. field research

ANS: D REF: 31 OBJ: APPLIED

56. In the _____ group, participants are exposed to the independent variable.
- a. ethnic group
 - b. probability group
 - c. experimental group
 - d. population group

e. control group

ANS: C

REF: 32

OBJ: FACTUAL

57. A carefully controlled artificial situation that allows researchers to manipulate variables and measure their effects is called a/n
- a. random sample.
 - b. survey.
 - c. experiment.
 - d. field research.
 - e. content analysis.

ANS: C

REF: 32

OBJ: FACTUAL

58. In the classic experimental design, there are two groups: the _____ group and the _____ group.
- a. sociological; psychological
 - b. independent; dependent
 - c. control; experimental
 - d. pretest; posttest
 - e. human; subject

ANS: C

REF: 32

OBJ: FACTUAL

59. In the classic experimental design, the _____ is exposed to the independent variable (treatment), while the control group is not.
- a. independent group
 - b. subject group
 - c. pretest group
 - d. dependent group
 - e. experimental group

ANS: E

REF: 32

OBJ: FACTUAL

60. In the classic experimental design, the researcher measures the dependent variable both before the introduction of the independent variable, the _____, and again after the experimental group is exposed to the independent variable, the _____.
- a. pretest; posttest
 - b. prior test; after test
 - c. control test; experimental test
 - d. validity test; reliability test
 - e. reliability test; validity test

ANS: A

REF: 32

OBJ: FACTUAL

61. Abbey was interested in researching the effects of physical environment on the behavior of studying. She observed two groups – one group where students were studying outside on the campus quad, and another group who studied in the library. Abbey is using which method of data collection?
- a. survey
 - b. secondary analysis
 - c. content analysis

- d. experiments
- e. evaluation

ANS: D REF: 32 OBJ: APPLIED

62. Aaron was interested in whether students with a tutor were more successful in class than students without a tutor. Aaron likely used which method of data collection?
- a. telephone interviews
 - b. content analysis
 - c. experiment
 - d. nonparticipant observation
 - e. evaluation research

ANS: C REF: 32 OBJ: APPLIED

63. Dr. Porter was interested in determining whether her new teaching techniques were effectively improving student engagement. Dr. Porter will likely use which method of data collection?
- a. telephone interviews
 - b. content analysis
 - c. participant observation
 - d. nonparticipant observation
 - e. evaluation research

ANS: E REF: 34 OBJ: APPLIED

64. To measure the effectiveness of their new public programs, _____ is used in both public and private sectors.
- a. participant observation
 - b. evaluation research
 - c. mailed questionnaires
 - d. content analysis
 - e. experiments

ANS: B REF: 34 OBJ: FACTUAL

65. Unlike most other research methods, evaluation research is
- a. expensive.
 - b. simple.
 - c. applied.
 - d. fatalistic.
 - e. assessment.

ANS: C REF: 34 OBJ: FACTUAL

66. By using _____, social scientists found that the programmatic effects of the DARE program were insignificant (i.e., students who completed the DARE program were no less likely to use drugs than students who did not complete the program).
- a. experimentation
 - b. evaluation research
 - c. mailed questionnaires
 - d. participant observation

e. content analysis

ANS: B

REF: 34

OBJ: FACTUAL

67. Which of the following statements is *not* true?
- a. While surveys are inexpensive and simple to administer, mailed questionnaires have low response rates.
 - b. Secondary data are often longitudinal, which allows an examination of trend data.
 - c. Experiments can be replicated but are rarely representative of a population.
 - d. Content analysis is expensive, but very useful for historical data.
 - e. Evaluation research is most useful for real-life applications.

ANS: D

REF: 32

OBJ: FACTUAL

68. Which of the following is *not* a disadvantage of experiments?
- a. Subjects aren't representative of a larger population.
 - b. The laboratory setting is artificial.
 - c. Conclusions may be inaccurate.
 - d. Conclusions may be contradictory.
 - e. Subjects are representative of a larger population.

ANS: E

REF: 35

OBJ: FACTUAL

69. Which of the following is *not* one of the ethical standards recommended by the American Sociological Association?
- a. Researchers must describe the limitations of their work
 - b. Researchers must acknowledge their research assistants.
 - c. Researchers must protect the anonymity of their subjects.
 - d. Researchers must tell their subjects everything about the research.
 - e. Researchers must not harm to their subjects.

ANS: D

REF: 36

OBJ: FACTUAL

70. Which of the following would likely *not* put "pressure" on social researchers?
- a. policy makers
 - b. religious organizations
 - c. local school officials
 - d. research universities
 - e. community members

ANS: D

REF: 36

OBJ: FACTUAL

71. A _____ is a characteristic that can change in value or magnitude under different conditions.
- a. scientific method
 - b. population
 - c. variable
 - d. hypothesis
 - e. sample

ANS: C

REF: 23

OBJ: FACTUAL

72. _____ask people to respond to a series of items in a questionnaire or interview.

- a. Surveys
- b. Secondary analysis
- c. Field research
- d. Content analysis
- e. Experiments

ANS: A REF: 27 OBJ: CONCEPTUAL

73. According to the textbook, two common sources of knowledge are
- a. schools and family.
 - b. science and religion.
 - c. tradition and authority.
 - d. politics and government.
 - e. peers and parents.

ANS: C REF: 21 OBJ: FACTUAL

74. Sociological research is important in our everyday lives because it
- a. creates new knowledge.
 - b. negates existing knowledge.
 - c. condemns existing knowledge.
 - d. exposes new knowledge.
 - e. informs new knowledge.

ANS: A REF: 22 OBJ: FACTUAL

75. Marcus used a deductive approach to examine the relationship between two variables. Which of the following best represents a deductive approach?
- a. theory → hypothesis → observation → confirmation or rejection of hypothesis
 - b. theory → observation → hypothesis → confirmation or rejection of hypothesis
 - c. observation → theory → hypothesis → confirmation or rejection of hypothesis
 - d. hypothesis → confirmation or rejection of hypothesis → theory → observation
 - e. hypothesis → confirmation or rejection of hypothesis → observation → theory

ANS: A REF: 24 OBJ: CONCEPTUAL

76. _____ research examines nonnumeric material and interprets it.
- a. qualitative
 - b. quantitative
 - c. contemplative
 - d. expletive
 - e. probability

ANS: A REF: 26 OBJ: FACTUAL

77. Nonprobability samples are particularly useful when a researcher
- a. wants to explore a new topic.
 - b. has a limited time frame.
 - c. has limited financial resources.
 - d. is working with a large sample.
 - e. is not interested in doing research.

ANS: A

REF: 24

OBJ: FACTUAL

78. Dr. Turner administers course evaluations on the last day of class. What type of questionnaire is she using?
- interview
 - nonprobability
 - random
 - self-administered
 - CATI

ANS: D

REF: 27

OBJ: APPLIED

79. Marilyn uses a computer to randomly select telephone numbers, reads the questions to the respondent from a computer screen, and then enters data into precoded spaces. Marilyn is using
- random-digit dialing.
 - telephone-computer interviewing.
 - sampling.
 - self-administered interviewing.
 - computer-assisted telephone interviewing.

ANS: E

REF: 27

OBJ: APPLIED

80. _____ is a type of field research that requires a considerable amount of time in the field.
- Interviews
 - Participant observation
 - Content analysis
 - Demographics
 - Ethnologies

ANS: E

REF: 30

OBJ: FACTUAL

81. In a recent experimental study, researchers found that
- Students who viewed comedy clips had lower scores and final grades than students who did not view the comedy clips.
 - Students who viewed comedy clips had higher scores and final grades than students who did not view the comedy clips.
 - Students who viewed comedy clips had the same scores and final grades as students who did not view the comedy clips.
 - There was no significant difference found between students who viewed comedy clips and students who did not view the comedy clips.
 - Students who viewed comedy clips had lower scores, but higher final grades than students who did not view the comedy clips.

ANS: B

REF: 33

OBJ: FACTUAL

82. Which of the following represent the golden rules of ethical research?
- do no harm, cure, treat
 - informed consent, anonymity, accuracy
 - confidentiality, anonymity, privacy
 - do no harm, informed consent, confidentiality
 - acknowledge, identity, describe

ANS: D REF: 35 OBJ: FACTUAL

83. Which of the following data collection methods are most susceptible to ethical violations?
- surveys
 - secondary analysis
 - content analysis
 - field research
 - experiments

ANS: D REF: 35 OBJ: FACTUAL

84. Which research approach is most common among sociologists?
- qualitative
 - quantitative
 - a combination of qualitative and quantitative
 - They are equally common.
 - Sociologists don't use qualitative or quantitative methods.

ANS: D REF: 26 OBJ: FACTUAL

TRUE/FALSE

1. According to recent research, the Facebook is the cause of 20% of divorces.

ANS: F REF: 22 OBJ: FACTUAL

2. Recent research suggests that workplace diversity leads to higher company profits.

ANS: T REF: 22 OBJ: FACTUAL

3. The terms "correlation" and "causation" can be used interchangeably.

ANS: F REF: 22 OBJ: FACTUAL

4. If Nora observes interactions from a distance, she is using nonparticipant observation.

ANS: T REF: 30 OBJ: APPLIED

5. Experiments are commonly cited as one of the most useful research methods for sociological research.

ANS: F REF: 32 OBJ: FACTUAL

6. Evaluation research is commonly cited as being useful in real life applications.

ANS: T REF: 34 OBJ: FACTUAL

7. If Jacob is collecting data by asking people questions, he is using secondary analysis.

ANS: F REF: 29 OBJ: APPLIED

8. If Marianne is observing children at the school playground, she is using field research.

ANS: T REF: 29-30 OBJ: APPLIED

9. A hypothesis is a relationship between two or more variables that the researcher knows already exists.

ANS: F REF: 23 OBJ: FACTUAL

10. Most social science research involves both inductive and deductive reasoning.

ANS: T REF: 24 OBJ: FACTUAL

11. Sociological research influences social policy.

ANS: T REF: 22 OBJ: FACTUAL

12. An inductive approach starts with a theory and ends with the confirmation/rejection of a hypothesis.

ANS: F REF: 24 OBJ: CONCEPTUAL

13. *American Idol* voters represent a nonprobability sample.

ANS: T REF: 25 OBJ: FACTUAL

14. According to the textbook, inductive reasoning begins with specific observations.

ANS: T REF: 24 OBJ: FACTUAL

15. The results of Internet surveys are representative of the general population.

ANS: F REF: 28 OBJ: FACTUAL

16. Cross-sectional data are collected at one point in time.

ANS: T REF: 29 OBJ: FACTUAL

SHORT ANSWER

1. Consider a social problem. Which research method would be most useful in understanding and explaining the problem? Be sure to provide support for your answer.

ANS:
Will vary

REF: 27-35

2. Explain why Internet polls are not representative of the U.S. population.

ANS:

Will vary

REF: 24/25

3. Distinguish between qualitative and quantitative research.

ANS:

Will vary

REF: 26

4. Why is the scientific method crucial in sociological research?

ANS:

Will vary

REF: 23-27

5. Why are cause-effect relationships difficult to demonstrate when studying human behavior?

ANS:

Will vary

REF: 27

6. Why is sociological research important in our everyday lives?

ANS:

Will vary

REF: 21-23

7. What is the difference between validity and reliability?

ANS:

Will vary

REF: 24

ESSAY

1. Consider the following research topic: prescription drug abuse on college campuses. Identify which research method you would use to study such an issue. Be sure to justify your decision.

ANS:

Will vary

REF: 27-35

2. Describe at least three of the research methods most commonly used in conducting sociological research.

ANS:

Will vary

REF: 27-35

3. Identify a research topic of your choice. Write a hypothesis for your topic. Identify the dependent and independent variables for your topic.

ANS:

Will vary

REF: 23

4. List the stages of the research process and describe each stage.

ANS:

Will vary

REF: 25-26

5. Differentiate between quantitative and qualitative research and give two examples of each.

ANS:

Will vary

REF: 26

6. Why do *American Idol* voters represent nonprobability samples? Is it possible to design a study where these voters would represent a probability sample?

ANS:

Will vary

REF: 24-25

7. Visit the Stanford Prison Experiment website (www.prisonexp.org). Identify and describe why this experiment is cited as “raising ethical questions.”

ANS:

Will vary

REF: 35-37