

Chapter 2–Sociological Research

MULTIPLE CHOICE

1. Why is sociological research necessary?
 - a. It allows us to confirm commonsense beliefs.
 - b. It allows us to arrive at a more informed understanding of “hows” and “whys” of human social interaction helps us more beyond guesswork and common sense.
 - c. It provides validation for personal experience.
 - d. It provides a more informed description of the “what” of human social interaction and an authoritative understanding.

ANS: B

PTS: 1

REF: page 28

BLM: Higher Order

2. What do sociologists try to understand?
 - a. innate behaviour
 - b. psychological behaviour
 - c. social behaviour
 - d. human behaviour as it mirrors that of animals

ANS: C

PTS: 1

REF: page 28

BLM: Remember

3. Which of the following reflects the traditional way of knowing the world?
 - a. discovering for ourselves many of the things we know
 - b. relying on experts to tell us something is true
 - c. believing something is true and right because it has always been done that way
 - d. relying on religious scriptures to determine what is true

ANS: C

PTS: 1

REF: page 28

BLM: Higher Order

4. Discovering for ourselves many of the things we know reflects which way of knowing the world?
 - a. personal experience
 - b. tradition
 - c. religion
 - d. science

ANS: A

PTS: 1

REF: page 28

BLM: Higher Order

5. Which way of knowing the world uses religion, tradition, or authority to answer important questions?
 - a. empirical
 - b. normative
 - c. relational
 - d. commonsense

ANS: B

PTS: 1

REF: page 29

BLM: Remember

6. Which way of knowing the world is based on strong beliefs about what is right and wrong and what is desirable in a society?
- a. sociological
 - b. theological
 - c. empirical
 - d. normative

ANS: D

PTS: 1

REF: page 29

BLM: Remember

7. A young boy wonders if men or women are more likely to wear sandals with socks. He decides to watch everyone who is wearing sandals and record whether or not they are wearing socks and their gender. Which way of knowing the world is the boy engaged in?
- a. empirical
 - b. normative
 - c. relational
 - d. commonsense

ANS: A

PTS: 1

REF: page 29

BLM: Higher Order

8. How do scientific explanations differ from the other ways of knowing?
- a. Science uses a normative approach.
 - b. Scientific knowledge is systematic, public, and uses an empirical approach.
 - c. Knowledge derived from scientific inquiry cannot be refuted.
 - d. Science is subjective.

ANS: B

PTS: 1

REF: page 29

BLM: Higher Order

9. Suppose someone says that tall men are more assertive than short men. Which term best describes this statement?
- a. theory
 - b. hypothesis
 - c. variable
 - d. operational definition

ANS: B

PTS: 1

REF: page 29

BLM: Higher Order

10. What are scientists trying to achieve when they try to ensure that their biases and values do NOT affect their research?
- a. reliability
 - b. objectivity
 - c. verifiability
 - d. ethical conduct

ANS: B

PTS: 1

REF: page 30

BLM: Higher Order

11. Which type of study attempts to determine why certain events do or do NOT occur?
- a. explanatory
 - b. informational
 - c. normative
 - d. descriptive

ANS: A PTS: 1 REF: page 31 BLM: Remember

12. How does the text refer to the relationship between theory and research?
- a. as a deductive process
 - b. as a love–hate relationship
 - c. as a dyadic process
 - d. as a continuous cycle

ANS: D PTS: 1 REF: page 31 BLM: Remember

13. In what approach does the researcher begin with a theory and then use research to test the theory?
- a. explanatory
 - b. deductive
 - c. normative
 - d. inductive

ANS: B PTS: 1 REF: page 32 BLM: Remember

14. In what approach does the researcher collect information or data and then generate theories from the analysis of that data?
- a. explanatory
 - b. deductive
 - c. normative
 - d. inductive

ANS: D PTS: 1 REF: page 31 BLM: Remember

15. Which approach best suits the following sequence of events: specific observations suggest generalizations; generalizations produce a tentative theory; the theory is tested through the formation of hypotheses; and hypotheses may provide suggestions for additional observations?
- a. explanatory
 - b. deductive
 - c. normative
 - d. inductive

ANS: D PTS: 1 REF: page 31-32 BLM: Higher Order

16. What research model has scientific objectivity as a goal and focuses on data that can be measured numerically?
- a. quantitative
 - b. qualitative
 - c. inductive
 - d. deductive

ANS: A

PTS: 1

REF: page 32

BLM: Remember

17. What is the main reason that sociologists review previous research?
- a. to determine if they will be able to get their own research published in a scholarly journal
 - b. to help refine the problem and determine where gaps or limitations exist
 - c. to criticize the work of other sociologists
 - d. to decide on one or more of the research methods available for the research design

ANS: B

PTS: 1

REF: page 32

BLM: Higher Order

18. As parental income increases, so does the likelihood that a child will attend a postsecondary institution. Which term best describes “parental income” in that statement?
- a. a variable
 - b. a hypothesis
 - c. a theory
 - d. an operational definition

ANS: A

PTS: 1

REF: page 32

BLM: Higher Order

19. Age, sex, race, and ethnicity are often used as which type of variables in sociological research?
- a. dependent
 - b. outcome
 - c. correlational
 - d. independent

ANS: D

PTS: 1

REF: page 32

BLM: Higher Order

20. In the hypothesis “among university students taking an introduction to sociology course, older students tend to score higher on multiple choice tests than younger students,” what term would we use to refer to “score higher on multiple choice tests”?
- a. independent variable
 - b. dependent variable
 - c. operational variable
 - d. intervening variable

ANS: B

PTS: 1

REF: page 32

BLM: Higher Order

21. In studies that look at why men have more experiences with organized sport than women, what type of variable describes the degree of involvement with organized sport?
- a. dependent variable
 - b. independent variable
 - c. correlational variable
 - d. predictor variable

ANS: A

PTS: 1

REF: page 32

BLM: Higher Order

22. What do sociologists call an explanation of an abstract concept in terms of observable features that are specific enough to allow measurement of the variable?
- a. hypothesis
 - b. theory
 - c. operational definition
 - d. premise

ANS: C

PTS: 1

REF: page 32-33

BLM: Remember

23. Which of the following terms refers to the extent to which a study or research instrument yields consistent results?
- a. validity
 - b. reliability
 - c. predictability
 - d. variability

ANS: B

PTS: 1

REF: page 34

BLM: Remember

24. Suppose that a person receives the same score when he or she takes an IQ test more than once. Which of the following would best apply to this test?
- a. validity
 - b. predictability
 - c. reliability
 - d. dependability

ANS: C

PTS: 1

REF: page 34

BLM: Higher Order

25. Which of the following terms refers to the extent to which a study or research instrument accurately measures what it is supposed to measure?
- a. validity
 - b. reliability
 - c. predictability
 - d. variability

ANS: A

PTS: 1

REF: page 34

BLM: Remember

26. In studies that analyze the relationship between religious beliefs and suicide, a recurring issue is whether church membership provides an accurate indicator of a person's religious beliefs. Which of the following terms does this concern relate most directly to?
- a. variability
 - b. predictability
 - c. reliability
 - d. operational definition

ANS: D

PTS: 1

REF: page 34

BLM: Higher Order

27. Which of the following conditions would a study that has validity satisfy?
- a. It would accurately measure what it is supposed to measure.
 - b. It would provide ethical standards for researchers to follow.
 - c. It would provide predictability.
 - d. It would be a reliable study.

ANS: A

PTS: 1

REF: page 34

BLM: Higher Order

28. Which term would sociologists use to refer to the process through which data are organized so that comparisons can be made and conclusions drawn?
- a. theory building
 - b. hypothesis construction
 - c. analysis
 - d. methodology

ANS: C

PTS: 1

REF: page 34

BLM: Higher Order

29. Which term would sociologists use to describe repeating an investigation in substantially the same way that it was originally conducted?
- a. replication
 - b. subsequent re-examination
 - c. generalization
 - d. reliability

ANS: A

PTS: 1

REF: page 34

BLM: Higher Order

30. Suppose a researcher is analyzing meanings or social relationships by interpreting the narratives of school children's journals. Which type of research models would be employed?
- a. qualitative research models
 - b. observational research models
 - c. quantitative research models
 - d. systemic research models

ANS: A

PTS: 1

REF: page 34-35

BLM: Higher Order

31. Which type of research models would best be utilized when studying how people in a small town recover and rebuild after an earthquake has devastated most of their homes and businesses?
- a. systemic research models
 - b. quantitative research models
 - c. observational research models
 - d. qualitative research models

ANS: D PTS: 1 REF: page 34-35 BLM: Higher Order

32. Suppose a researcher carefully designs a situation that tests the impact of previous experiences of being a victim of auto theft on reactions to video depictions of youth stealing cars. Which of the following methods would he or she be using?
- a. participant observations
 - b. surveys
 - c. experiments
 - d. qualitative procedures

ANS: C PTS: 1 REF: page 36 BLM: Higher Order

33. Suppose you are studying the effect of pornographic films on men's attitudes toward women. Which group contains the subjects who are exposed to a pornographic film?
- a. the control group
 - b. the research group
 - c. the master group
 - d. the experimental group

ANS: D PTS: 1 REF: page 36 BLM: Higher Order

34. Which group contains the subjects who are NOT exposed to a pornographic film in your study of the effect of such films on men's attitudes toward women?
- a. the control group
 - b. the research group
 - c. the master group
 - d. the experimental group

ANS: A PTS: 1 REF: page 36 BLM: Higher Order

35. In which of the following research methods does the researcher manipulate the independent variable?
- a. survey research
 - b. experiments
 - c. observational studies
 - d. secondary data analysis

ANS: B PTS: 1 REF: page 36 BLM: Higher Order

36. Jaime wants to set up her research in such a way that she can control as many outside factors as possible. Which type of research is Jamie most likely to conduct?
- a. a field study
 - b. a longitudinal study
 - c. a quantitative analysis
 - d. a laboratory experiment

ANS: D

PTS: 1

REF: page 36

BLM: Higher Order

37. What was the main dependent variable in Latané and Darley's experiment on helping in emergency situations?
- a. the participant's level of altruism
 - b. the participant's medical background
 - c. the group size
 - d. the time that elapsed until the participant left to get help

ANS: D

PTS: 1

REF: page 38

BLM: Remember

38. What was the main independent variable in Latané and Darley's experiment on helping in emergency situations?
- a. the time that elapsed from the start of the victim's seizure until the participant left the room to get help
 - b. the participant's level of altruism
 - c. the number of other people the participant believed had also heard the victim's distress
 - d. the amount of medical training the participants had before joining the experiment

ANS: C

PTS: 1

REF: page 38

BLM: Remember

39. As part of a study, Sarah is attempting to click a button every time she sees the colour red flash across a computer screen. Because she is being watched carefully by the researcher, she is nervous and misses some of the cues. Which characteristic is Sarah demonstrating when she does this?
- a. variability
 - b. spontaneity
 - c. reactivity
 - d. reflection

ANS: C

PTS: 1

REF: page 39

BLM: Higher Order

40. According to the text, which of the following is the greatest limitation of laboratory research?
- a. Laboratory experiments cannot be replicated.
 - b. Laboratory research typically produces quantitative data.
 - c. Laboratory experiments are artificial.
 - d. Laboratory experiments are expensive.

ANS: C

PTS: 1

REF: page 39

BLM: Remember

41. Suppose you and your classmates were asked an identical set of questions through a systematic questionnaire or interview. In what kind of research would you be participating?
- a. an experiment
 - b. a case study
 - c. secondary data analysis
 - d. a survey

ANS: D

PTS: 1

REF: page 39-40

BLM: Higher Order

42. Suppose a team of researchers conducts a study of shopping preferences by sampling a group of mall patrons in a food court. What do sociologists call the people who participated in the interview or questionnaire?
- a. hypothetical subjects
 - b. respondents
 - c. interviewees
 - d. correspondents

ANS: B

PTS: 1

REF: page 39

BLM: Higher Order

43. Which of the following forms of survey research produces the lowest response rate?
- a. questionnaires administered in face-to-face encounters
 - b. questionnaires administered over the telephone
 - c. questionnaires administered over the Internet
 - d. questionnaires that are mailed out

ANS: D

PTS: 1

REF: page 40

BLM: Remember

44. Which of the following terms refers to a printed research instrument containing a series of items to which subjects respond?
- a. pre-test
 - b. post-test
 - c. observational device
 - d. questionnaire

ANS: D

PTS: 1

REF: page 39-40

BLM: Remember

45. Which of the following is a major disadvantage of self-administered questionnaires?
- a. high cost
 - b. complexity
 - c. low response rate
 - d. respondent dishonesty

ANS: C

PTS: 1

REF: page 40

BLM: Remember

46. Suppose a researcher meets with the subjects of her study and asks each a series of questions. Which data collection method is she using?
- a. researcher-administered questionnaire
 - b. interview
 - c. structured survey
 - d. structured experiment

ANS: B

PTS: 1

REF: page 40

BLM: Higher Order

47. According to the text, which of the following is an advantage of interviews over other methods?
- a. They are a low-cost and rapid way to collect data.
 - b. They are very effective when dealing with complicated issues.
 - c. They provide an opportunity for human communication.
 - d. They provide an historical perspective.

ANS: B

PTS: 1

REF: page 40

BLM: Remember

48. Which term refers to the group of people about whom sociological researchers want to be able to draw conclusions?
- a. a representative sample
 - b. a random sample
 - c. a population
 - d. an aggregate

ANS: C

PTS: 1

REF: page 40

BLM: Remember

49. Suppose your instructor is evaluating your class in terms of political attitudes. One at a time, half of your class is selected to participate in the study. You are not chosen. Which term best describes the group you are in?
- a. the sample
 - b. the pool
 - c. the population
 - d. the aggregate

ANS: C

PTS: 1

REF: page 40

BLM: Higher Order

50. When Marcus chooses the sample for his research, he wants to ensure that the sample is a miniature version of the Canadian population as a whole. What type of sample is Marcus using?
- a. general sample
 - b. representative sample
 - c. random sample
 - d. stratified sample

ANS: B

PTS: 1

REF: page 40

BLM: Higher Order

51. In a random sample, which of the following conditions must be present?
- a. The people chosen accurately reflect the larger population.
 - b. Systematic procedures are used to ensure that the sample has the essential characteristics of the total population from which it is drawn.
 - c. Every member of the entire population has the same chance of being selected.
 - d. The likelihood of being selected for the sample is unknown.

ANS: C

PTS: 1

REF: page 41

BLM: Higher Order

52. According to the text, what was the most interesting finding of Statistics Canada's study on charitable giving?
- a. A core group of Canadians did most of the altruistic activities of giving and volunteering.
 - b. Most Canadians were heavily involved in altruistic activities of giving and volunteering.
 - c. Older Canadians were less likely to donate than younger people.
 - d. More people donated time than money.

ANS: A

PTS: 1

REF: page 42

BLM: Remember

53. Which classical theorist's insights about change and social solidarity were tested by Louis Zurcher in the real-life social laboratory provided by the Kansas tornado?
- a. Marx
 - b. Weber
 - c. Durkheim
 - d. Martineau

ANS: C

PTS: 1

REF: page 44

BLM: Remember

54. According to the text, what is a major weakness of survey research?
- a. It usually has low response rates.
 - b. It can't be used to describe the characteristics of a large population.
 - c. It can be used only to assess the importance of a few variables.
 - d. It is extremely costly.

ANS: A

PTS: 1

REF: page 43

BLM: Remember

55. Which method of data collection listed below allows for comparisons between different groups of people?
- a. field research
 - b. surveys
 - c. experiments
 - d. secondary analysis

ANS: B

PTS: 1

REF: page 42-43

BLM: Remember

56. Almyra has decided to buy a data set from Statistics Canada to use as the basis for her research for her Master's thesis. Which method of data collection is she using?
- a. primary analysis
 - b. secondary analysis
 - c. technical analysis
 - d. quantitative analysis

ANS: B

PTS: 1

REF: page 46

BLM: Higher Order

57. Suppose a study compared rock music and rap music lyrics for themes related to romance and love. Which type of technique would this be referred to as?
- a. inconspicuous
 - b. straightforward
 - c. technical
 - d. unobtrusive

ANS: D

PTS: 1

REF: page 47

BLM: Higher Order

58. Which type of analysis can be carried out on existing data sources, such as public records, official reports, and surveys completed by other researchers?
- a. secondary analysis
 - b. inconspicuous analysis
 - c. researcher-coordinated analysis
 - d. unobtrusive analysis

ANS: A

PTS: 1

REF: page 46

BLM: Higher Order

59. Which type of analysis would be utilized in studying how the media portrayed Hurricane Katrina and its aftermath?
- a. unobtrusive analysis
 - b. researcher-coordinated analysis
 - c. secondary analysis
 - d. experimental analysis

ANS: C

PTS: 1

REF: page 47

BLM: Higher Order

60. Suppose a study researched suicide notes to establish what types of themes occur most frequently. Which term refers to this kind of research?
- a. field research
 - b. content analysis
 - c. participant observation
 - d. ethnography

ANS: B

PTS: 1

REF: page 48

BLM: Higher Order

61. According to the text, what is one problem with the use of secondary analysis?
- a. The data are not readily available.
 - b. The data may not reflect variables of interest to the researcher.
 - c. The data are very expensive to obtain.
 - d. The chance of bias on the part of the researcher is greatly increased.

ANS: B PTS: 1 REF: page 48 BLM: Remember

62. Which of the following terms refers to studying people where they live, work, and play?
- a. participant observation
 - b. field research
 - c. case investigation
 - d. field experimentation

ANS: B PTS: 1 REF: page 43 BLM: Higher Order

63. Under what conditions is it possible to conduct observational research?
- a. when respondents are informed ahead of time
 - b. in almost any location and at virtually any time
 - c. if using secondary data analysis
 - d. only in controlled settings

ANS: B PTS: 1 REF: page 43 BLM: Remember

64. Sociologists David Karp and William Yoels became interested in why students do not participate in class discussions. They sent observers who sat in on various classes and recorded certain patterns of class activity but did not take part in the classes. What research method did this study use?
- a. participant observation
 - b. case investigation
 - c. complete observation
 - d. qualitative research

ANS: C PTS: 1 REF: page 43 BLM: Higher Order

65. In their investigation of students' participation in class discussion, what did sociologists David Karp and William Yoels find?
- a. Most students with a grade point average of "B" and above are active participants in relevant discussions.
 - b. On average, a very small number of students are responsible for the majority of discussion that occurs in class on any given day.
 - c. Only the brightest students participate in class discussions.
 - d. The size of the class and the physical structure of the classroom affected classroom participation.

ANS: B PTS: 1 REF: page 43 BLM: Remember

66. You decide to study a new religious group that has bought the house next door by attending their meetings twice a week for a period of approximately eight to ten months. Which of the following decisions must you now make?
- a. whether to use a structured interview or a self-administered questionnaire
 - b. whether to let people know they are being studied
 - c. whether to randomly assign subjects or allow self-selection into the experimental and control groups
 - d. what available data should be included in the secondary analysis

ANS: B PTS: 1 REF: page 43-44 BLM: Higher Order

67. During his study of a low-income neighbourhood in Boston, William Whyte took note of what those around him were discussing to gain inside information. Which type of research method has this research strategy as a main characteristic?
- a. complete observation
 - b. case studies
 - c. quantitative research
 - d. participant observation

ANS: D PTS: 1 REF: page 43-44 BLM: Higher Order

68. Which of the following terms best describes research that takes the form of an in-depth, multifaceted investigation of a single event, person, or social grouping?
- a. qualitative inquiry
 - b. a case study
 - c. complete observation
 - d. field research

ANS: B PTS: 1 REF: page 44 BLM: Higher Order

69. Which of the following occurs in an unstructured interview?
- a. The interviewer has a specific set of questions that must be asked.
 - b. The interviewer ignores new topics raised by interviewees.
 - c. The interviewer avoids using previous answers to direct new questions.
 - d. The interviewer establishes the general direction by asking open-ended questions.

ANS: D PTS: 1 REF: page 45 BLM: Higher Order

70. Which of the following methods is most closely associated with a feminist methodology?
- a. field experiments
 - b. in-depth interviews
 - c. laboratory experimentation
 - d. participant observation

ANS: B

PTS: 1

REF: page 49

BLM: Higher Order

71. Which research method listed below attempts to provide explanations that can improve the situation of participants?
- a. interviews
 - b. secondary analysis
 - c. feminist research
 - d. field research

ANS: C

PTS: 1

REF: page 48

BLM: Higher Order

72. Margrit Eichler identified several limitations in traditional sociological research. Which of the following categories did these limitations relate to?
- a. age
 - b. class
 - c. race
 - d. gender

ANS: D

PTS: 1

REF: page 48-49

BLM: Higher Order

73. On which of the following do most writers on feminist research issues agree?
- a. Interviews are the best method.
 - b. There is no one method that can be termed *the* feminist methodology.
 - c. Quantitative methods cannot be used in feminist research.
 - d. Only females can engage in feminist research.

ANS: B

PTS: 1

REF: page

BLM: Higher Order

74. According to the text, which research method is known to be both artificial in nature and subject to problems of reactivity?
- a. laboratory experiment
 - b. survey research
 - c. secondary analysis of existing data
 - d. participant observation

ANS: A

PTS: 1

REF: page 49

BLM: Higher Order

75. Which research method is useful for describing features of a large population without having to interview everyone?
- a. the natural experiment
 - b. self-administered questionnaire
 - c. content analysis
 - d. participant observation

ANS: B

PTS: 1

REF: page 49

BLM: Higher Order

76. According to the text, how does field research compare to experiments and surveys?
- Field research has greater reliability and greater validity.
 - Field research has greater reliability and less validity.
 - Field research has less reliability and greater validity.
 - Field research has less reliability and less validity.

ANS: C

PTS: 1

REF: page 49

BLM: Higher Order

77. In Canada, which organization outlines the basic standards sociologists must follow in conducting research?
- The North American Association of Sociology and Anthropology
 - The Canadian Sociology and Anthropology Association
 - The Sociologists' Guild of North America
 - The Ethical Standards Council of Sociology

ANS: B

PTS: 1

REF: page 51

BLM: Remember

78. What does "maintaining confidentiality" mean?
- The researcher is able to identify a given person's responses but promises not to do so.
 - The research cannot identify a given response with a given respondent.
 - The researcher refrains from collecting personal information about participants.
 - The researcher obtains written consent before collecting personal information.

ANS: A

PTS: 1

REF: page 51

BLM: Higher Order

79. Laud Humphreys studied homosexual acts between strangers meeting in public restrooms. In the course of his research, which of the following can be raised as an ethical concern?
- He did not inform his subjects that they were being studied.
 - He obtained their informed consent under duress.
 - He broke the law by wearing disguises and following people home.
 - He manipulated his research subjects.

ANS: A

PTS: 1

REF: page 51-52

BLM: Higher Order

80. In the text, what was Russel Ogden's master's thesis on euthanasia used to demonstrate?
- how harm to participants must be weighed against the overall contribution of the study to the advancement of science
 - how lenient ethical principles were in relation to studies conducted in the 1970s compared to those in place today
 - how researchers sometimes violate the ethical principle of informed consent in order to carry out their research
 - how the ethical principle of confidentiality can come into conflict with the law

ANS: D

PTS: 1

REF: page 52

BLM: Higher Order

81. According to the text, what is the single most important activity in sociology?
- a. the sociological imagination
 - b. theory generating
 - c. theory testing
 - d. research

ANS: D

PTS: 1

REF: page 52

BLM: Higher Order

82. Which of the following provides opportunities for us to use our sociological imagination to generate new knowledge?
- a. research
 - b. theory
 - c. experience
 - d. science

ANS: A

PTS: 1

REF: page 53

BLM: Higher Order

83. Which kind of study is the Canadian Census an example of?
- a. explanatory
 - b. informational
 - c. normative
 - d. descriptive

ANS: D

PTS: 1

REF: page 31

BLM: Higher Order

84. Which kind of study would most likely be conducted by a sociologist seeking to determine why Aboriginal peoples in Canada have such high suicide rates?
- a. explanatory
 - b. informational
 - c. normative
 - d. descriptive

ANS: A

PTS: 1

REF: page 31

BLM: Higher Order

85. According to the text, which of the following statements best defines altruism?
- a. behaviour intended to help others and done without any expectation of personal benefit
 - b. behaviour intended to help others and which benefits society
 - c. behaviour intended to help others and done for compensation
 - d. behaviour intended to help others and which contributes to public policy

ANS: A

PTS: 1

REF: page 32

BLM: Remember

86. According to the text, what does sociological research help us do?
- a. create knowledge about social groups
 - b. develop methods for studying society
 - c. enter into familiar social settings as strangers
 - d. keep records about how people behave

ANS: C

PTS: 1

REF: page 32

BLM: Remember

87. Which of the following could be described as a descriptive approach to studying altruism?
- a. the percentage of people who return lost wallets
 - b. the relationship between gender and the likelihood of returning a lost wallet
 - c. how frequently people lose their wallets
 - d. whether losing wallets is a cross-cultural phenomenon

ANS: A PTS: 1 REF: page 32 BLM: Higher Order

88. What distinguishes descriptive studies from explanatory studies?
- a. demographics
 - b. objectives
 - c. facts
 - d. statistics

ANS: B PTS: 1 REF: page 33 BLM: Remember

89. Andrea is conducting a laboratory experiment on altruism. Which statement best describes a weakness in her approach?
- a. It is unreliable.
 - b. It is inaccurate.
 - c. It is unethical.
 - d. It is artificial.

ANS: D PTS: 1 REF: page 32 BLM: Higher Order

90. According to the text, what is one of the strengths of using interviews?
- a. They are inexpensive.
 - b. They use relatively large samples.
 - c. Data is readily available.
 - d. There are fewer ethical issues.

ANS: B PTS: 1 REF: page 43 BLM: Remember

91. Martin uses interviews, questionnaires, and participant observation for his research. According to the text, what research approach is Martin using?
- a. mixed
 - b. inductive
 - c. explanatory
 - d. triangulated

ANS: D PTS: 1 REF: page 51 BLM: Higher Order

92. Which type of variable includes gender, race, and class?
- a. independent
 - b. dependent
 - c. control
 - d. hypothetical

ANS: A PTS: 1 REF: page 35 BLM: Higher Order

93. According to the text, which of the following countries has Good Samaritan laws?
- a. Canada
 - b. France
 - c. U.S.A.
 - d. England

ANS: B PTS: 1 REF: page 36 BLM: Remember

94. Which of the following provide researchers with “living laboratories”?
- a. case studies
 - b. field experiments
 - c. control groups
 - d. natural experiments

ANS: D PTS: 1 REF: page 39 BLM: Remember

95. On which types of projects is the mutual aid provided to poor countries often spent?
- a. famine
 - b. infrastructure
 - c. poverty
 - d. health

ANS: B PTS: 1 REF: page 47 BLM: Remember

96. According to the text, which phrase best defines reactivity?
- a. the response of the scientific community to new research
 - b. a common outcome of laboratory experiments
 - c. a change in behaviour among research subjects
 - d. an unintended consequence of using interviews

ANS: C PTS: 1 REF: page 43 BLM: Remember

97. According to the text, which statement best defines complete observation?
- a. The researcher fully participates in the events under study.
 - b. The researcher documents every event under study.
 - c. The researcher observes events within a laboratory setting.
 - d. The researcher avoids taking part in the events under study.

ANS: D PTS: 1 REF: page 46 BLM: Remember

98. Who invented a new form of aid that directly benefits the poorest people in the world?
- a. Mohammad Yunus
 - b. Michael Grameen
 - c. Latané and Darley
 - d. Louis Zurcher

ANS: A PTS: 1 REF: page 40 BLM: Remember

99. Which of the following statements is NOT a feature of the Grameen Bank project in Bangladesh?
- a. The project is funded by international donors.
 - b. Borrowers must own private property.
 - c. Peer support is a requirement for receiving loans.
 - d. Most of the borrowers are women.

ANS: B

PTS: 1

REF: page 40

BLM: Higher Order

100. Sarah begins to act altruistically once she discovers her actions are under study. What phenomenon is Sarah exhibiting?
- a. predictability
 - b. reactivity
 - c. generalizability
 - d. validity

ANS: B

PTS: 1

REF: page 42

BLM: Higher Order

101. According to Statistics Canada, who is the main recipient of charitable donations in Canada?
- a. health organizations
 - b. social services
 - c. religious organizations
 - d. government agencies

ANS: C

PTS: 1

REF: page 44

BLM: Remember

102. Who is most likely to make charitable donations in Canada?
- a. young people
 - b. people who volunteer
 - c. men
 - d. women

ANS: D

PTS: 1

REF: page 44

BLM: Remember

103. Which of the following statements best describes Kapadia's (2008) research on relief efforts and natural disasters?
- a. Kapadia used triangulation to study relief efforts in areas surrounding the Indian Ocean.
 - b. Kapadia concluded that relief efforts were too ambitious.
 - c. Kapadia struggled to build good relationships with villagers affected by natural disasters.
 - d. Kapadia found that relief efforts lead to an increased standard of living.

ANS: A

PTS: 1

REF: page 47

BLM: Higher Order

104. Which of the following statements best describes Haas's (1977) experience of studying high steel ironworkers?
- a. Field research is important for understanding dangerous occupations.
 - b. Field research can involve a degree of danger.
 - c. Field research on dangerous occupations presents additional ethical issues.
 - d. Field research on dangerous occupations is not supported by the scientific community.

ANS: B

PTS: 1

REF: page 49

BLM: Higher Order

105. According to feminist research, what is the study of spousal abuse from a male perspective an example of?
- a. sexism
 - b. gender politics
 - c. ethical violation
 - d. androcentricity

ANS: D

PTS: 1

REF: page 51

BLM: Higher Order

106. Suppose you used a qualitative approach to study bullying in schools. Which of the following methods would your research most likely use?
- a. Laboratory experiments on bullying.
 - b. Field observations of bullying in the school yard.
 - c. Questionnaires administered to all bullies in the school.
 - d. Secondary analysis of school reports on bullying.

ANS: B

PTS: 1

REF: page 38-39

BLM: Higher Order

107. Which statement best describes Bergen's (1993) experience of studying marital rape?
- a. Bergen's personal involvement was important.
 - b. Bergen's personal involvement created new ethical problems.
 - c. Bergen's personal involvement was frowned upon by other researchers.
 - d. Bergen's personal involvement led her to terminate interviews.

ANS: A

PTS: 1

REF: page 52-53

BLM: Higher Order

108. Karen wants to explore issues of dominance in her research. What type of research strategy is Karen most likely to use?
- a. inductive
 - b. deductive
 - c. critical
 - d. scientific

ANS: C

PTS: 1

REF: page 53

BLM: Higher Order

109. Devon reveals the names of his research subjects in the final report. What ethical principle is Devon violating?
- confidentiality
 - informed consent
 - disclosure
 - anonymity

ANS: A

PTS: 1

REF: page 54

BLM: Higher Order

TRUE/FALSE

1. The normative approach is based on the assumption that knowledge is best gained by direct, systematic observation.

ANS: F

PTS: 1

REF: page 29

2. Descriptive studies are designed to find out what is happening to whom, where, and when.

ANS: T

PTS: 1

REF: page 31

3. The theory and research cycle consists of deductive and inductive approaches.

ANS: T

PTS: 1

REF: page 31

4. The qualitative research model begins with the selection and definition of the research problem.

ANS: F

PTS: 1

REF: page 34-35

5. The dependent variable is presumed to cause the independent one.

ANS: F

PTS: 1

REF: page 36

6. Determining an operational definition for a variable is usually a simple and straightforward process.

ANS: F

PTS: 1

REF: page 33

7. All social research makes use of hypotheses.

ANS: F

PTS: 1

REF: page 32-34

8. Reliability is the extent to which a study or research instrument accurately measures what it is supposed to measure.

ANS: F

PTS: 1

REF: page 33

9. IQ tests are accepted as being valid and reliable measures of intelligence.

ANS: F PTS: 1 REF: page 34

10. When subjects change their behaviour in response to knowing they are being studied, this is referred to as reactivity.

ANS: T PTS: 1 REF: page 39

11. The major advantage of the controlled experiment is the researcher's control over the environment and the ability to isolate the experimental variable.

ANS: T PTS: 1 REF: page 38-39

12. Experiments are limited in scope, as only a small number of variables can be manipulated.

ANS: T PTS: 1 REF: page 39

13. Self-administered questionnaires are relatively simple and inexpensive to administer.

ANS: T PTS: 1 REF: page 40

14. The major disadvantage of interviews is their lack of effectiveness in dealing with complicated issues.

ANS: F PTS: 1 REF: page 40

15. A simple random sample is chosen by chance.

ANS: T PTS: 1 REF: page 41

16. Secondary analysis is referred to as "obtrusive" research because it includes a variety of reactive research techniques.

ANS: F PTS: 1 REF: page 47

17. Books, graffiti, and television programs can all be sources of data for secondary analysis.

ANS: T PTS: 1 REF: page 48

18. A weakness of secondary analysis is that the data are hard to obtain and quite expensive to use.

ANS: F PTS: 1 REF: page 48

19. Participant observation involves collecting systematic observations while being part of the activities of the group being studied.

ANS: T PTS: 1 REF: page 43

20. In participant observation studies, researchers must decide whether to let people know they are being studied.

ANS: T PTS: 1 REF: page 45

21. Most participant observation research takes the form of a case study.

ANS: T PTS: 1 REF: page 44

22. Questions in unstructured interviews are quite often derived from the answers to previous questions.

ANS: T PTS: 1 REF: page 45

23. Field research provides opportunities for researchers to view from the inside what may not be obvious to an outside observer.

ANS: T PTS: 1 REF: page 43

24. One goal of feminist research is to try to objectify women's experiences in order to translate them into pure research data.

ANS: F PTS: 1 REF: page 48-49

25. Researchers are required by a code of ethics to weigh the societal benefits of research against the potential costs to participants.

ANS: T PTS: 1 REF: page 51

26. Elderly Canadians are more likely to make charitable donations than younger people.

ANS: T PTS: 1 REF: page 44

27. Feminist research methods support the idea that researchers should be neutral and detached.

ANS: F PTS: 1 REF: page 51-52

28. Maintaining confidentiality means the research cannot link a given response to a given respondent.

ANS: F PTS: 1 REF: page 54

29. Many researchers avoid using the Internet to conduct research due to ethical issues.

ANS: F PTS: 1 REF: page 43

30. Triangulation provides a more complete picture of homeless people and their experiences.

ANS: T PTS: 1 REF: page 51

ESSAY

1. List and describe the five different ways of knowing the world.

ANS:

Answers will vary

PTS: 1

2. Compare and contrast the quantitative and qualitative research models.

ANS:

Answers will vary

PTS: 1

3. Identify the main features of experiments and discuss the key strengths and weaknesses of using experimental methods.

ANS:

Answers will vary

PTS: 1

4. Explain what is unique about feminist research methods.

ANS:

Answers will vary

PTS: 1

5. Using examples, outline several of the key ethical issues that sociologists face in conducting research.

ANS:

Answers will vary

PTS: 1

6. Using examples, consider some of the ethical issues involved in conducting research on the Internet.

ANS:

Answers will vary

PTS: 1

Chapter 2 Sociological Research

7. Explain the strengths and weaknesses of using multiple methods or “triangulation.”

ANS:

Answers will vary

PTS: 1

SHORT ANSWER

1. Define the three ways in which critical research strategies can be used.

ANS:

Oppositional, radical, subversive

PTS: 1

REF: page 53

2. Describe the three tasks that define how to conduct an institutional ethnography.

ANS:

Focus on ideology, work (in the broad sense), and social relations.

PTS: 1

REF: page 53

3. Discuss how “cyberethnographies” are useful for studying virtual communities.

ANS:

Enables researchers to explore how people construct online cultures based on their experiences in these simulated worlds.

PTS: 1

REF: page 43

4. Discuss how researchers present sociological data.

ANS:

Title or heading of the table, categories of variables, percentages.

PTS: 1

REF: page 45

5. Compare and contrast descriptive and explanatory studies. Provide examples.

ANS:

Descriptive: describe social reality or provide facts about some group, practice or event.

Explanatory: explain relationships and provide information on why certain events do or do not occur.

Examples will vary.

PTS: 1

REF: page 33-34