

CHAPTER 2: HOW SOCIOLOGISTS DO RESEARCH

MULTIPLE CHOICE

1. What does the textbook example of OTTFSSSENT demonstrate?
- Our understanding of reality is shaped by our experience.
 - Our understanding of reality is confirmed by experience.
 - Reality is objectively known by children more than adults.
 - Reality is objectively known by adults more than children.

ANS: A PTS: 1 REF: 36 BLM: UNDERSTAND

2. When Jacob hears Sasha play a single note on the piano, what is the name given to the sound he hears?
- a percept
 - a pattern
 - a concept
 - a prototype

ANS: A PTS: 1 REF: 36 BLM: UNDERSTAND

3. At which level of experience do seeing, touching, tasting, smelling, and hearing occur?
- the abstract level
 - the symbolic level
 - the concrete level
 - the sensate level

ANS: C PTS: 1 REF: 36 BLM: REMEMBER

4. Which of the following represents a pattern?
- a collection of notes in a song
 - a letter in a word in a book
 - a dot on a page in a graph
 - a brick in a wall in the garden

ANS: A PTS: 1 REF: 36 BLM: UNDERSTAND

5. At what level of experience do patterns occur?
- the abstract level
 - the symbolic level
 - the concrete level
 - the sensate level

ANS: C PTS: 1 REF: 36 BLM: REMEMBER

6. What process transforms percepts into patterns?
- abstraction
 - collection
 - concretization
 - operationalization

ANS: B PTS: 1 REF: 36 BLM: UNDERSTAND

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7. Which of the following is a feature of concrete experience, as discussed in the textbook?
- a. It is meaningful in and of itself.
 - b. It defines humans as separate from all living beings.
 - c. It lacks sensation except to those most sensitive
 - d. It occurs among all living beings.

ANS: D PTS: 1 REF: 36 BLM: UNDERSTAND

8. According to William James, which of the following describes a newborn's experience?
- a. clear, concise concept
 - b. blooming, buzzing confusion
 - c. soft, supportive sanctuary
 - d. calm, coddled cocoon

ANS: B PTS: 1 REF: 37 BLM: REMEMBER

9. Life is meaningful for humans because of which level of experience?
- a. the abstract level
 - b. the traditional level
 - c. the concrete level
 - d. the sensate level

ANS: A PTS: 1 REF: 38 BLM: UNDERSTAND

10. Where is the abstract level of experience located?
- a. in the mind
 - b. in morals
 - c. in sensations
 - d. in syntax

ANS: A PTS: 1 REF: 38 BLM: REMEMBER

11. What are the basic units of the abstract level of experience?
- a. percepts
 - b. patterns
 - c. concepts
 - d. propositions

ANS: C PTS: 1 REF: 38 BLM: REMEMBER

12. If you label all of the people seated in your classroom as "students," what process are you using?
- a. classification
 - b. conceptualization
 - c. typification
 - d. organization

ANS: B PTS: 1 REF: 38 BLM: UNDERSTAND

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13. Consider this statement: “People with more intelligence have better sex lives.” What does this statement exemplify?
- a. a pattern
 - b. a concept
 - c. a percept
 - d. a proposition

ANS: D PTS: 1 REF: 38 BLM: UNDERSTAND

14. Which of the following terms is synonymous with the word “proposition”?
- a. idea
 - b. value
 - c. fact
 - d. moral

ANS: A PTS: 1 REF: 38 BLM: REMEMBER

15. According to the textbook, which of the following best describes “ideas”?
- a. truth
 - b. fantasy
 - c. validity
 - d. reliability

ANS: B PTS: 1 REF: 38 BLM: REMEMBER

16. According to the textbook, what is the aim of sociological research?
- a. to generate meaningful abstract propositions
 - b. to identify reliable and valid concrete patterns
 - c. to link abstract patterns to concrete propositions
 - d. to connect abstract and concrete levels

ANS: D PTS: 1 REF: 38 BLM: REMEMBER

17. Consider this statement: “Canada should have less inequality.” What kind of statement is it?
- a. a concrete pattern
 - b. an abstract pattern
 - c. a concrete proposition
 - d. an abstract proposition

ANS: D PTS: 1 REF: 38 BLM: APPLY

18. What do we call knowledge based on customary assumptions that may or may not be accurate?
- a. sociological thinking
 - b. scientific thinking
 - c. traditional thinking
 - d. social thinking

ANS: C PTS: 1 REF: 38 BLM: REMEMBER

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19. A community holds a parade every year after which area farmers proceed to plant their crops. While the parade does not influence the harvest in any demonstrable way, the community still believes that a good parade increases the crop yield. What does this example illustrate?
- sociological thinking
 - scientific thinking
 - formal thinking
 - traditional thinking

ANS: D

PTS: 1

REF: 38

BLM: APPLY

20. 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. What is this example based on?
- selective observation
 - casual observation
 - direct observation
 - indirect observation

ANS: B

PTS: 1

REF: 39

BLM: UNDERSTAND

21. John tells Renée, "If you work hard you can get ahead, because my parents told me that this has happened to several people they know." What non-scientific type of thought is John guilty of?
- traditional thinking
 - casual observation
 - authoritative observation
 - overgeneralization

ANS: D

PTS: 1

REF: 39

BLM: APPLY

22. A neighbour talking to others in her community said that all members of the working class prefer to wear blue jeans rather than dress pants. She said this because all working-class people she knows wear jeans. This statement is an example of knowledge based on what?
- overgeneralization
 - generalization
 - tradition
 - qualification

ANS: A

PTS: 1

REF: 39

BLM: UNDERSTAND

23. Someone who ignores contradictory evidence because it challenges cherished beliefs is guilty of creating ideas from what kind of observation?
- selective observation
 - casual observation
 - direct observation
 - indirect observation

ANS: A

PTS: 1

REF: 39

BLM: UNDERSTAND

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24. A sports commentator insists that football teams from Florida cannot win in cold weather because these teams have lost 55 percent of their past games when played in cold weather. Which form of knowledge does this statement represent?
- a. overgeneralization
 - b. generalization
 - c. the exception to the rule
 - d. illogical reasoning

ANS: D

PTS: 1

REF: 39

BLM: REMEMBER

25. When people say, “There is no way that I can be wrong,” what kind of non-scientific thought pattern are they committing?
- a. overgeneralization
 - b. premature closure of inquiry
 - c. ego defence
 - d. mystification

ANS: C

PTS: 1

REF: 39

BLM: REMEMBER

26. Mathias refuses to discuss any competing view about string theory. He states, “We know all there is to know about string theory and this view does not fit with the theory!” What form of non-scientific thinking is Mathias demonstrating?
- a. overgeneralization
 - b. the exception to the rule
 - c. premature closure of inquiry
 - d. mystification

ANS: C

PTS: 1

REF: 39

BLM: UNDERSTAND

27. Jamie believes that if she steps on a crack in the sidewalk, her mother’s back will break. What form of non-scientific thinking is Jamie demonstrating?
- a. overgeneralization
 - b. premature closure of inquiry
 - c. the exception to the rule
 - d. mystification

ANS: D

PTS: 1

REF: 40

BLM: UNDERSTAND

28. When people say, “There must be supernatural forces at work here,” what kind of non-scientific thought are they guilty of?
- a. traditional thinking
 - b. casual observation
 - c. selective observation
 - d. mystification

ANS: D

PTS: 1

REF: 40

BLM: REMEMBER

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29. The textbook discusses 10 types of non-scientific thinking. Which of the following is one of them?
- a. consistent observation
 - b. subjective observation
 - c. premature closure of inquiry
 - d. irrational investigation

ANS: C

PTS: 1

REF: 39-40

BLM: REMEMBER

30. Sociological research attempts to overcome non-scientific thinking by following a rigorous six-step model. What is the first step of this process?
- a. reviewing the literature
 - b. selecting a research method
 - c. formulating a research question
 - d. collecting the data

ANS: C

PTS: 1

REF: 40

BLM: REMEMBER

31. What is the Introductory Sociology class in this scenario?
- a. the sample
 - b. the population
 - c. the control group
 - d. a subset

ANS: A

NARR: Diversity study

PTS: 1

REF: 39

BLM: APPLY

32. What is the population in this scenario?
- a. Introductory Sociology students
 - b. students at the researcher's university
 - c. all university students in Canada
 - d. all university students in North America

ANS: B

NARR: Diversity study

PTS: 1

REF: 39

BLM: APPLY

33. In this scenario, what is social class?
- a. the control variable
 - b. the constant
 - c. the independent variable
 - d. the dependent variable

ANS: C

NARR: Diversity study

PTS: 1

REF: 44

BLM: APPLY

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34. In this scenario, what is grade point average (GPA)?
- the control variable
 - the constant
 - the independent variable
 - the dependent variable

ANS: D

NARR: Diversity study

PTS: 1

REF: 44

BLM: APPLY

35. If the researcher takes account of “gender” in her analysis, what is this additional variable called?
- a control variable
 - an intervening variable
 - an independent variable
 - a dependent variable

ANS: A

NARR: Diversity study

PTS: 1

REF: 47

BLM: APPLY

36. When a sociological researcher interviews workers about their opinions of their health insurance, what stage of research is the researcher engaging in?
- reviewing the literature
 - selecting a research method
 - formulating a research question
 - collecting the data

ANS: D

PTS: 1

REF: 41

BLM: UNDERSTAND

37. When conducting research with human beings, what must sociologists be mindful of?
- respecting the reputation of their university
 - respecting the need for public information
 - respecting the advantages of technology
 - respecting the research subject’s rights

ANS: D

PTS: 1

REF: 41

BLM: REMEMBER

38. When sociologists say that research subjects have the right to safety, what part of the research process are they referring to?
- selecting a research method
 - reviewing the literature
 - ethical considerations
 - collecting the data

ANS: C

PTS: 1

REF: 41

BLM: REMEMBER

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39. When sociologists say that research subjects have the right to privacy, what part of the research process are they referring to?
- a. ethical considerations
 - b. reviewing the literature
 - c. publishing the results
 - d. collecting data

ANS: A PTS: 1 REF: 42 BLM: REMEMBER

40. When sociologists say that research subjects have the right to confidentiality, what part of the research process are they referring to?
- a. ethical considerations
 - b. analyzing the data
 - c. formulating a research question
 - d. collecting data

ANS: A PTS: 1 REF: 42 BLM: REMEMBER

41. When we say that research subjects have the right to informed consent, what part of the research process are we referring to?
- a. reviewing the literature
 - b. ethical considerations
 - c. analyzing the data
 - d. choosing the research method

ANS: B PTS: 1 REF: 42 BLM: REMEMBER

42. Which of the following represents an ethical consideration when doing research?
- a. selecting an inappropriate research method
 - b. neglecting to choose a representative sample
 - c. failing to formulate a research question
 - d. plagiarizing someone else's work

ANS: D PTS: 1 REF: 42 BLM: REMEMBER

43. During a research study on people's views toward crime, a sociologist was careful to make up false names for the research subjects rather than use their real names in the research. Why is this important?
- a. People's rights to confidentiality must be ensured.
 - b. People's rights to anonymity must be ensured.
 - c. People's rights to privacy must be ensured.
 - d. People's rights to impartiality must be ensured.

ANS: A PTS: 1 REF: 42 BLM: UNDERSTAND

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44. According to research, approximately what percentage of university students today plagiarize in their work?
- a. 10 percent
 - b. 20 percent
 - c. 30 percent
 - d. 40 percent

ANS: C PTS: 1 REF: 42 BLM: REMEMBER

45. According to the textbook, what are sociological researchers interested in doing with abstract propositions?
- a. generating them
 - b. confirming them
 - c. testing them
 - d. supporting them

ANS: C PTS: 1 REF: 42 BLM: APPLY

46. According to the textbook's discussion of variables, which of the following is a feature of the term "alienation"?
- a. It is an abstract concept lacking concrete properties.
 - b. It is an abstract concept possessing concrete properties.
 - c. It is a concrete variable without meaning.
 - d. It is a concrete variable with meaning.

ANS: A PTS: 1 REF: 42 BLM: UNDERSTAND

47. What process translates an abstract concept into a testable variable?
- a. measurement
 - b. validation
 - c. operationalization
 - d. abstraction

ANS: C PTS: 1 REF: 42 BLM: REMEMBER

48. Which of the following is a variable?
- a. university student
 - b. Catholic
 - c. male
 - d. blood type

ANS: D PTS: 1 REF: 42 BLM: UNDERSTAND

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49. A researcher decides to measure happiness by the number of times a person smiles each hour. Which statement best describes how happiness and smiling are connected?
- a. Both happiness and smiling are variables.
 - b. Both happiness and smiling are concepts.
 - c. Happiness is a concept and smiling a variable.
 - d. Happiness is a variable and smiling is a concept.

ANS: C

PTS: 1

REF: 42

BLM: APPLY

50. A researcher decides to measure happiness by the number of times a person smiles each hour. What process has occurred?
- a. measurement
 - b. operationalization
 - c. validation
 - d. specification

ANS: B

PTS: 1

REF: 42

BLM: UNDERSTAND

51. What is the name for any social concept that can have more than one value?
- a. a variable
 - b. a hypothesis
 - c. a grounded theory
 - d. a construct

ANS: A

PTS: 1

REF: 42

BLM: REMEMBER

52. What does the operationalization process do?
- a. It translates concepts into variables.
 - b. It translates variables into hypotheses.
 - c. It translates propositions into patterns.
 - d. It translates patterns into hypotheses.

ANS: A

PTS: 1

REF: 42

BLM: REMEMBER

53. Suppose a researcher decides to use income as a measure of social class position. Which of the following concepts is this researcher employing?
- a. operationalization
 - b. reactivity
 - c. grounded theory
 - d. instrumentation

ANS: A

PTS: 1

REF: 42

BLM: UNDERSTAND

54. When an idea is translated into a testable form, what is the result called?
- a. a proposition
 - b. a hypothesis
 - c. a pattern
 - d. a measurement

ANS: B

PTS: 1

REF: 43

BLM: REMEMBER

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55. When Professor Lee states that a hypothesis is an “educated guess,” what does she mean by “educated”?
- a. It comes from empirical evidence.
 - b. It comes from variable evidence.
 - c. It comes from the concrete level.
 - d. It comes from the abstract level.

ANS: D PTS: 1 REF: 43 BLM: UNDERSTAND

56. What is the term for unverified but testable statements about the phenomena that researchers are interested in?
- a. concepts
 - b. hypotheses
 - c. mores
 - d. constructs

ANS: B PTS: 1 REF: 43 BLM: REMEMBER

57. Which outcome results from the process of randomization?
- a. The experimental group receives the independent variable.
 - b. The control group receives the independent variable.
 - c. The experimental and control groups are equivalent on all variables.
 - d. The experimental and control groups are equivalent except for the independent variable.

ANS: D PTS: 1 REF: 43 BLM: UNDERSTAND

58. In an experiment, how do the experimental and control groups differ?
- a. Only the experimental group is measured on the dependent variable.
 - b. Only the control group is measured on the dependent variable.
 - c. Only the experimental group is administered the independent variable.
 - d. Only the control group is administered the dependent variable.

ANS: C PTS: 1 REF: 43 BLM: UNDERSTAND

59. What is used in an experiment to select the members of an experimental group and a control group?
- a. a sampling frame
 - b. a representative sample
 - c. a probability sample
 - d. a randomization technique

ANS: D PTS: 1 REF: 43 BLM: REMEMBER

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60. What do you call a carefully controlled artificial situation that allows researchers to isolate hypothesized causes and measure their effects precisely?
- a. a random sample
 - b. a population
 - c. an experiment
 - d. a sample

ANS: C

PTS: 1

REF: 43

BLM: REMEMBER

61. What do you call the process whereby individuals are assigned to research groups by chance?
- a. randomization
 - b. systematic sampling
 - c. experimentation
 - d. sampling

ANS: A

PTS: 1

REF: 43

BLM: REMEMBER

62. When research subjects have an equal chance to be assigned to either the control group or the experimental group, what is this process called?
- a. randomization
 - b. population
 - c. experiment
 - d. sample

ANS: A

PTS: 1

REF: 43

BLM: REMEMBER

63. A researcher believes that colder temperatures lead to more snowfall. What variable is the amount of snowfall?
- a. the independent variable
 - b. the dependent variable
 - c. the spurious variable
 - d. the sociological variable

ANS: B

PTS: 1

REF: 44

BLM: UNDERSTAND

64. According to the textbook, how do most sociologists feel about removing people from their natural social settings in experimental research?
- a. They believe it is unethical.
 - b. They believe it is stressful and traumatic.
 - c. They believe it is detrimental to the validity of research findings.
 - d. They believe it is unfair to minority participants.

ANS: C

PTS: 1

REF: 44

BLM: REMEMBER

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65. Suppose a researcher is interested in the effect of television viewing on behaviour and randomly selects male and female research subjects to determine the consequences of television viewing. In this example, what type of variable is television viewing?
- a. a connected variable
 - b. a independent variable
 - c. a dependent variable
 - d. a control variable

ANS: B

PTS: 1

REF: 44

BLM: UNDERSTAND

66. A sociologist believes that high levels of education create the opportunity for higher-paying work after graduation. What type of variable is “level of education”?
- a. an independent variable
 - b. a dependent variable
 - c. a spurious variable
 - d. a sociological variable

ANS: A

PTS: 1

REF: 44

BLM: UNDERSTAND

67. In an experiment, how is the effect of a cause determined?
- a. by computing the initial difference between the experimental and control groups
 - b. by computing the final difference between the experimental and control groups
 - c. by computing the difference between the initial and final group differences
 - d. by computing the difference between the initial control group and final experimental group

ANS: C

PTS: 1

REF: 44

BLM: UNDERSTAND

68. Which of the following statements best reflects the results of an experiment?
- a. They have high reliability and high validity.
 - b. They have high reliability and low validity.
 - c. They have low reliability and high validity.
 - d. They have low reliability and low validity.

ANS: B

PTS: 1

REF: 44

BLM: UNDERSTAND

69. A researcher measures individual intelligence by the circumference of a person’s head. Which of the following statements characterizes this measurement?
- a. It has high reliability and high validity.
 - b. It has high reliability and low validity.
 - c. It has low reliability and high validity.
 - d. It has low reliability and low validity.

ANS: B

PTS: 1

REF: 44

BLM: UNDERSTAND

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70. Which statement best describes the experimental evidence connecting TV violence to violent behaviour?
- a. A convincing connection exists.
 - b. No convincing connection exists.
 - c. Because of reliability problems, no convincing connection exists.
 - d. Because of validity problems, no convincing connection exists.

ANS: D PTS: 1 REF: 44 BLM: REMEMBER

71. Consider this question: “Would another researcher interpret or measure things in the same way?” Which of the following concepts is *related best* to this question?
- a. validity
 - b. invalid measurement
 - c. unreliable measurement
 - d. reliability

ANS: D PTS: 1 REF: 44 BLM: UNDERSTAND

72. The question of whether researcher A would interpret or measure a variable in the same way as researcher B is a question of what?
- a. reliability
 - b. validity
 - c. generalizability
 - d. causality

ANS: A PTS: 1 REF: 44 BLM: UNDERSTAND

73. 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 what?
- a. reliability
 - b. validity
 - c. generalizability
 - d. causality

ANS: B PTS: 1 REF: 44 BLM: REMEMBER

74. Two sociologists studying a new religious movement are concerned that their interpretations are consistent. What issue are the two sociologists concerned about?
- a. variability
 - b. correlation
 - c. validity
 - d. reliability

ANS: D PTS: 1 REF: 44 BLM: UNDERSTAND

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75. A sociological researcher studying a new religious movement is concerned that his interpretations are accurate. What issue is the researcher here concerned about?
- a. variability
 - b. hypothesis making
 - c. validity
 - d. operationalization

ANS: C PTS: 1 REF: 44 BLM: UNDERSTAND

76. Which of the following is the most widely used sociological method?
- a. experiments
 - b. surveys
 - c. participant observation
 - d. existing statistics

ANS: B PTS: 1 REF: 44 BLM: REMEMBER

77. What do you call the person who answers a researcher's questions?
- a. a variable
 - b. a respondent
 - c. a test subject
 - d. a collaborator

ANS: B PTS: 1 REF: 45 BLM: REMEMBER

78. Suppose people are asked questions about their knowledge, attitudes, or behaviour in a face-to-face or telephone interview or using a "paper-and-pencil" format. What are they doing?
- a. completing a survey
 - b. completing an answer-and-question session
 - c. carrying out an ethnographic interview
 - d. participating in an experiment

ANS: A PTS: 1 REF: 45 BLM: REMEMBER

79. People who are interviewed on a particular street corner do not constitute a representative sample of Canadian adults. Why?
- a. The sample is unlikely to be representative.
 - b. The sample is too concentrated.
 - c. The sample will overlook children.
 - d. The Hawthorne effect will ruin the sample.

ANS: A PTS: 1 REF: 45 BLM: REMEMBER

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80. Zachary is taking a survey about television sets. The question about preferred screen size allows four options: 12" screen, 19" screen, 21" screen, and 25" screen. This is an example of what kind of question?
- a. open-ended question
 - b. close-ended question
 - c. essay question
 - d. non-response

ANS: B PTS: 1 REF: 45 BLM: UNDERSTAND

81. Which of the following do survey methods employ?
- a. samples to generalize to populations
 - b. populations to determine causes
 - c. observations to determine causality
 - d. control groups to determine effects

ANS: A PTS: 1 REF: 45 BLM: REMEMBER

82. Sooraj, a researcher, wishes to know what women think of a specific government policy. He goes to a shopping mall, and stops every tenth female for a quick interview. Which statement characterizes this procedure?
- a. It is a random sample because the chance of selection is known and greater than zero.
 - b. It is a random sample because the chance of selection is unknown and greater than zero.
 - c. It is not a random sample because the chance of selection is known and greater than zero
 - d. It is not a random sample because the chance of selection is unknown and greater than zero.

ANS: D PTS: 1 REF: 45 BLM: APPLY

83. A survey question asks "How do you feel about current Canadian foreign policy?" and provides several lines for respondents to write their answers. What is this type of question called?
- a. a closed-ended question
 - b. an open-ended question
 - c. a fact-based question
 - d. a value-based question

ANS: B PTS: 1 REF: 45 BLM: UNDERSTAND

84. If one variable changes as the other changes, what are the variables said to be?
- a. connected
 - b. related
 - c. dependent
 - d. spurious

ANS: B PTS: 1 REF: 46 BLM: REMEMBER

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85. What is the most useful type of table for displaying survey data?
- a. a contingency table
 - b. a statistical table
 - c. a sampling table
 - d. a response rate table

ANS: A PTS: 1 REF: 46 BLM: REMEMBER

86. How many variables are typically included in a contingency table?
- a. none
 - b. one
 - c. two
 - d. three

ANS: C PTS: 1 REF: 46 BLM: REMEMBER

Answer the questions that follow based on the following table.

GENDER

| HAPPINESS | Male | Female |
|-----------|------|--------|
| Happy | 56% | 75% |
| Unhappy | 44% | 25% |
| n | 200 | 100 |

87. What is the dependent variable?
- a. gender
 - b. happiness
 - c. male
 - d. happy

ANS: B PTS: 1 REF: 46 BLM: APPLY

88. What is the accurate interpretation of the “25%” in the table?
- a. It means 25 percent of unhappy people are females.
 - b. It means 25 percent of females are unhappy.
 - c. It means 25 percent of all respondents were unhappy.
 - d. It means 25 percent of females were happy.

ANS: B PTS: 1 REF: 46 BLM: APPLY

89. What is the total sample size?
- a. 100
 - b. 200
 - c. 300
 - d. unknown

ANS: C PTS: 1 REF: 46 BLM: APPLY

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90. According to the table, how many males are happy?

- a. 28
- b. 56
- c. 112
- d. 200

ANS: C

PTS: 1

REF: 46

BLM: APPLY

91. Which conclusion does the evidence support?

- a. There is no relationship between gender and happiness.
- b. Females are less happy than males.
- c. Males are less happy than females.
- d. Males and females are equally happy.

ANS: C

PTS: 1

REF: 46

BLM: APPLY

92. Jeremy, a researcher, notes that when his nose gets cold, he is more likely to slip on the ice when leaving his apartment building. Jeremy decides to write a paper stating that there is an association between cold noses and falling down. What kind of association does this example illustrate?

- a. causal
- b. independent
- c. dependent
- d. spurious

ANS: D

PTS: 1

REF: 47

BLM: UNDERSTAND

93. If the association between two variables is accidental and not causal, what do we call the relationship between the two variables?

- a. a connected relationship
- b. a independent relationship
- c. a dependent relationship
- d. a spurious relationship

ANS: D

PTS: 1

REF: 47

BLM: UNDERSTAND

94. Suppose a researcher is interested in the effect of television viewing on behaviour, and randomly selects both male and female research subjects to determine the consequences of television viewing. In this example, what type of variable is gender?

- a. a connected variable
- b. an independent variable
- c. a dependent variable
- d. a control variable

ANS: D

PTS: 1

REF: 47

BLM: UNDERSTAND

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95. Which of the following conditions defines the existence of a relationship between variables?
- The independent variable changes.
 - The dependent variable changes.
 - Both variables change randomly.
 - Both variables change systematically.

ANS: D PTS: 1 REF: 47 BLM: REMEMBER

96. In causal analysis, what is required in the “relationship test”?
- The control variable must be held constant.
 - The independent and dependent variable must change systematically.
 - The independent variable must change prior to the dependent variable.
 - Non-spuriousness must be demonstrated.

ANS: B PTS: 1 REF: 47 BLM: REMEMBER

97. According to the textbook, why do researchers examine the effects of control variables?
- because sequence matters
 - because relationships matter
 - because contamination matters
 - because context matters

ANS: D PTS: 1 REF: 47 BLM: REMEMBER

98. What is demonstrated when two variables change together systematically?
- The relationship definitely exists.
 - The relationship probably exists.
 - The relationship may exist.
 - The relationship does not exist.

ANS: C PTS: 1 REF: 47 BLM: UNDERSTAND

99. In discussing the relationship between variables, when appearance is not reality, which of the following conditions is said to exist?
- non-spuriousness
 - reliability
 - spuriousness
 - unreliability

ANS: C PTS: 1 REF: 47 BLM: REMEMBER

100. What condition defines a spurious relationship?
- The independent variable causes the dependent and control variables.
 - The dependent variable causes the independent and control variables.
 - The control variable causes the independent and dependent variables.
 - The independent, dependent, and control variables are all connected.

ANS: C PTS: 1 REF: 47 BLM: REMEMBER

CHAPTER 2: HOW SOCIOLOGISTS DO RESEARCH

101. How is the link between storks and babies classified?

- a. as a time-ordered listing
- b. as a bare-bones linkage
- c. as a causal relationship
- d. as a spurious association

ANS: D

PTS: 1

REF: 48

BLM: REMEMBER

102. What exists in an authentic relationship between variables?

- a. The control variable is unconnected to the independent and dependent variables.
- b. The control variable is unconnected to the independent but not the dependent variable.
- c. The control variable causes the dependent but not the independent variable.
- d. The control variable causes both the independent and dependent variables.

ANS: A

PTS: 1

REF: 49

BLM: UNDERSTAND

103. How much of the difference does the control variable make to the independent–dependent variable connection when a relationship is spurious?

- a. none of the difference
- b. a small difference
- c. a moderate difference
- d. all the difference

ANS: D

PTS: 1

REF: 49

BLM: UNDERSTAND

104. If a relationship is spurious, what will occur?

- a. It will appear when the third variable changes and when it is held constant.
- b. It will appear when the third variable changes but disappear when it is held constant.
- c. It will disappear when the third variable changes but appear when it is held constant.
- d. It will disappear when the third variable changes and when it is held constant.

ANS: B

PTS: 1

REF: 49

BLM: UNDERSTAND

105. How are surveys and experiments similar to one another?

- a. Both are interested in demonstrating causal connections.
- b. Both use representative samples.
- c. Both use control variables.
- d. Both manipulate independent variables.

ANS: A

PTS: 1

REF: 49

BLM: REMEMBER

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106. If a Web poll asks people to log in and report their opinions, how likely is it to obtain a probability sample?
- a. certainly
 - b. very likely
 - c. somewhat likely
 - d. not likely

ANS: D

PTS: 1

REF: 50

BLM: REMEMBER

107. According to the textbook, the telephone directory for the entire country is now available on DVD. Using random digit dialling of listed and unlisted residential numbers, what proportion of the Canadian population would this sampling frame exclude?
- a. about one in ten
 - b. about one in twenty
 - c. about one in fifty
 - d. about one in a hundred

ANS: D

PTS: 1

REF: 50

BLM: REMEMBER

108. If a group of sociologists is interested in studying university students' attitudes toward the federal government, they will need to gather responses to a survey. However, it is not reasonable for the research group to ask all university students what they think. In order to generate a set of meaningful responses, what type of the research survey should the group design?
- a. a voluntary response sample
 - b. a full sample
 - c. a probability sample
 - d. an arranged sample

ANS: C

PTS: 1

REF: 50

BLM: UNDERSTAND

109. What is a sample called when respondents to a survey are chosen at random?
- a. a probability sample
 - b. a artificial sample
 - c. a full population
 - d. a sampling frame

ANS: A

PTS: 1

REF: 50

BLM: REMEMBER

110. What do we call the list of all the people in a population of interest?
- a. a voluntary response sample
 - b. a representative sample
 - c. a full population
 - d. a sampling frame

ANS: D

PTS: 1

REF: 50

BLM: REMEMBER

CHAPTER 2: HOW SOCIOLOGISTS DO RESEARCH

111. Lily, a researcher, joins a religious cult to better understand how members are recruited. What method is she using?
- a. experimental research
 - b. survey research
 - c. field research
 - d. existing documents

ANS: C PTS: 1 REF: 51 BLM: UNDERSTAND

112. When people artificially pose for a photograph, what type of bias is occurring?
- a. detached observation
 - b. attached observation
 - c. reactivity
 - d. sensitivity

ANS: C PTS: 1 REF: 51 BLM: UNDERSTAND

113. Which of the following statements characterizes the limitations associated with direct observation of people as a research method?
- a. They act unnaturally and there is trouble understanding the meaning of their conduct.
 - b. They act naturally and there is trouble understanding the meaning of their conduct.
 - c. It is not possible to fully observe people's behaviour.
 - d. It is not possible to accurately interpret observations of human beings.

ANS: A PTS: 1 REF: 51 BLM: REMEMBER

114. Participant observation is deficient when it comes to establishing reliability, generalizability, and general causality. According to the textbook, what kind of research is it better suited for?
- a. statistical research
 - b. survey research
 - c. exploratory research
 - d. corporate research

ANS: C PTS: 1 REF: 51 BLM: REMEMBER

115. What conditions diminish the problems of direct observation?
- a. asking people to act naturally and providing incentives for doing so
 - b. immersion in the subjects' language and culture as a participant
 - c. asking unbiased questions and being objective
 - d. ensuring another researcher confirms the observations

ANS: B PTS: 1 REF: 51 BLM: UNDERSTAND

CHAPTER 2: HOW SOCIOLOGISTS DO RESEARCH

116. What method is being used when a researcher both observes and takes part in the research setting?
- direct observation
 - reactive observation
 - emergent observation
 - participant observation

ANS: D PTS: 1 REF: 51 BLM: REMEMBER

117. What conclusion do participant observation studies confirm about the connection between media violence and violent conduct?
- A small number of students are at risk of acting on the connection.
 - A moderate number of students are at risk of acting on the connection.
 - A large number of students are at risk of acting on the connection.
 - All students are at risk of acting on the connection.

ANS: A PTS: 1 REF: 51 BLM: REMEMBER

118. When is participant observation research most useful?
- when a study has been completed and needs to be confirmed
 - when the research is guided by a well-developed theory
 - when the researcher is at the exploratory stage
 - when the researcher is clear about what might be discovered

ANS: C PTS: 1 REF: 51 BLM: REMEMBER

119. What are common problems with the use of participant observation as a research method?
- validity, generalizability, exploratory potential, but not reliability
 - reliability, exploratory potential, generalizability but not validity
 - exploratory potential, validity, reliability, but not generalizability
 - validity, reliability, generalizability, but not exploratory potential

ANS: D PTS: 1 REF: 52 BLM: REMEMBER

120. If shots fired at a target are clustered together but are far to the right of the bull's-eye, what is evident?
- validity, generalizability, and reliability
 - validity but not reliability
 - reliability but not validity
 - validity but not generalizability

ANS: C PTS: 1 REF: 52 BLM: APPLY

121. What does Thomas and Znaniecki's well-known study of Polish peasants make use of?
- diaries and letters
 - historical works
 - official statistics
 - newspaper clippings

ANS: A PTS: 1 REF: 52 BLM: REMEMBER

CHAPTER 2: HOW SOCIOLOGISTS DO RESEARCH

122. Well-known sociologist Charles Tilly has studied the patterns and organization of large-scale social movements and social change. What sources were his data derived from?
- a. diaries and letters
 - b. historical works
 - c. existing documents and official statistics
 - d. newspaper accounts

ANS: D PTS: 1 REF: 52 BLM: REMEMBER

123. How often does Statistics Canada conduct a census?
- a. every two years
 - b. every five years
 - c. every seven years
 - d. every ten years

ANS: B PTS: 1 REF: 53 BLM: REMEMBER

124. What political movement has forced sociologists to reconsider issues such as the division of labour in the household, violence against women, and the effects of child-rearing responsibilities?
- a. functionalism
 - b. feminism
 - c. postmodernism
 - d. conservatism

ANS: B PTS: 1 REF: 55 BLM: REMEMBER

125. According to the textbook, what term describes researchers who approach a problem from an exclusively male point of view?
- a. gender-biased
 - b. malecentric
 - c. gender-blind
 - d. anti-feminist

ANS: A PTS: 1 REF: 55 BLM: REMEMBER

126. Suppose you are in a shopping mall and you agree to answer questions from an interviewer doing a survey of those who pass by. What type of sample would you be part of?
- a. strategic sample
 - b. convenience sample
 - c. probability sample
 - d. stratified sample

ANS: B PTS: 1 REF: 56 BLM: UNDERSTAND

CHAPTER 2: HOW SOCIOLOGISTS DO RESEARCH

127. According to the textbook feature on the movie *Kinsey*, what did Alfred Kinsey's research lead to?
- less interest in human sexuality
 - refinements in experimental design
 - the revival of individualism
 - the sexual revolution

ANS: D

PTS: 1

REF: 56

BLM: REMEMBER

TRUE/FALSE

1. The whole point of using scientific research methods is to eliminate bias from our observations and arrive at an objective perception of reality.

ANS: F

PTS: 1

REF: 38

2. 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.

ANS: F

PTS: 1

REF: 38

3. Premature closure of inquiry is an example of scientific thinking.

ANS: F

PTS: 1

REF: 39

4. The right to privacy is an ethical consideration when doing research on human subjects.

ANS: T

PTS: 1

REF: 42

5. The subject's right to confidentiality is one right that is not an ethical consideration when doing research.

ANS: F

PTS: 1

REF: 42

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

ANS: T

PTS: 1

REF: 42

7. In an experiment, the experimental group is the group exposed to the dependent variable.

ANS: F

PTS: 1

REF: 44

8. Survey research tends to be reliable but not valid.

ANS: F

PTS: 1

REF: 45

9. In research, the control variable determines the context of the relationship.

ANS: T

PTS: 1

REF: 47

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10. In a probability sample, the units are selected randomly.

ANS: T PTS: 1 REF: 50

11. The use of random digit dialling techniques for telephone interviews is popular but has the limitation of not being able to reach those who have unlisted numbers.

ANS: F PTS: 1 REF: 50

12. The number of respondents a researcher needs in a survey depends largely on the level of inaccuracy the researcher is willing to accept.

ANS: T PTS: 1 REF: 50

13. 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.

ANS: T PTS: 1 REF: 51

14. Participant observation is particularly useful when doing exploratory research.

ANS: T PTS: 1 REF: 51

15. Census data in Canada have always counted certain kinds of people and excluded others.

ANS: T PTS: 1 REF: 53

SHORT ANSWER

1. What is the relationship between experience and perception?

ANS:
Responses will vary.

PTS: 1

2. What are the characteristics of the concrete level of experience?

ANS:
Responses will vary.

PTS: 1

CHAPTER 2: HOW SOCIOLOGISTS DO RESEARCH

3. Outline three types of unscientific thinking, providing examples of each.

ANS:

Responses will vary.

PTS: 1

4. Describe the strengths and limitations of survey research.

ANS:

Responses will vary.

PTS: 1

5. What is the difference between validity and reliability? Provide examples.

ANS:

Responses will vary.

PTS: 1

6. Define the respondent's ethical rights in a research study.

ANS:

Responses will vary.

PTS: 1

7. Identify the elements of the research cycle.

ANS:

Responses will vary.

PTS: 1

8. What is a variable? Be sure to illustrate your answer by demonstrating the differences between independent and dependent variables.

ANS:

Responses will vary.

PTS: 1

CHAPTER 2: HOW SOCIOLOGISTS DO RESEARCH

9. When is participant observation most useful and what are some of the limitations of participant observation?

ANS:

Responses will vary.

PTS: 1

10. What are some of the ways that research can be biased and how can they be addressed?

ANS:

Responses will vary.

PTS: 1

11. What steps should sociologists take to ensure a representative sample for their research?

ANS:

Responses will vary.

PTS: 1

12. What is a spurious variable and how does it work?

ANS:

Responses will vary.

PTS: 1

13. Who is often excluded from the Canadian Census and how does Statistics Canada attempt to overcome this problem?

ANS:

Responses will vary.

PTS: 1

14. What are the main features and limitations of the experimental method?

ANS:

Responses will vary.

PTS: 1

15. Describe the conditions that must be met in demonstrating causality?

ANS:

Responses will vary.

PTS: 1

ESSAY

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

ANS:

Responses will vary.

PTS: 1

2. Compare and contrast participant observation and survey research. What are the strengths and weaknesses of each? How are they similar and different? Which is better suited to what purposes and why?

ANS:

Responses will vary.

PTS: 1

3. Compare and contrast the concrete and abstract levels of experience.

ANS:

Responses will vary.

PTS: 1

4. What reasons would lead many researchers today to argue that sociological research suffers from a gender-biased perspective?

ANS:

Responses will vary.

PTS: 1

5. What are the strengths and weaknesses of survey research as compared with the experimental method? Which is better suited to what purposes and why?

ANS:

Responses will vary.

PTS: 1

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

ANS:

Responses will vary.

PTS: 1

CHAPTER 2: HOW SOCIOLOGISTS DO RESEARCH

7. What are the ethical considerations that must be considered when doing research?

ANS:

Responses will vary.

PTS: 1

8. What is the problem of overgeneralization? How can sociologists attempt to correct this problem?

ANS:

Responses will vary.

PTS: 1

9. Explain the arguments for and against having compulsory participation in a census.

ANS:

Responses will vary.

PTS: 1

10. Telephone interviews have become increasingly unpopular over the past two or three decades because they elicit low response rates and are relatively expensive. Construct your own telephone survey on an issue of interest to you, drawing on relevant course materials.

ANS:

Responses will vary.

PTS: 1

11. Identify the methodological problems encountered by Alfred Kinsey when he did his original research on human sexuality. How could these problems be addressed in order to make his research better?

ANS:

Responses will vary.

PTS: 1