

Chapter 2--How Sociologists Do Research

Student: _____

1. The example of OTTFFSSENT demonstrates that:
 - A. our understanding of reality is shaped by our experience
 - B. children always know best
 - C. reality is objectively known
 - D. our experiences do not influence how we see the world
 - E. there is no pattern to social life

2. According to Brym and Lie, the single biggest problem for sociological research is _____.
 - A. being taken seriously by non-sociologists
 - B. acquiring resources to support the research because sociological research is expensive
 - C. that experience filters perceptions of reality
 - D. that values do not influence the choice of research
 - E. none of these choices

3. Which of the following filters perceptions and ensures that we never perceive society in a pure or objective form?
 - A. values
 - B. theories
 - C. previous research
 - D. research methods
 - E. all of these choices

4. Dr. Shelter is interested in the problem of homelessness. He decides to study homelessness because he is personally moved by the social problem. Dr. Shelter's choice of research topic is based on which of the following?
 - A. Values
 - B. Theories
 - C. Methods
 - D. Bias
 - E. Science

5. One of the problems in gathering data in social research is:

- A. Values
- B. Theories
- C. Methods
- D. Bias
- E. Science

6. One of the means of dealing with bias in sociological research is:

- A. privately reflecting on one's ideas
- B. publicly acknowledging interests that influence our perceptions
- C. conversing with students about sociological research
- D. avoiding the sociological literature on the subject
- E. none of these choices

7. Which classic sociologist wrote about "value-relevance of research?"

- A. Emile Durkheim
- B. C.W. Mills
- C. August Comte
- D. Max Weber
- E. Harriet Martineau

8. Which of the following is usually the first step in the research cycle?

- A. selecting a research method
- B. reviewing the literature
- C. formulating a research question
- D. collecting data
- E. none of these choices

9. The attempt to observe a social milieu objectively and take part in the activities being observed is called:

- A. the Hawthorne effect
- B. participant observation
- C. validation
- D. surveying
- E. experimentation

10. The question of whether researcher A would interpret or measure a variable in the same way as researcher B is a question of:
- A. reliability
 - B. validity
 - C. generalizability
 - D. causality
 - E. accuracy
11. The question of whether a researcher's interpretations are accurate, that is, whether his or her measurements measure what they are supposed to measure, is a question of:
- A. reliability
 - B. validity
 - C. generalizability
 - D. causality
 - E. accuracy
12. The question of whether a researcher's findings apply beyond the specific case examined is a question of:
- A. reliability
 - B. validity
 - C. generalizability
 - D. causality
 - E. accuracy
13. In experiments, members of experimental and control groups are selected using:
- A. sampling frames
 - B. representative samples
 - C. probability samples
 - D. randomization techniques
 - E. baseline community drawing
14. When researchers introduce an independent variable to an experimental group in the normal course of social life, this is called:
- A. a random chance experiment
 - B. a field experiment
 - C. a value based experiment
 - D. post-experimental research
 - E. a direct sample experiment

15. To be included in a representative sample, respondents must:

- A. select themselves
- B. be selected according to whether the researcher considers them appropriate subjects
- C. not appear in a sampling frame
- D. have an unknown and zero chance of being selected from a sampling frame
- E. none of these choices

16. Knowledge based on the assumption about the past that may or may not be accurate is known as:

- A. sociological thinking
- B. scientific thinking
- C. traditional thinking
- D. social thinking
- E. formal thinking

17. A community holds a parade every year after which area farmers are then allowed to plant their lands. While the parade does not influence the growing season in any demonstrable way, the community believes that a good parade does positively influence the crop yields. This would be an example of:

- A. sociological thinking
- B. scientific thinking
- C. traditional thinking
- D. social thinking
- E. formal thinking

18. Two observers standing on a street corner saw an automobile accident. While both observers witnessed the same event, they disagreed over which driver was responsible for the accident. This is an example of knowledge based on:

- A. selective observation
- B. casual observation
- C. direct observation
- D. indirect observation
- E. participant observation

19. A neighbor talking to others in a community said that all members of the working class prefer to wear blue jeans rather than slacks. He said this because all working class people whom he knew wore jeans. This statement is an example of knowledge based on:

- A. overgeneralization
- B. generalization
- C. the exception to the rule
- D. qualification
- E. illogical reasoning

20. Someone who would ignore contradictory evidence because they challenge cherished beliefs is creating their ideas from what kind of observation?
- A. selective observation
 - B. casual observation
 - C. direct observation
 - D. indirect observation
 - E. participant observation
21. A sports commentator insists that football teams from Florida can not win in cold weather because these teams have lost 55% of their past games when played in cold weather. This statement represents which form of knowledge?
- A. overgeneralization
 - B. generalization
 - C. the exception to the rule
 - D. mystification
 - E. illogical reasoning
22. Mr. Coach cannot comprehend that he could be wrong concerning his idea about what is the best way to reorganize football teams because he has given this idea much thought. This is an example of:
- A. overgeneralization
 - B. premature closure of inquiry
 - C. ego defense
 - D. mystification
 - E. intellectual intolerance
23. Newton refuses to discuss any competing view about string theory. He states that: "We know all there is to know about string theory!" This is an example of what form of nonscientific thinking?
- A. overgeneralization
 - B. premature closure of inquiry
 - C. the exception to the rule
 - D. mystification
 - E. illogical reasoning
24. The belief that if a child steps on a crack, his or her mother's back will break is an example of what form of nonscientific thinking?
- A. overgeneralization
 - B. premature closure of inquiry
 - C. the exception to the rule
 - D. mystification
 - E. illogical reasoning

25. Sociological research attempts to overcome nonscientific thinking by following a rigorous six-step model.

Usually, the first step in this process is:

- A. reviewing the literature
- B. selecting a research method
- C. formulate a research question
- D. collecting the data
- E. analyzing the data

26. One means of overcoming the weaknesses of a particular method when studying a problem is to:

- A. follow a single method as well as possible
- B. research all methods over a lengthy period of time
- C. ask the research subjects which method is best
- D. conduct research before formulating the research question
- E. use several methods

27. When a sociological researcher interviews workers about their opinions of their health insurance, the researcher is engaging in what stage of research?

- A. reviewing the literature
- B. selecting a research method
- C. formulate a research question
- D. collecting the data
- E. analyzing the data

28. Lillian Rubin studied how working class men felt about their wives working in the paid labor force in Families on the Fault Line. By engaging in participant observation she revealed that the economic dislocation of the workers influenced not only how they felt about women working but also how they felt about:

- A. race and ethnicity
- B. large companies
- C. America
- D. politics
- E. the military

29. When conducting research on human subjects, sociologists are mindful of the need to:

- A. respect the reputations of their university
- B. respect the need of public information
- C. respect for technology
- D. respect for data
- E. respect the subject's rights

30. During a research study on views toward crime, a sociologist was careful to code the names of the subjects rather than use their real names in the research. This is important because:
- A. researchers cannot use data in a way that allows them to be traced to a particular subject
 - B. researchers cannot use any personal data
 - C. researchers can only use personal data
 - D. researchers must judge data by the names of the subjects
 - E. none of these choices
31. A researcher who spends time with subjects in the places where they naturally congregate is engaged in which type of research?
- A. the Hawthorne effect
 - B. participant observation
 - C. validation
 - D. surveying
 - E. experimentation
32. A researcher who examines a social setting from the viewpoint of the participants is conducting research using which method?
- A. the Hawthorne effect
 - B. participant observation
 - C. validation
 - D. surveying
 - E. experimentation
33. If you wanted to understand the rationalizations and motives that criminals use to understand the meaning and consequences of their actions, which method would you use?
- A. observation
 - B. participant observation
 - C. statistical analysis
 - D. surveying
 - E. experimentation
34. If researchers are unable to differentiate their ideas and understandings from those of their research subjects, they have:
- A. "gone native"
 - B. become overly objective
 - C. created validation for the subjects
 - D. reached the point where they are ready to analyze the data
 - E. not attained subjectivity

35. If a researcher's presence influences the subjects' behavior, it is called ____.

- A. value neutrality
- B. the Hawthorne effect
- C. reactivity
- D. subjectivity
- E. objectivity

36. A researcher who gradually and slowly comes to be accepted by the group she is studying is guarding against:

- A. "going native"
- B. validity
- C. reactivity
- D. subjectivity
- E. objectivity

37. A sociologist who is unsure about exactly what will be found when she begins her research is engaged in which type of research?

- A. exemplary
- B. participant observation
- C. experimentation
- D. surveying
- E. exploratory

38. A researcher speculates that people who get married are more likely than people who are not married to be interested in the same kind of pets. This is an example of:

- A. variables
- B. a hypothesis
- C. grounded theory
- D. operationalization
- E. reliability

39. A sociological study of dog trainers which is based on the examination of actual dog trainers, their activities, and their social lives without any predetermined conceptions of these matters is an example of which of the following?

- A. variable
- B. hypothesis
- C. grounded theory
- D. operationalization
- E. reliability

40. Any social concept that can have more than one value is called:

- A. a variable
- B. a hypothesis
- C. a grounded theory
- D. an operationalization
- E. a reliable indicator

41. The research practice of deciding which observations to link to which variables is known as:

- A. validating
- B. hypothesizing
- C. grounding theory
- D. operationalization
- E. contrasting

42. When sociologists decide to measure social class by finding out people's annual income and wealth, they have connected observations of the social world to a variable. This illustrates which research practice?

- A. variables
- B. hypothesis
- C. grounded theory
- D. operationalization
- E. reliability

43. Two sociologists studying a new religious movement are concerned that their interpretations are consistent. This concern is with:

- A. variability
- B. hypotheses
- C. validity
- D. operationalization
- E. reliability

44. A sociological researcher studying a new religious movement is concerned that his interpretations are correct. This concern with the accuracy of interpretation of the data is known as:

- A. variables
- B. hypothesis
- C. validity
- D. operationalization
- E. reliability

45. A person who answers research questions is called a:

- A. variable
- B. respondent
- C. test subject
- D. sociologist
- E. all of these choices

46. If a researcher who is studying social class is able to use variables that are meaningful to the participants, the standards are said to meet ____ criteria for validity in that setting.

- A. internal
- B. external
- C. sociological
- D. grounded
- E. all of these choices

47. If a researcher who is studying social class is able to use variables that are meaningful to people outside of the social setting, the standards are said to be ____ criteria for validity in that setting.

- A. internal
- B. external
- C. sociological
- D. grounded
- E. all of these choices

48. Dr. Freeman conducts research on a small group of white supremacists in a sparsely populated and rural midwestern town. She then publishes a book based on her observations and interviews with the group. Several colleagues are concerned that her book seems to be written about all white supremacists but is based on only this one small group. The problematic issue for Dr. Freeman's colleagues is:

- A. operationalization
- B. the Hawthorne effect
- C. generalizability
- D. causality
- E. none of these choices

49. In Klockars's classic study of professional fencing, he only studied one professional fence in detail. The question of whether we can conclude that his findings are accurate is a question of:

- A. operationalization
- B. the Hawthorne effect
- C. generalizability
- D. causality
- E. none of these choices

50. Which of the following is the analysis of empirically established cause and effect?

- A. operationalization
- B. the Hawthorne effect
- C. generalizability
- D. causality
- E. none of these choices

51. Participant observation is deficient when it comes to establishing reliability, generalizability, and general causality. Therefore, it is better suited for ____ research, according to the text.

- A. statistical
- B. survey
- C. exploratory
- D. corporate
- E. all of these choices

52. A carefully controlled artificial situation that allows researchers to isolate hypothesized causes and measure their effects precisely is called:

- A. a random sample
- B. a population
- C. an experiment
- D. a sample
- E. a variable

53. The process whereby individuals are assigned to research groups by chance is known as:

- A. randomization
- B. population
- C. experimentation
- D. sampling
- E. variation

54. When research subjects have an equal chance to be assigned to a research group, this is called:

- A. randomization
- B. population
- C. experiment
- D. sample
- E. variable

55. A researcher believes that colder temperatures lead to more snowfall. The amount of snowfall is the ____ variable.
- A. independent
 - B. dependent
 - C. spurious
 - D. sociological
 - E. all of these choices
56. A sociologist believes that high levels of education create the opportunity for better-paid work after graduation. Levels of education would be the ____ variable in this hypothesis.
- A. independent
 - B. dependent
 - C. spurious
 - D. sociological
 - E. all of these choices
57. Behaviors that occur in social life may not be replicated in a laboratory setting. This is one of the problems of experimentation and occurs because of the ____ of the laboratory.
- A. artificial nature
 - B. sterile nature
 - C. organizational nature
 - D. objective nature
 - E. none of these choices
58. When a sociologist conducts an experiment in a natural setting and examines the natural course of social life without intervening, this is called:
- A. a field experiment
 - B. a natural experiment
 - C. a laboratory experiment
 - D. a survey experiment
 - E. a classical experiment
59. When people are asked questions about their knowledge, attitudes, or behavior in a face-to-face or telephone interview, or in a "paper-and-pencil" format, they are completing which of the following?
- A. a survey
 - B. an answer and question session
 - C. an ethnographic interview
 - D. an experiment
 - E. all of these choices

60. People who are interviewed haphazardly on a street corner do not constitute a representative sample of American adults because:

- A. it is too diverse of a sample
- B. the sample is too concentrated
- C. the sample will overlook children
- D. the Hawthorne effect will ruin the sample
- E. the sample does not include people who live outside of the area and do not frequent the street corner

61. A subset of a population is called a:

- A. populace
- B. sample
- C. group
- D. designated community
- E. sub-population

62. If a group of sociologists is interested in studying college students' attitudes toward the U.S. Congress, they will need to gather responses to a survey. However, it is not possible for the research group to ask all college students what they think. In order to generate a set of meaningful responses, the research group will have to design a survey that is based on a:

- A. voluntary response sample
- B. representative sample
- C. full population
- D. sampling frame
- E. probability sample

63. If respondents for a survey are chosen at random, then the sample is a:

- A. voluntary response sample
- B. representative sample
- C. full population
- D. sampling frame
- E. low probability sample

64. The list of all the people in a population of interest is called a:

- A. voluntary response sample
- B. representative sample
- C. full population
- D. sampling frame
- E. probability sample

65. In the film *Kinsey*, researcher Alfred Kinsey relied on what we today call a ____ of respondents.

- A. sampling frame
- B. probability sample
- C. convenience sample
- D. technology sample
- E. all of these choices

66. Brym and Lie suggest that few, if any, sampling frames are perfect. Even the United States Census, which is one of the largest and most meticulous surveys in the world, misses a small percentage of the American population. The group that was most undercounted in the census is:

- A. women
- B. minority groups
- C. college students
- D. European-Americans
- E. none of these choices

67. The United States Census succeeds in counting about ____ of the population.

- A. 80%
- B. 75%
- C. 100%
- D. 98%
- E. 90%

68. Some people believe that it is not important if the United States Bureau of the Census is off by a slight margin. The principal argument used to dismiss calls for different counts is based on ____ of changing how the census is conducted.

- A. the cost
- B. the difficulty
- C. the statistics
- D. the organization
- E. none of these choices

69. One of the more popular ways of conducting a survey, where people are mailed a questionnaire and then return it to the researcher, is known as a:

- A. self-administered questionnaire
- B. face-to-face interview
- C. telephone interview
- D. close-ended questionnaire
- E. response rate

70. Mr. Percival receives a survey from an automobile company asking him what kind of automobile he may be interested in buying in the next five to ten years. The survey came with a stamped self-addressed envelope to be sent back to the company's researcher. What kind of survey did Mr. Percival participate in?

- A. self-administered questionnaire
- B. face-to-face interview
- C. telephone interview
- D. close-ended questionnaire
- E. response rate

71. The ____ is the number of people asked to complete a questionnaire divided by the number of people who answer the questionnaire. This is usually reported as a percentage.

- A. failure rate
- B. Hawthorne rate
- C. success rate
- D. rate of return
- E. response rate

72. A survey where the researcher is able to directly question a subject is called a:

- A. self-administered questionnaire
- B. face-to-face interview
- C. open-ended questionnaire
- D. close-ended questionnaire
- E. responsive questionnaire

73. Because training interviewers and researchers to go out and conduct research in person can be expensive, researchers have started using ____ instead.

- A. self-administered questionnaires
- B. face-to-face interviews
- C. telephone interviews
- D. close-ended questionnaires
- E. responsive questionnaires

74. Janice is taking a survey about television sets. The question about preferred screen size allows four options: 12" screen, 19" screen, 25" screen, and 36" screen. This is an example of what kind of question?

- A. open-ended question
- B. close-ended question
- C. essay question
- D. nonresponse
- E. response rate

75. According to Brym and Lie, one of the largest threats to the validity of survey research findings is which of the following?
- A. overcounting
 - B. superlative counting
 - C. researcher bias
 - D. undercounting
 - E. response rate
76. A survey that focuses on sensitive, unpopular, or illegal behavior that leads subjects to answer inaccurately is a serious threat to the validity of research results. This problem is known as:
- A. response bias
 - B. wording effects
 - C. researcher bias
 - D. overcounting
 - E. response rate bias
77. A young sociologist conducting research about grief awkwardly phrases a series of questions on a survey. This creates a problem with the validity of the findings because research subjects are confused by what the questions mean. This is an example of:
- A. response bias
 - B. wording effects
 - C. researcher bias
 - D. overcounting
 - E. response rate bias
78. When children fight at home, an adult is often present to intervene. By repeatedly separating and not ____ their aggressive behavior, the adult can teach them that fighting is unacceptable.
- A. validating
 - B. sanctioning
 - C. rewarding
 - D. praising
 - E. demystifying
79. One of the most useful ways to display survey data is the ____ table.
- A. contingency
 - B. statistical
 - C. student's T
 - D. response rate
 - E. "Kitchen" table

80. If one variable changes as the other changes, the variables are said to be ____.

- A. connected
- B. independent
- C. dependent
- D. spurious
- E. associated

81. If a researcher is interested in the effect of television viewing on behavior and randomly selects research subjects who are male and female to determine the consequences of television viewing, television viewing is the:

- A. connected variable
- B. independent variable
- C. dependent variable
- D. spurious association
- E. control variable

82. If a researcher is interested in the effect of television viewing on behavior, and randomly selects research subjects who are male and female to determine the consequences of television viewing, gender is the:

- A. connected variable
- B. independent variable
- C. dependent variable
- D. spurious association
- E. control variable

83. A researcher notes that when his nose gets cold, he is more likely to slip on the ice when leaving his office building. The researcher then writes a paper stating that there is an association between cold noses and falling down. This association is:

- A. connected
- B. independent
- C. dependent
- D. spurious
- E. controlled

84. If the association between two variables is accidental and not causal, the relationship between the variables is:

- A. connected
- B. independent
- C. dependent
- D. spurious
- E. controlled

85. In addition to participant observation, experiments, and surveys, sociologists also analyze:

- A. personal records
- B. testimonials
- C. existing documents and official statistics
- D. all of these choices
- E. none of these choices

86. The well-known sociologist Charles Tilly has studied the patterns and organization of large-scale social movements and social change. His data has been derived from which of the following sources?

- A. personal records
- B. testimonials
- C. existing documents and official statistics
- D. all of these choices
- E. none of these choices

87. What do most researchers do with their data files when they finish their research?

- A. destroy them because of confidentiality requirements
- B. keep the data files in the private collections
- C. put the data files on public displays in nearby libraries or museums
- D. put the data files in an archive that allows other researchers to conduct further and secondary analysis
- E. none of these choices

88. The Rank of Countries by Four Measures of Well-Being, shown in Table 2.3 in the text, demonstrates the potential bias of official statistics because:

- A. there are different official statistics for measuring the same variable (in this case, "well-being")
- B. official statistics are not standardized across different countries
- C. the United Nations forces different nations to measure well being in different ways
- D. all of these choices
- E. there is no measure of well-being

89. A political movement that has forced sociologists to reconsider issues such as the division of labor in the household, violence against women, and the effects of child rearing responsibilities is known as:

- A. sociolinguistics
- B. feminism
- C. postmodernism
- D. conservatism
- E. political reform

90. If researchers approach sociological problems from an exclusively male point of view, their research is said to be:
- A. male-centered
 - B. female-centered
 - C. sociological
 - D. a feminist
 - E. gender-blindness
91. If a sociological researcher includes gender as a variable in his research but is still using an exclusively male point of view in the construction of a survey, his research will suffer because it is:
- A. male centered
 - B. male based
 - C. gender polluted
 - D. gender biased
 - E. gender blinded
92. Survey researchers make sure that the response options to every question in their survey reflect the full range of options available to both women and men. They are attempting to counter which traditional research problem?
- A. male-centeredness
 - B. female-centeredness
 - C. gender-blindness
 - D. feminist bracketing
 - E. all of these choices
93. What statistic are you calculating if you add the income of ten people and divide that sum by ten?
- A. the mean
 - B. the median
 - C. the correlation coefficient
 - D. a rate
 - E. all of these choices
94. Which of the following statistic is also known as the average?
- A. the mean
 - B. the median
 - C. the correlation coefficient
 - D. a rate
 - E. all of these choices

95. Because a mean may be influenced by high and low values, it may not be an accurate depiction of the "middle" of a set of scores. If you order the scores from lowest to highest and take the middle score, you may have a better sense of the midpoint of the distribution. If you do this, you will have calculated the:

- A. mean
- B. median
- C. correlation coefficient
- D. rate
- E. all of these choices

96. Which statistic measures the strength of an association between two variables?

- A. the mean
- B. the median
- C. the correlation coefficient
- D. a rate
- E. all of these choices

97. What kind of analysis is usually aimed at understanding patterns of social relationships in small-scale social settings and the meanings people attach to those relationships?

- A. annotative
- B. connotative
- C. quantitative
- D. qualitative
- E. statistical

98. What kind of analysis associates specific social qualities (types and degrees of knowledge, attitude, and behavior) with discrete quantities (numbers)?

- A. annotative
- B. connotative
- C. quantitative
- D. qualitative
- E. statistical

99. Research is not of much use to the sociological community, the subjects of the research, or the wider society if the researchers do not:

- A. put actions into practice
- B. prove theories unequivocally
- C. publicize the results
- D. connect with the mass media
- E. believe in altruism

100. The sixth step in the research cycle is:

- A. production
- B. publication
- C. profusion
- D. predetermination
- E. precognition

101. The whole point of using scientific research methods is to eliminate all bias from our observations and arrive at a completely objective perception of reality.

True False

102. Knowledge based on established authority or tradition can be considered scientific because it has been effective for a long time and respected people endorse it.

True False

103. Sociologists engage in participant observation when they attempt to objectively observe a social milieu and take part in the activities of the people they are studying.

True False

104. Deciding which observations to link to which variables is known as operationalization.

True False

105. In participant-observation research, there is usually only one person measuring variables in just one social setting. As a result, some sociologists have raised serious questions about the reliability of much participant-observation research.

True False

106. In an experiment, the experimental group is the group exposed to the independent variable while the control group is the group that is not exposed to the independent variable.

True False

107. When we read that a finding is statistically significant, it usually means we can expect similar findings in 19 out of 20 samples of the same size. Said differently, researchers in the social sciences are conventionally prepared to tolerate a 5% chance that the characteristics of a population are actually different from the characteristics of their sample ($1/20 = 5\%$).

True False

108. In survey research, undercounting, non-response, response bias, wording effects, and ambiguous response categories result in high unreliability.

True False

109. To conclude that the relationship between two variables is causal, there must be an association between the two variables. The presumed cause must precede the presumed effect, and when a control variable is introduced the original association must disappear.

True False

110. Census data, police crime reports, and records of key life events are perhaps the most frequently used sources of official statistics.

True False

111. The first step in sociological research is Selecting a Research Method.

True False

112. Most participant-observation studies begin as exploratory research.

True False

113. The analysis of existing documents and official statistics is NOT a solid method of sociological research.

True False

114. The median is also known as the arithmetic average of a group of figures.

True False

115. The mean can be deceiving when some cases have exceptionally high or low values.

True False

116. What is the single biggest problem for sociological research?

117. Define participant observation.

118. Define a variable.

119. Define population as the term is used in research.

120. Define validity.

121. Define the independent variable.

122. What is a control group?

123. Define reliability.

124. Define a hypothesis.

125. Define a dependent variable.

126. Set up a research project where you wish to determine the motivations for watching a popular television program. How would you conduct your project?

127. Compare and contrast participant observation and survey research. What are the strengths and weaknesses of each? How are they similar and different?

128. Many sociologists who conduct participant observation research consider the Hawthorne effect a serious problem in conducting research. What steps can a sociologist take to counter the negative consequences of the Hawthorne effect?

129. What reasons would lead some critics to argue that sociological research suffers from a male-centered perspective?

130. What are the strengths and weaknesses of the American census?

131. Explain all of the stages of research involved in investigating a social problem that interests you.

132. Explain the following statistics: mean, median, rate, and correlation.

133. What is the problem of overgeneralization? How can sociologists correct for this problem?

134. Explain the research conducted by Lillian Rubin. How did she conduct her research? What did she discover?

135. Construct your own essay question drawing on relevant course materials for your answer. Points will be awarded for both the question and answer.

Chapter 2--How Sociologists Do Research **Key**

1. The example of OTTFFSSENT demonstrates that:

- A. our understanding of reality is shaped by our experience
- B. children always know best
- C. reality is objectively known
- D. our experiences do not influence how we see the world
- E. there is no pattern to social life

2. According to Brym and Lie, the single biggest problem for sociological research is ____.

- A. being taken seriously by non-sociologists
- B. acquiring resources to support the research because sociological research is expensive
- C. that experience filters perceptions of reality
- D. that values do not influence the choice of research
- E. none of these choices

3. Which of the following filters perceptions and ensures that we never perceive society in a pure or objective form?

- A. values
- B. theories
- C. previous research
- D. research methods
- E. all of these choices

4. Dr. Shelter is interested in the problem of homelessness. He decides to study homelessness because he is personally moved by the social problem. Dr. Shelter's choice of research topic is based on which of the following?

- A. Values
- B. Theories
- C. Methods
- D. Bias
- E. Science

5. One of the problems in gathering data in social research is:

- A. Values
- B. Theories
- C. Methods
- D.** Bias
- E. Science

6. One of the means of dealing with bias in sociological research is:

- A. privately reflecting on one's ideas
- B.** publicly acknowledging interests that influence our perceptions
- C. conversing with students about sociological research
- D. avoiding the sociological literature on the subject
- E. none of these choices

7. Which classic sociologist wrote about "value-relevance of research?"

- A. Emile Durkheim
- B. C.W. Mills
- C. August Comte
- D.** Max Weber
- E. Harriet Martineau

8. Which of the following is usually the first step in the research cycle?

- A. selecting a research method
- B. reviewing the literature
- C.** formulating a research question
- D. collecting data
- E. none of these choices

9. The attempt to observe a social milieu objectively and take part in the activities being observed is called:

- A. the Hawthorne effect
- B.** participant observation
- C. validation
- D. surveying
- E. experimentation

10. The question of whether researcher A would interpret or measure a variable in the same way as researcher B is a question of:

- A.** reliability
- B. validity
- C. generalizability
- D. causality
- E. accuracy

11. The question of whether a researcher's interpretations are accurate, that is, whether his or her measurements measure what they are supposed to measure, is a question of:

- A. reliability
- B.** validity
- C. generalizability
- D. causality
- E. accuracy

12. The question of whether a researcher's findings apply beyond the specific case examined is a question of:

- A. reliability
- B. validity
- C.** generalizability
- D. causality
- E. accuracy

13. In experiments, members of experimental and control groups are selected using:

- A. sampling frames
- B. representative samples
- C. probability samples
- D.** randomization techniques
- E. baseline community drawing

14. When researchers introduce an independent variable to an experimental group in the normal course of social life, this is called:

- A. a random chance experiment
- B.** a field experiment
- C. a value based experiment
- D. post-experimental research
- E. a direct sample experiment

15. To be included in a representative sample, respondents must:

- A. select themselves
- B. be selected according to whether the researcher considers them appropriate subjects
- C. not appear in a sampling frame
- D. have an unknown and zero chance of being selected from a sampling frame
- E.** none of these choices

16. Knowledge based on the assumption about the past that may or may not be accurate is known as:

- A. sociological thinking
- B. scientific thinking
- C.** traditional thinking
- D. social thinking
- E. formal thinking

17. A community holds a parade every year after which area farmers are then allowed to plant their lands. While the parade does not influence the growing season in any demonstrable way, the community believes that a good parade does positively influence the crop yields. This would be an example of:

- A. sociological thinking
- B. scientific thinking
- C.** traditional thinking
- D. social thinking
- E. formal thinking

18. Two observers standing on a street corner saw an automobile accident. While both observers witnessed the same event, they disagreed over which driver was responsible for the accident. This is an example of knowledge based on:

- A. selective observation
- B.** casual observation
- C. direct observation
- D. indirect observation
- E. participant observation

19. A neighbor talking to others in a community said that all members of the working class prefer to wear blue jeans rather than slacks. He said this because all working class people whom he knew wore jeans. This statement is an example of knowledge based on:

- A.** overgeneralization
- B. generalization
- C. the exception to the rule
- D. qualification
- E. illogical reasoning

20. Someone who would ignore contradictory evidence because they challenge cherished beliefs is creating their ideas from what kind of observation?

- A. selective observation
- B. casual observation
- C. direct observation
- D. indirect observation
- E. participant observation

21. A sports commentator insists that football teams from Florida can not win in cold weather because these teams have lost 55% of their past games when played in cold weather. This statement represents which form of knowledge?

- A. overgeneralization
- B. generalization
- C. the exception to the rule
- D. mystification
- E. illogical reasoning

22. Mr. Coach cannot comprehend that he could be wrong concerning his idea about what is the best way to reorganize football teams because he has given this idea much thought. This is an example of:

- A. overgeneralization
- B. premature closure of inquiry
- C. ego defense
- D. mystification
- E. intellectual intolerance

23. Newton refuses to discuss any competing view about string theory. He states that: "We know all there is to know about string theory!" This is an example of what form of nonscientific thinking?

- A. overgeneralization
- B. premature closure of inquiry
- C. the exception to the rule
- D. mystification
- E. illogical reasoning

24. The belief that if a child steps on a crack, his or her mother's back will break is an example of what form of nonscientific thinking?

- A. overgeneralization
- B. premature closure of inquiry
- C. the exception to the rule
- D. mystification
- E. illogical reasoning

25. Sociological research attempts to overcome nonscientific thinking by following a rigorous six-step model.

Usually, the first step in this process is:

- A. reviewing the literature
- B. selecting a research method
- C. formulate a research question**
- D. collecting the data
- E. analyzing the data

26. One means of overcoming the weaknesses of a particular method when studying a problem is to:

- A. follow a single method as well as possible
- B. research all methods over a lengthy period of time
- C. ask the research subjects which method is best
- D. conduct research before formulating the research question
- E. use several methods**

27. When a sociological researcher interviews workers about their opinions of their health insurance, the researcher is engaging in what stage of research?

- A. reviewing the literature
- B. selecting a research method
- C. formulate a research question
- D. collecting the data**
- E. analyzing the data

28. Lillian Rubin studied how working class men felt about their wives working in the paid labor force in Families on the Fault Line. By engaging in participant observation she revealed that the economic dislocation of the workers influenced not only how they felt about women working but also how they felt about:

- A. race and ethnicity**
- B. large companies
- C. America
- D. politics
- E. the military

29. When conducting research on human subjects, sociologists are mindful of the need to:

- A. respect the reputations of their university
- B. respect the need of public information
- C. respect for technology
- D. respect for data
- E. respect the subject's rights**

30. During a research study on views toward crime, a sociologist was careful to code the names of the subjects rather than use their real names in the research. This is important because:
- A.** researchers cannot use data in a way that allows them to be traced to a particular subject
 - B. researchers cannot use any personal data
 - C. researchers can only use personal data
 - D. researchers must judge data by the names of the subjects
 - E. none of these choices
31. A researcher who spends time with subjects in the places where they naturally congregate is engaged in which type of research?
- A. the Hawthorne effect
 - B.** participant observation
 - C. validation
 - D. surveying
 - E. experimentation
32. A researcher who examines a social setting from the viewpoint of the participants is conducting research using which method?
- A. the Hawthorne effect
 - B.** participant observation
 - C. validation
 - D. surveying
 - E. experimentation
33. If you wanted to understand the rationalizations and motives that criminals use to understand the meaning and consequences of their actions, which method would you use?
- A. observation
 - B.** participant observation
 - C. statistical analysis
 - D. surveying
 - E. experimentation
34. If researchers are unable to differentiate their ideas and understandings from those of their research subjects, they have:
- A.** "gone native"
 - B. become overly objective
 - C. created validation for the subjects
 - D. reached the point where they are ready to analyze the data
 - E. not attained subjectivity

35. If a researcher's presence influences the subjects' behavior, it is called ____.

- A. value neutrality
- B. the Hawthorne effect
- C. reactivity**
- D. subjectivity
- E. objectivity

36. A researcher who gradually and slowly comes to be accepted by the group she is studying is guarding against:

- A. "going native"
- B. validity
- C. reactivity**
- D. subjectivity
- E. objectivity

37. A sociologist who is unsure about exactly what will be found when she begins her research is engaged in which type of research?

- A. exemplary
- B. participant observation
- C. experimentation
- D. surveying
- E. exploratory**

38. A researcher speculates that people who get married are more likely than people who are not married to be interested in the same kind of pets. This is an example of:

- A. variables
- B. a hypothesis**
- C. grounded theory
- D. operationalization
- E. reliability

39. A sociological study of dog trainers which is based on the examination of actual dog trainers, their activities, and their social lives without any predetermined conceptions of these matters is an example of which of the following?

- A. variable
- B. hypothesis
- C. grounded theory**
- D. operationalization
- E. reliability

40. Any social concept that can have more than one value is called:

- A.** a variable
- B. a hypothesis
- C. a grounded theory
- D. an operationalization
- E. a reliable indicator

41. The research practice of deciding which observations to link to which variables is known as:

- A. validating
- B. hypothesizing
- C. grounding theory
- D.** operationalization
- E. contrasting

42. When sociologists decide to measure social class by finding out people's annual income and wealth, they have connected observations of the social world to a variable. This illustrates which research practice?

- A. variables
- B. hypothesis
- C. grounded theory
- D.** operationalization
- E. reliability

43. Two sociologists studying a new religious movement are concerned that their interpretations are consistent. This concern is with:

- A. variability
- B. hypotheses
- C. validity
- D. operationalization
- E.** reliability

44. A sociological researcher studying a new religious movement is concerned that his interpretations are correct. This concern with the accuracy of interpretation of the data is known as:

- A. variables
- B. hypothesis
- C.** validity
- D. operationalization
- E. reliability

45. A person who answers research questions is called a:

- A. variable
- B. respondent**
- C. test subject
- D. sociologist
- E. all of these choices

46. If a researcher who is studying social class is able to use variables that are meaningful to the participants, the standards are said to meet ____ criteria for validity in that setting.

- A. internal**
- B. external
- C. sociological
- D. grounded
- E. all of these choices

47. If a researcher who is studying social class is able to use variables that are meaningful to people outside of the social setting, the standards are said to be ____ criteria for validity in that setting.

- A. internal
- B. external**
- C. sociological
- D. grounded
- E. all of these choices

48. Dr. Freeman conducts research on a small group of white supremacists in a sparsely populated and rural midwestern town. She then publishes a book based on her observations and interviews with the group. Several colleagues are concerned that her book seems to be written about all white supremacists but is based on only this one small group. The problematic issue for Dr. Freeman's colleagues is:

- A. operationalization
- B. the Hawthorne effect
- C. generalizability**
- D. causality
- E. none of these choices

49. In Klockars's classic study of professional fencing, he only studied one professional fence in detail. The question of whether we can conclude that his findings are accurate is a question of:

- A. operationalization
- B. the Hawthorne effect
- C. generalizability**
- D. causality
- E. none of these choices

50. Which of the following is the analysis of empirically established cause and effect?

- A. operationalization
- B. the Hawthorne effect
- C. generalizability
- D.** causality
- E. none of these choices

51. Participant observation is deficient when it comes to establishing reliability, generalizability, and general causality. Therefore, it is better suited for ____ research, according to the text.

- A. statistical
- B. survey
- C.** exploratory
- D. corporate
- E. all of these choices

52. A carefully controlled artificial situation that allows researchers to isolate hypothesized causes and measure their effects precisely is called:

- A. a random sample
- B. a population
- C.** an experiment
- D. a sample
- E. a variable

53. The process whereby individuals are assigned to research groups by chance is known as:

- A.** randomization
- B. population
- C. experimentation
- D. sampling
- E. variation

54. When research subjects have an equal chance to be assigned to a research group, this is called:

- A.** randomization
- B. population
- C. experiment
- D. sample
- E. variable

55. A researcher believes that colder temperatures lead to more snowfall. The amount of snowfall is the ____ variable.

- A. independent
- B. dependent**
- C. spurious
- D. sociological
- E. all of these choices

56. A sociologist believes that high levels of education create the opportunity for better-paid work after graduation. Levels of education would be the ____ variable in this hypothesis.

- A. independent**
- B. dependent
- C. spurious
- D. sociological
- E. all of these choices

57. Behaviors that occur in social life may not be replicated in a laboratory setting. This is one of the problems of experimentation and occurs because of the ____ of the laboratory.

- A. artificial nature**
- B. sterile nature
- C. organizational nature
- D. objective nature
- E. none of these choices

58. When a sociologist conducts an experiment in a natural setting and examines the natural course of social life without intervening, this is called:

- A. a field experiment
- B. a natural experiment**
- C. a laboratory experiment
- D. a survey experiment
- E. a classical experiment

59. When people are asked questions about their knowledge, attitudes, or behavior in a face-to-face or telephone interview, or in a "paper-and-pencil" format, they are completing which of the following?

- A. a survey**
- B. an answer and question session
- C. an ethnographic interview
- D. an experiment
- E. all of these choices

60. People who are interviewed haphazardly on a street corner do not constitute a representative sample of American adults because:

- A. it is too diverse of a sample
- B. the sample is too concentrated
- C. the sample will overlook children
- D. the Hawthorne effect will ruin the sample
- E.** the sample does not include people who live outside of the area and do not frequent the street corner

61. A subset of a population is called a:

- A. populace
- B.** sample
- C. group
- D. designated community
- E. sub-population

62. If a group of sociologists is interested in studying college students' attitudes toward the U.S. Congress, they will need to gather responses to a survey. However, it is not possible for the research group to ask all college students what they think. In order to generate a set of meaningful responses, the research group will have to design a survey that is based on a:

- A. voluntary response sample
- B.** representative sample
- C. full population
- D. sampling frame
- E. probability sample

63. If respondents for a survey are chosen at random, then the sample is a:

- A. voluntary response sample
- B. representative sample
- C. full population
- D. sampling frame
- E.** low probability sample

64. The list of all the people in a population of interest is called a:

- A. voluntary response sample
- B. representative sample
- C. full population
- D.** sampling frame
- E. probability sample

65. In the film *Kinsey*, researcher Alfred Kinsey relied on what we today call a ____ of respondents.

- A. sampling frame
- B. probability sample
- C.** convenience sample
- D. technology sample
- E. all of these choices

66. Brym and Lie suggest that few, if any, sampling frames are perfect. Even the United States Census, which is one of the largest and most meticulous surveys in the world, misses a small percentage of the American population. The group that was most undercounted in the census is:

- A. women
- B.** minority groups
- C. college students
- D. European-Americans
- E. none of these choices

67. The United States Census succeeds in counting about ____ of the population.

- A. 80%
- B. 75%
- C. 100%
- D.** 98%
- E. 90%

68. Some people believe that it is not important if the United States Bureau of the Census is off by a slight margin. The principal argument used to dismiss calls for different counts is based on ____ of changing how the census is conducted.

- A.** the cost
- B. the difficulty
- C. the statistics
- D. the organization
- E. none of these choices

69. One of the more popular ways of conducting a survey, where people are mailed a questionnaire and then return it to the researcher, is known as a:

- A.** self-administered questionnaire
- B. face-to-face interview
- C. telephone interview
- D. close-ended questionnaire
- E. response rate

70. Mr. Percival receives a survey from an automobile company asking him what kind of automobile he may be interested in buying in the next five to ten years. The survey came with a stamped self-addressed envelope to be sent back to the company's researcher. What kind of survey did Mr. Percival participate in?

- A.** self-administered questionnaire
- B. face-to-face interview
- C. telephone interview
- D. close-ended questionnaire
- E. response rate

71. The ____ is the number of people asked to complete a questionnaire divided by the number of people who answer the questionnaire. This is usually reported as a percentage.

- A. failure rate
- B. Hawthorne rate
- C. success rate
- D. rate of return
- E.** response rate

72. A survey where the researcher is able to directly question a subject is called a:

- A. self-administered questionnaire
- B.** face-to-face interview
- C. open-ended questionnaire
- D. close-ended questionnaire
- E. responsive questionnaire

73. Because training interviewers and researchers to go out and conduct research in person can be expensive, researchers have started using ____ instead.

- A. self-administered questionnaires
- B. face-to-face interviews
- C.** telephone interviews
- D. close-ended questionnaires
- E. responsive questionnaires

74. Janice is taking a survey about television sets. The question about preferred screen size allows four options: 12" screen, 19" screen, 25" screen, and 36" screen. This is an example of what kind of question?

- A. open-ended question
- B.** close-ended question
- C. essay question
- D. nonresponse
- E. response rate

75. According to Brym and Lie, one of the largest threats to the validity of survey research findings is which of the following?
- A. overcounting
 - B. superlative counting
 - C. researcher bias
 - D.** undercounting
 - E. response rate
76. A survey that focuses on sensitive, unpopular, or illegal behavior that leads subjects to answer inaccurately is a serious threat to the validity of research results. This problem is known as:
- A.** response bias
 - B. wording effects
 - C. researcher bias
 - D. overcounting
 - E. response rate bias
77. A young sociologist conducting research about grief awkwardly phrases a series of questions on a survey. This creates a problem with the validity of the findings because research subjects are confused by what the questions mean. This is an example of:
- A. response bias
 - B.** wording effects
 - C. researcher bias
 - D. overcounting
 - E. response rate bias
78. When children fight at home, an adult is often present to intervene. By repeatedly separating and not _____ their aggressive behavior, the adult can teach them that fighting is unacceptable.
- A. validating
 - B.** sanctioning
 - C. rewarding
 - D. praising
 - E. demystifying
79. One of the most useful ways to display survey data is the _____ table.
- A.** contingency
 - B. statistical
 - C. student's T
 - D. response rate
 - E. "Kitchen" table

80. If one variable changes as the other changes, the variables are said to be ____.

- A. connected
- B. independent
- C. dependent
- D. spurious
- E.** associated

81. If a researcher is interested in the effect of television viewing on behavior and randomly selects research subjects who are male and female to determine the consequences of television viewing, television viewing is the:

- A. connected variable
- B.** independent variable
- C. dependent variable
- D. spurious association
- E. control variable

82. If a researcher is interested in the effect of television viewing on behavior, and randomly selects research subjects who are male and female to determine the consequences of television viewing, gender is the:

- A. connected variable
- B. independent variable
- C. dependent variable
- D. spurious association
- E.** control variable

83. A researcher notes that when his nose gets cold, he is more likely to slip on the ice when leaving his office building. The researcher then writes a paper stating that there is an association between cold noses and falling down. This association is:

- A. connected
- B. independent
- C. dependent
- D.** spurious
- E. controlled

84. If the association between two variables is accidental and not causal, the relationship between the variables is:

- A. connected
- B. independent
- C. dependent
- D.** spurious
- E. controlled

85. In addition to participant observation, experiments, and surveys, sociologists also analyze:

- A. personal records
- B. testimonials
- C. existing documents and official statistics**
- D. all of these choices
- E. none of these choices

86. The well-known sociologist Charles Tilly has studied the patterns and organization of large-scale social movements and social change. His data has been derived from which of the following sources?

- A. personal records
- B. testimonials
- C. existing documents and official statistics**
- D. all of these choices
- E. none of these choices

87. What do most researchers do with their data files when they finish their research?

- A. destroy them because of confidentiality requirements
- B. keep the data files in the private collections
- C. put the data files on public displays in nearby libraries or museums
- D. put the data files in an archive that allows other researchers to conduct further and secondary analysis**
- E. none of these choices

88. The Rank of Countries by Four Measures of Well-Being, shown in Table 2.3 in the text, demonstrates the potential bias of official statistics because:

- A. there are different official statistics for measuring the same variable (in this case, "well-being")**
- B. official statistics are not standardized across different countries
- C. the United Nations forces different nations to measure well being in different ways
- D. all of these choices
- E. there is no measure of well-being

89. A political movement that has forced sociologists to reconsider issues such as the division of labor in the household, violence against women, and the effects of child rearing responsibilities is known as:

- A. sociolinguistics
- B. feminism**
- C. postmodernism
- D. conservatism
- E. political reform

90. If researchers approach sociological problems from an exclusively male point of view, their research is said to be:
- A. male-centered
 - B. female-centered
 - C. sociological
 - D. a feminist
 - E. gender-blindness
91. If a sociological researcher includes gender as a variable in his research but is still using an exclusively male point of view in the construction of a survey, his research will suffer because it is:
- A. male centered
 - B. male based
 - C. gender polluted
 - D. gender biased
 - E. gender blinded
92. Survey researchers make sure that the response options to every question in their survey reflect the full range of options available to both women and men. They are attempting to counter which traditional research problem?
- A. male-centeredness
 - B. female-centeredness
 - C. gender-blindness
 - D. feminist bracketing
 - E. all of these choices
93. What statistic are you calculating if you add the income of ten people and divide that sum by ten?
- A. the mean
 - B. the median
 - C. the correlation coefficient
 - D. a rate
 - E. all of these choices
94. Which of the following statistic is also known as the average?
- A. the mean
 - B. the median
 - C. the correlation coefficient
 - D. a rate
 - E. all of these choices

95. Because a mean may be influenced by high and low values, it may not be an accurate depiction of the "middle" of a set of scores. If you order the scores from lowest to highest and take the middle score, you may have a better sense of the midpoint of the distribution. If you do this, you will have calculated the:

- A. mean
- B.** median
- C. correlation coefficient
- D. rate
- E. all of these choices

96. Which statistic measures the strength of an association between two variables?

- A. the mean
- B. the median
- C.** the correlation coefficient
- D. a rate
- E. all of these choices

97. What kind of analysis is usually aimed at understanding patterns of social relationships in small-scale social settings and the meanings people attach to those relationships?

- A. annotative
- B. connotative
- C. quantitative
- D.** qualitative
- E. statistical

98. What kind of analysis associates specific social qualities (types and degrees of knowledge, attitude, and behavior) with discrete quantities (numbers)?

- A. annotative
- B. connotative
- C.** quantitative
- D. qualitative
- E. statistical

99. Research is not of much use to the sociological community, the subjects of the research, or the wider society if the researchers do not:

- A. put actions into practice
- B. prove theories unequivocally
- C.** publicize the results
- D. connect with the mass media
- E. believe in altruism

100. The sixth step in the research cycle is:

- A. production
- B. publication**
- C. profusion
- D. predetermination
- E. precognition

101. The whole point of using scientific research methods is to eliminate all bias from our observations and arrive at a completely objective perception of reality.

FALSE

102. Knowledge based on established authority or tradition can be considered scientific because it has been effective for a long time and respected people endorse it.

FALSE

103. Sociologists engage in participant observation when they attempt to objectively observe a social milieu and take part in the activities of the people they are studying.

TRUE

104. Deciding which observations to link to which variables is known as operationalization.

TRUE

105. In participant-observation research, there is usually only one person measuring variables in just one social setting. As a result, some sociologists have raised serious questions about the reliability of much participant-observation research.

TRUE

106. In an experiment, the experimental group is the group exposed to the independent variable while the control group is the group that is not exposed to the independent variable.

TRUE

107. When we read that a finding is statistically significant, it usually means we can expect similar findings in 19 out of 20 samples of the same size. Said differently, researchers in the social sciences are conventionally prepared to tolerate a 5% chance that the characteristics of a population are actually different from the characteristics of their sample ($1/20 = 5\%$).

TRUE

108. In survey research, undercounting, non-response, response bias, wording effects, and ambiguous response categories result in high unreliability.

FALSE

109. To conclude that the relationship between two variables is causal, there must be an association between the two variables. The presumed cause must precede the presumed effect, and when a control variable is introduced the original association must disappear.

FALSE

110. Census data, police crime reports, and records of key life events are perhaps the most frequently used sources of official statistics.

TRUE

111. The first step in sociological research is Selecting a Research Method.

FALSE

112. Most participant-observation studies begin as exploratory research.

TRUE

113. The analysis of existing documents and official statistics is NOT a solid method of sociological research.

FALSE

114. The median is also known as the arithmetic average of a group of figures.

FALSE

115. The mean can be deceiving when some cases have exceptionally high or low values.

TRUE

116. What is the single biggest problem for sociological research?

The biggest problem is the fact that experience filters perceptions of reality.

117. Define participant observation.

Sociologists engage in participant observation when they attempt to observe a social milieu objectively and take part in the activities of the people they are studying.

118. Define a variable.

A variable is a concept that can take on more than one value.

119. Define population as the term is used in research.

A population is the entire group about which the researcher wishes to generalize.

120. Define validity.

Validity is the degree to which a measure actually measures what it is intended to measure.

121. Define the independent variable.

An independent variable is the presumed cause in a cause-and-effect relationship.

122. What is a control group?

A control group in an experiment is the group that is NOT exposed to the independent variable.

123. Define reliability.

Reliability is the degree to which a measurement procedure yields consistent results.

124. Define a hypothesis.

A hypothesis is an unverified but testable statement about the relationship between two or more variables.

125. Define a dependent variable.

A dependent variable is the presumed effect in a cause-and-effect relationship.

126. Set up a research project where you wish to determine the motivations for watching a popular television program. How would you conduct your project?

Answer not provided.

127. Compare and contrast participant observation and survey research. What are the strengths and weaknesses of each? How are they similar and different?

Answer not provided.

128. Many sociologists who conduct participant observation research consider the Hawthorne effect a serious problem in conducting research. What steps can a sociologist take to counter the negative consequences of the Hawthorne effect?

Answer not provided.

129. What reasons would lead some critics to argue that sociological research suffers from a male-centered perspective?

Answer not provided.

130. What are the strengths and weaknesses of the American census?

Answer not provided.

131. Explain all of the stages of research involved in investigating a social problem that interests you.

Answer not provided.

132. Explain the following statistics: mean, median, rate, and correlation.

Answer not provided.

133. What is the problem of overgeneralization? How can sociologists correct for this problem?

Answer not provided.

134. Explain the research conducted by Lillian Rubin. How did she conduct her research? What did she discover?

Answer not provided.

135. Construct your own essay question drawing on relevant course materials for your answer. Points will be awarded for both the question and answer.

Answer not provided.