

Chapter 1 Doing Social Research

1.1 Essay Questions

1) Describe the kinds of errors you are likely to make with each of the following: premature closure, overgeneralization, and selective observation.

Answer:

Diff: 3

Page Ref: 6

Topic: Alternatives to Science

Skill: 02. Recognize difference between scientific & nonscientific

Objective: 01.02 Explain limits/weaknesses of non-research approaches

2) Briefly describe each of the steps involved in conducting a research project. Discuss how "fixed" the steps are and the implications of this for a person doing research.

Answer:

Diff: 2

Page Ref: 9-10

Topic: Steps in the Social Research Process

Skill: 05. Show awareness of appropriate procedures/techniques

Objective: 01.07 Organize steps of the research process

3) Explain how you would distinguish a qualitative from a quantitative social research study, and give examples of each.

Answer:

Diff: 2

Page Ref: 20-21

Topic: Dimensions of Social Research

Skill: 08. Provide examples of abstract ideas/principles

Objective: 01.06 Distinguish between qualitative and quantitative approaches to research

4) What is the difference between BASIC and APPLIED research?

Answer:

Diff: 1

Page Ref: 11

Topic: Dimensions of Social Research

Skill: 04. Express familiarity with the range of techniques/methods

Objective: 01.04 Distinguish among goals/purposes of social research

5) What is Social Impact Assessment? How does it work?

Answer:

Diff: 2

Page Ref: 14-15

Topic: Dimensions of Social Research

Skill: 05. Show awareness of appropriate procedures/techniques

Objective: 01.03 Identify types of social research & weakness/strengths

6) Describe the differences between exploratory, descriptive, and explanatory research.

Answer:

Diff: 3

Page Ref: 15-17

Topic: Dimensions of Social Research

Skill: 04. Express familiarity with the range of techniques/methods

Objective: 01.04 Distinguish among goals/purposes of social research

7) How does a panel study differ from a time-series study?

Answer:

Diff: 2

Page Ref: 17-19

Topic: Dimensions of Social Research

Skill: 05. Show awareness of appropriate procedures/techniques

Objective: 01.03 Identify types of social research & weakness/strengths

8) Give an example of a cohort study, describing what features of it make it a cohort study.

Answer:

Diff: 4

Page Ref: 19

Topic: Dimensions of Social Research

Skill: 03. Display ability to extend learning to new situations

Objective: 01.03 Identify types of social research & weakness/strengths

1.2 Multiple Choice Questions

1) Professor Rodgers examined survey information on people who were 65 years old and older. He found the average level of happiness reported increased from 1982 to 2002. He concluded that people under 65 years of age also experienced increasing levels of happiness from 1982 to 2002. The error he committed is called

- A. the error of overgeneralization.
- B. the error of selective observation.
- C. the error of illogical reasoning.
- D. the error of inaccurate observation.
- E. no errors.

Answer: A

Diff: 5 Page Ref: 6

Topic: Alternatives to Science

Skill: 01. Apply abstract learning to realistic situations

Objective: 01.01 Compare/evaluate social research & alternatives

2) What is the purpose of basic social research?

- A. It solves social problems and find which policies are best.
- B. It improves social programs so they become more effective.
- C. It invents new taxonomies and jargon.
- D. It creates fundamental knowledge about how the social world works.
- E. It predicts what future society will be like.

Answer: D

Diff: 1 Page Ref: 11-12

Topic: Dimensions of Social Research

Skill: 04. Express familiarity with the range of techniques/methods

Objective: 01.04 Distinguish among goals/purposes of social research

Refer to the following paragraph to answer the questions below.

After graduating from university, Samantha got a job with the county government. One-year into her new job, she learned that a Big Corporation planned to build a huge new factory on farmland outside a quiet, small town of Smallsville that had 2,000 residents. The Big Corporation flew in a high-powered public relations team of five people who showed a slick video, threw out a few statistics, and promised that many new jobs and income would come to the county and town. Two of the public relations people said they were Factory Site Experts. They said that in the three other locations where Big Corporation had built factories in the past two years, the local people were very happy. They said the same would occur in Smallsville and further study was unnecessary. Just before the County Board was about to vote for approval, Samantha asked some questions. How would the new factory with 1,000 employees affect the way of life in Smallsville? Would the new factory create traffic congestion, noise, and air or water pollution? Would the town need to upgrade its police, fire, or ambulance services? Would it raise housing prices? What percent of the jobs would go to local people, and would the jobs be well-paying and stable? Would there be three shifts with some shifts ending late at night or early in the morning? How would the local schools and sewage treatment services be affected? Would the new factory's location adjacent to the area's only park limit the use of the park and its playground and bicycle trail by local children?

- 3) Samantha questioned the corporate Factory Site Expert's claims that the company had created jobs and done wonderful things in two other towns, so the same thing would happen here, so no further issues were involved. She challenged their claims that use all EXCEPT which of non-scientific basis of knowledge?
- A. tradition
 - B. authority
 - C. overgeneralization
 - D. premature closure
 - E. selective observation

Answer: A

Diff: 6 Page Ref: 4

Topic: Alternatives to Science

Skill: 01. Apply abstract learning to realistic situations

Objective: 01.02 Explain limits/weaknesses of non-research approaches

- 4) Based on her questions, Samantha urged the County Board to delay a decision and first conduct a(n)
- A. social impact assessment study.
 - B. evaluation research study.
 - C. time-series study
 - D. cohort study.
 - E. action-oriented research study.

Answer: A

Diff: 4 Page Ref: 14

Topic: Dimensions of Social Research

Skill: 01. Apply abstract learning to realistic situations

Objective: 01.05 Define different ways that researchers use time

- 5) Which best summarizes the main goal of descriptive research?
- A. Advance knowledge about an underlying process or complete a theory.
 - B. Develop techniques and a sense of direction for future research.
 - C. Give a verbal or numerical (e.g., percentages) picture.
 - D. Extend a theory or principle into new areas or issues.
 - E. Provide evidence to support or refute an explanation.

Answer: C

Diff: 1 Page Ref: 16

Topic: Dimensions of Social Research

Skill: 05. Show awareness of appropriate procedures/techniques

Objective: 01.04 Distinguish among goals/purposes of social research

- 6) Prestige and honor within the scientific community depend largely on
- A. the size of a researcher's paycheck.
 - B. the number of appearances of a person on TV or in major newspapers.
 - C. one's reputation as a researcher as demonstrated by having many publications in highly respected scholarly journals.
 - D. how popular the person is among students as an excellent teacher.
 - E. the number of powerful political and business a person has as friends.

Answer: C

Diff: 2 Page Ref: 9

Topic: How Science Works

Skill: 02. Recognize difference between scientific & nonscientific

Objective: 01.01 Compare/evaluate social research & alternatives

- 7) The president of Big Hotdog, Inc. considered changing the wage structure to increase worker productivity. She called in the firm's top management team to make a decision. The Vice President for Human Resources said, "We can't change it because we've had the same wage structure for the past 20 years and the employees will object." The Vice President for Finance said, "A new wage structure was tried at Spicy Meatball, Inc. and it didn't work there so it won't work here." The Vice President for Production said, "My brother is a Professor of Human Relations, and he says it's a good idea." The Vice President for Sales said, "I've read an article in last week's Fortune magazine on it, and it proves that the proposed new wage structure always is best." When the president suggested getting more information, the Vice President for Overseas Marketing said, "We have enough knowledge in this room now and getting any more would be a waste of time." The president agreed the Vice President for Sales. Which error did she make?
- A. appeal to authority as a basis of knowledge
 - B. appeal to tradition as a basis of knowledge
 - C. premature closure
 - D. selective observation
 - E. overgeneralization

Answer: A

Diff: 5 Page Ref: 3-6

Topic: Alternatives to Science

Skill: 01. Apply abstract learning to realistic situations

Objective: 01.02 Explain limits/weaknesses of non-research approaches

- 8) A tendency to assume that a person or source with a strong reputation or in a high status position is automatically correct, instead of carefully evaluating the quality of information offered is called?
- A. selective observation
 - B. skepticism
 - C. halo effect
 - D. premature closure
 - E. scientific method

Answer: C

Diff: 2 Page Ref: 6

Topic: Alternatives to Science

Skill: 02. Recognize difference between scientific & nonscientific

Objective: 01.02 Explain limits/weaknesses of non-research approaches

- 9) Explanatory Research is
- A. research in which a researcher seeks to test theories and addresses the question of why events or patterns occur in social reality.
 - B. a technique developed by economists in which the positive and negative consequences of something are estimated, given a dollar value, then balanced against one another.
 - C. evaluation research after the program or policy being evaluated ends.
 - D. evaluation research throughout the program or policy being evaluated.
 - E. research into a new area that has not been studied and in which a researcher develops initial ideas and a more focused research question.

Answer: A

Diff: 1 Page Ref: 16-17

Topic: Dimensions of Social Research

Skill: 05. Show awareness of appropriate procedures/techniques

Objective: 01.04 Distinguish among goals/purposes of social research

- 10) Below are five of the seven steps of a research project in scrambled order. Of the five listed below, which one is supposed to be second in the sequence among them?
- A. interpret findings
 - B. collect data
 - C. design study
 - D. focus project
 - E. analyze the data

Answer: C

Diff: 3 Page Ref: 9-10

Topic: Steps in the Social Research Process

Skill: 07. Make distinctions among related ideas/processes

Objective: 01.07 Organize steps of the research process

- 11) Sara Sahara conducted a study on religion. She developed a questionnaire and planned an accurate sample of 500 people. She ran off copies of her questionnaire and contact people in the sample. Next, she interviewed the sample and carefully recorded all the information. She used various statistics to analyze the data and next interpreted her statistics to bring out their meaning. Lastly, she wrote up her findings and method into a paper which she presented at professional meetings and sent to a scholarly journal for possible publication. Which step in the process of research did Sara skip?
- A. collect data
 - B. design study
 - C. focus research question
 - D. inform others
 - E. none of the above

Answer: C

Diff: 4 Page Ref: 9-10

Topic: Steps in the Social Research Process

Skill: 01. Apply abstract learning to realistic situations

Objective: 01.07 Organize steps of the research process

- 12) Rusty Spoon, a hospital administrator, heard a lot about gay men getting HIV, A.I.D.S. He watched the male patients at his hospital admitted for A.I.D.S. He thought they all looked like homosexuals as did almost all their male visitors. In reality, at his hospital, 60 percent of the H.I.V. positive male patients were heterosexual and 80 percent of their visitors were neighbors, co-workers, or immediate family members. He most clearly made which type of error?
- A. selective observation
 - B. premature closure
 - C. overgeneralization
 - D. inattention
 - E. none, he made no error

Answer: A

Diff: 4 Page Ref: 6

Topic: Alternatives to Science

Skill: 01. Apply abstract learning to realistic situations

Objective: 01.02 Explain limits/weaknesses of non-research approaches

- 13) After it was all over, Susan Jones surveyed the 150 residents of her neighborhood about their reactions to a three week experimental trash collection program. In the program, residents separated cans, paper, glass, and plastic for recycling. She also examined the percent of trash in the neighborhood that was properly sorted at the end of the three week period. Her results were used to prepare a report for the city trash collection department. Susan's study is an example of
- A. basic research.
 - B. exploratory research.
 - C. evaluation research.
 - D. qualitative research
 - E. cohort analysis.

Answer: C

Diff: 3 Page Ref: 12-13

Topic: Dimensions of Social Research

Skill: 03. Display ability to extend learning to new situations

Objective: 01.03 Identify types of social research & weakness/strengths

- 14) In exploratory research, one does all of the following, EXCEPT
- A. become familiar with the basic facts, people, and concerns involved.
 - B. develop a well grounded mental picture of what is occurring.
 - C. generate many ideas and develop tentative conjectures.
 - D. determine the feasibility of doing additional research.
 - E. test a theory or explanation.

Answer: E

Diff: 2 Page Ref: 15-16

Topic: Dimensions of Social Research

Skill: 06. Explain reasons for using a specific process/procedure

Objective: 01.04 Distinguish among goals/purposes of social research

- 15) Joe Foss studied gender differences in attitudes toward mathematics and science among 45 first grade students. Over the next twelve years, he studied the same 45 children when they were in the fifth, eighth, and twelfth grades. This is what type of research?
- A. case study research
 - B. cross-sectional research
 - C. panel study research
 - D. time series research
 - E. action-oriented research

Answer: C

Diff: 2

Page Ref: 17-18

Topic: Dimensions of Social Research

Skill: 04. Express familiarity with the range of techniques/methods

Objective: 01.03 Identify types of social research & weakness/strengths

- 16) In 2001, Professor Dennis Wrong decided to conduct a study of 1,000 persons who were married in 1946 to 1948 and were still married. He believed that the social climate, returning veterans, and other changes around the end for World War II affected the decision to marry and what occurred in their first year of marriage. Most likely, he was conducting what type of study?
- A. case study
 - B. panel
 - C. cohort
 - D. time series
 - E. cross-sectional

Answer: C

Diff: 4

Page Ref: 19

Topic: Dimensions of Social Research

Skill: 01. Apply abstract learning to realistic situations

Objective: 01.05 Define different ways that researchers use time

- 17) All of the following characterized APPLIED RESEARCH, EXCEPT which one?
- A. Doing research is usually part of a job assignment and sponsors/supervisors who are not professional researchers will judge/use the results.
 - B. Success is based on whether sponsors/supervisors use the results in decision-making.
 - C. The primary concern is with the internal logic and rigor of the research design, so a research attempts to reach the absolute norms of scientific rigor and scholarship.
 - D. The driving goal is to produce practical payoffs or uses of the results.
 - E. Research problems one can explore are limited by the demands and interests of employers or sponsors.

Answer: C

Diff: 3

Page Ref: 11-12

Topic: Dimensions of Social Research

Skill: 04. Express familiarity with the range of techniques/methods

Objective: 01.04 Distinguish among goals/purposes of social research

- 18) A type of data collection technique that most closely follows the logic and principles of natural science, in which researchers create situations and examine their effects on participants is called
- A. experimental research.
 - B. content analysis.
 - C. survey research.
 - D. field research.
 - E. historical comparative research.

Answer: A

Diff: 2

Page Ref: 20-21

Topic: Dimensions of Social Research

Skill: 08. Provide examples of abstract ideas/principles

Objective: 01.08 Know various ways/methods of soc. science explanation

1.3 Key Terms Vocabulary Questions

- 1) action research study

Answer: A type of applied social research in which a researcher treats knowledge as a form of power and abolishes the division between creating and using knowledge to engage in political action.

Diff: 3 Page Ref: 13-14
Topic: Dimensions of Social Research
Skill: 50. Ability to Define Key Terms
Objective: 01.04 Distinguish among goals/purposes of social research

- 2) applied social research

Answer: Research that attempts to solve a concrete problem or address a specific policy question, and that has a direct, practical application.

Diff: 3 Page Ref: 11-13
Topic: Dimensions of Social Research
Skill: 50. Ability to Define Key Terms
Objective: 01.03 Identify types of social research & weakness/strengths

- 3) basic social research

Answer: Research designed to advance fundamental knowledge about the social world.

Diff: 3 Page Ref: 11,13
Topic: Dimensions of Social Research
Skill: 50. Ability to Define Key Terms
Objective: 01.04 Distinguish among goals/purposes of social research

- 4) case study

Answer: Research, usually qualitative, on one or a small number of cases in which a researcher carefully examines a large number of details about each case.

Diff: 3 Page Ref: 19
Topic: Dimensions of Social Research
Skill: 50. Ability to Define Key Terms
Objective: 01.03 Identify types of social research & weakness/strengths

- 5) cohort study

Answer: A type of longitudinal research in which a researcher focuses on a category of people who share a similar life experience in a specified time period.

Diff: 3 Page Ref: 19
Topic: Dimensions of Social Research
Skill: 50. Ability to Define Key Terms
Objective: 01.05 Define different ways that researchers use time

6) cross-sectional research

Answer: Research in which a researcher examines a single point in time or take a one-time snapshot approach.

Diff: 3 Page Ref: 17-18
Topic: Dimensions of Social Research
Skill: 50. Ability to Define Key Terms
Objective: 01.05 Define different ways that researchers use time

7) data

Answer: The empirical evidence or information that a person gathers carefully according to established rules or procedures; it can be qualitative or quantitative.

Diff: 3 Page Ref: 7
Topic: How Science Works
Skill: 50. Ability to Define Key Terms
Objective: 01.01 Compare/evaluate social research & alternatives

8) descriptive research

Answer: Research in which researcher present a picture of the specific details of a situation, social setting, or relationship.

Diff: 3 Page Ref: 16
Topic: Dimensions of Social Research
Skill: 50. Ability to Define Key Terms
Objective: 01.04 Distinguish among goals/purposes of social research

9) empirical evidence

Answer: The observations that people experience through their senses - touch, sight, hearing, smell, and taste; these can be direct or indirect.

Diff: 3 Page Ref: 7
Topic: How Science Works
Skill: 50. Ability to Define Key Terms
Objective: 01.01 Compare/evaluate social research & alternatives

10) evaluation research study

Answer: A type of applied research in which one tried to determine how well a program or policy is working or reaching its goals and objectives.

Diff: 3 Page Ref: 15-16
Topic: Dimensions of Social Research
Skill: 50. Ability to Define Key Terms
Objective: 01.04 Distinguish among goals/purposes of social research

11) existing statistics research

Answer: Research in which one examines numerical information from government documents or official reports to address new questions.

Diff: 3 Page Ref: 21

Topic: Dimensions of Social Research

Skill: 50. Ability to Define Key Terms

Objective: 01.03 Identify types of social research & weakness/strengths

12) experimental research

Answer: Research in which one intervenes or does something different to one group of people but not another, then compares the results for the groups.

Diff: 3 Page Ref: 20

Topic: Types of Social Research

Skill: 50. Ability to Define Key Terms

Objective: 01.03 Identify types of social research & weakness/strengths

13) explanatory research

Answer: Research in which a researcher identifies sources of social behaviors, beliefs, conditions, and events; documents causes, tests theories, and provides reasons.

Diff: 3 Page Ref: 16

Topic: Dimensions of Social Research

Skill: 50. Ability to Define Key Terms

Objective: 01.04 Distinguish among goals/purposes of social research

14) exploratory research

Answer: Research in which a researcher examines a new area to formulate precise questions that future research can address.

Diff: 3 Page Ref: 15

Topic: Dimensions of Social Research

Skill: 50. Ability to Define Key Terms

Objective: 01.04 Distinguish among goals/purposes of social research

15) field research

Answer: A type of qualitative research in which a research directly observes the people being studied in a natural setting for an extended period. Often, the research combines intensive observing with participation in the people's activities.

Diff: 3 Page Ref: 21

Topic: Dimensions of Social Research

Skill: 50. Ability to Define Key Terms

Objective: 01.06 Distinguish between qualitative and quantitative approaches to research

16) halo effect

Answer: An error often made when people use personal experience as an alternative to science for acquiring knowledge. It is when a person overgeneralizes from what he or she accepts as being highly positive or prestigious and let its strong reputation or prestige "rub off" onto other areas.

Diff: 3 Page Ref: 6
Topic: How Science Works
Skill: 50. Ability to Define Key Terms
Objective: 01.02 Explain limits/weaknesses of non-research approaches

17) historical-comparative research

Answer: Research in which one examines different culture or period to better understand the social world.

Diff: 3 Page Ref: 21
Topic: Dimensions of Social Research
Skill: 50. Ability to Define Key Terms
Objective: 01.03 Identify types of social research & weakness/strengths

18) longitudinal research

Answer: Research in which the researcher examine the features of people or other units at multiple points in time.

Diff: 3 Page Ref: 17
Topic: Dimensions of Social Research
Skill: 50. Ability to Define Key Terms
Objective: 01.05 Define different ways that researchers use time

19) overgeneralization

Answer: An error that people often make when using personal experience as an alternative to science for acquiring knowledge. It occurs when some evidence supports a belief, but a person falsely assume that it applies to many other situations, too.

Diff: 3 Page Ref: 6
Topic: Alternatives to Science
Skill: 50. Ability to Define Key Terms
Objective: 01.02 Explain limits/weaknesses of non-research approaches

20) panel study

Answer: A powerful type of longitudinal research in which a researcher observe exactly the same people, group, or organization across multiple time points.

Diff: 3 Page Ref: 17-18
Topic: Dimensions of Social Research
Skill: 50. Ability to Define Key Terms
Objective: 01.05 Define different ways that researchers use time

21) premature closure

Answer: An error that is often made when using personal experience as an alternative to science for acquiring knowledge. It occurs when a person feels he or she has answer and do not need to listen, seek information, or raise questions any longer.

Diff: 3 Page Ref: 6
Topic: Alternatives to Science
Skill: 50. Ability to Define Key Terms
Objective: 01.02 Explain limits/weaknesses of non-research approaches

22) qualitative data

Answer: Empirical evidence expressed as words, visual images, sounds, or objects.

Diff: 3 Page Ref: 20-21
Topic: Dimensions of Social Research
Skill: 50. Ability to Define Key Terms
Objective: 01.06 Distinguish between qualitative and quantitative approaches to research

23) quantitative data

Answer: Empirical evidence in the form of numbers.

Diff: 3 Page Ref: 20-21
Topic: Dimensions of Social Research
Skill: 50. Ability to Define Key Terms
Objective: 01.06 Distinguish between qualitative & quantitative research

24) selective observation

Answer: An error that people often make when using personal experience as an alternative to science for acquiring knowledge. It is when a person takes special notice of some people or events and tends to seek out evidence that confirms what already is believed and ignore contradictory information.

Diff: 3 Page Ref: 6
Topic: Alternatives to Science
Skill: 50. Ability to Define Key Terms
Objective: 01.02 Explain limits/weaknesses of non-research approaches

25) scientific community

Answer: A collection of people who practice science and a set of norms, behaviors, and attitudes that bind them together.

Diff: 3 Page Ref: 7-8
Topic: How Science Works
Skill: 50. Ability to Define Key Terms
Objective: 01.01 Compare/evaluate social research & alternatives

26) scientific method

Answer: The ideas, rules, techniques, and approaches that the scientific community uses.

Diff: 3 Page Ref: 8-9

Topic: How Science Works

Skill: 50. Ability to Define Key Terms

Objective: 01.01 Compare/evaluate social research & alternatives

27) social impact assessment study

Answer: A type of applied social research in which a researcher estimates the likely consequences or outcome of a planned intervention or intentional change to occur the future.

Diff: 3 Page Ref: 14

Topic: Dimensions of Social Research

Skill: 50. Ability to Define Key Terms

Objective: 01.03 Identify types of social research & weakness/strengths

28) social research

Answer: A process in which a researcher combines a set of principles, outlooks, and ideas with a collection of specific practices, techniques, and strategies to produce knowledge.

Diff: 3 Page Ref: 2

Topic: How Science Works

Skill: 50. Ability to Define Key Terms

Objective: 01.01 Compare/evaluate social research & alternatives

29) survey research

Answer: Quantitative social research in which one systematically asks many people the same questions, then records and analyzes their answers.

Diff: 3 Page Ref: 20

Topic: Dimensions of Social Research

Skill: 50. Ability to Define Key Terms

Objective: 01.03 Identify types of social research & weakness/strengths

30) time-series study

Answer: A type of longitudinal research in which a researcher gathers the same type of information across two or more time periods.

Diff: 3 Page Ref: 17

Topic: Dimensions of Social Research

Skill: 50. Ability to Define Key Terms

Objective: 01.05 Define different ways that researchers use time