

02

Student: _____

1. Sociologists, like Peter and Patricia Adler, systematically gather our stories together through research and make sense of them with which of the following?
 - A. theory
 - B. anomie
 - C. globalism
 - D. feminism
2. Sociology, at its core, represents a conversation between what?
 - A. theory and research
 - B. application and understanding
 - C. dependent and independent variables
 - D. reliability and validity
3. Which of the following terms is used to describe a systematic, organized series of steps that ensures maximum objectivity and consistency in researching a problem?
 - A. scientific method
 - B. social science
 - C. experiment
 - D. value neutrality
4. What is commonly the second step in the scientific method?
 - A. defining the problem
 - B. selecting the research design
 - C. reviewing the literature
 - D. collecting and analyzing data
5. If you were interested in studying the relationship between date and acquaintance rape victims and the characteristics of the rapist, what would be your first step?
 - A. review the literature on date and acquaintance rape
 - B. define the problem
 - C. create a hypothesis
 - D. choose a research design
6. What is an operational definition?
 - A. A speculative statement about the relationship between two variables.
 - B. The extent to which a measure provides consistent results.
 - C. The transformation of an abstract concept into indicators that are observable and measurable.
 - D. A relationship between two variables whereby a change in one coincides with a change in the other.
7. Sociologists do research, primarily, to do what?
 - A. Prove their theories correct.
 - B. Develop operational definitions.
 - C. Test their hypotheses.
 - D. Disprove the research of others.

8. A sociologist who is interested in examining racism in sports might determine what percentage of team owners, general managers, coaches, and managers are members of each racial group. This would be an example of developing what?
- A. a research design
 - B. an operational definition
 - C. a hypothesis
 - D. a theory
9. What is the conventional operational definition of education given by the textbook?
- A. average grade/grade point
 - B. IQ
 - C. performance score on standardized tests
 - D. years of schooling completed
10. What is the term for a testable statement about the relationship between two or more variables?
- A. correlation
 - B. hypothesis
 - C. sample
 - D. research design
11. Which of the following best describes the notion that the higher the level of one's education, the higher one's income level will be?
- A. independent variables
 - B. operational definition
 - C. hypothesis
 - D. correlation
12. Of what is the statement "Women who receive welfare are less likely than other women to have babies" an example?
- A. an operational definition
 - B. a hypothesis
 - C. a research design
 - D. causal logic
13. Of what is the statement "Most homeless people are not mentally ill" an example?
- A. a hypothesis
 - B. an experiment
 - C. an operational definition
 - D. a variable
14. What is a variable?
- A. A measurable trait or characteristic that is subject to change under different conditions.
 - B. The extent to which a measure provides consistent results.
 - C. The unintended influence that observers or experiments can have on their subjects.
 - D. A speculative statement about the relationship between two traits.
15. Income, religion, race, gender, and marital status can all be examples of what?
- A. indices
 - B. scales
 - C. variables
 - D. operational definitions

16. A group of researchers designs a study to examine the effect of homeschooling on the academic performance of students in university. The researchers control for parental income and for gender. What is the independent variable in this study?
- A. homeschooling
 - B. academic performance
 - C. parental income
 - D. gender
17. What do social scientists call the variable that is hypothesized to cause or influence another variable?
- A. an independent variable
 - B. a dependent variable
 - C. a spurious variable
 - D. an operational variable
18. Which of the following would be considered the independent variable in the text research example?
- A. level of education
 - B. level of income
 - C. sources of income
 - D. occupation
19. Sociological studies have indicated that people who are married are less likely to commit suicide than people who are divorced. In this example, what is marital status?
- A. hypothesis
 - B. independent variable
 - C. dependent variable
 - D. index
20. The race of a criminal offender is associated with the frequency with which capital punishment is administered. In this example, what is capital punishment?
- A. hypothesis
 - B. independent variable
 - C. dependent variable
 - D. index
21. What is the term for the relationship between a condition or a variable and a particular consequence, with one event leading to the other?
- A. observation
 - B. causal logic
 - C. a correlation
 - D. an index
22. Of what is the statement "People who live in poverty have shorter life expectancies than wealthier citizens" an example?
- A. causal logic
 - B. a correlation
 - C. an independent variable
 - D. the Hawthorne effect

23. Of what is the statement "Eating fewer fats and carbohydrates will lead to weight loss" an example?
- A. causal logic
 - B. a dependent variable
 - C. an independent variable
 - D. a correlation
24. The greater likelihood of a person who is less integrated into society committing suicide illustrates which of the following?
- A. a defined variable
 - B. an undefined variable
 - C. causal logic
 - D. a social fact
25. What is the term for the relationship between two variables whereby a change in one coincides with a change in the other?
- A. an index
 - B. a correlation
 - C. an operational definition
 - D. a scale
26. Individuals who have divorced parents are more likely to divorce than individuals who have parents who did not divorce. Of what is this statement an example?
- A. theory
 - B. correlation
 - C. natural law
 - D. social fact
27. In which type of sample does each member of the entire population being studied have the same chance of being selected?
- A. random sample
 - B. quota sample
 - C. index sample
 - D. Roper sample
28. If researchers wanted to examine the opinions of people listed in a city directory, they might call every tenth or fiftieth or hundredth name listed. What would this constitute?
- A. scale
 - B. control variable
 - C. quota sample
 - D. random sample
29. What was the source of the data collected in the research example, given in the text, on education and income?
- A. city directories
 - B. the Census of Canada
 - C. phone surveys
 - D. internet surveys

30. Which of the following is true of valid research measures?

- A. they provide consistent results
- B. they are always independent, rather than dependent, variables
- C. they accurately measure the phenomenon under study
- D. they are ethical standards that are followed by sociologists

31. Religiosity is a term for how religious an individual is. Why might it be difficult for researchers to construct a valid measure of religiosity?

- A. Most people in modern society are not religious.
- B. Not all religions have the same view of the divine.
- C. Different religions impose different requirements on a pious adherent.
- D. Different religions have different sacred texts.

32. What is the term for a research measure that provides consistent results?

- A. valid
- B. reliable
- C. dependent
- D. independent

33. What is the term for a factor held constant to test the relative impact of the independent variable?

- A. control variable
- B. dependent variable
- C. correlation
- D. hypothesis

34. What is a research design?

- A. An explanation of an abstract concept that is specific enough to allow a researcher to measure the concept.
- B. A speculative statement about the relationship between two or more variables.
- C. An indicator of attitudes, behaviour, or characteristics of people or organizations.
- D. A detailed plan or method for scientifically obtaining data.

35. Selecting a research design is important because it may affect both the amount of time needed to collect the data and which of the following?

- A. The validity of the study.
- B. The cost of the project.
- C. The reliability of the study.
- D. The scale of the project.

36. What is the term for a study, generally in the form of an interview or a questionnaire, that provides researchers with information concerning how people think or act?

- A. observation research
- B. a survey
- C. secondary analysis
- D. an experiment

37. To conduct a cross-cultural study of job discrimination against women, a sociologist interviews 75 women between the ages of 20 and 40 in an American city, and 75 women in the same age group in a Canadian city. What would this study be classified as?
- A. a secondary analysis
 - B. participant observation
 - C. a survey
 - D. a content analysis
38. Which of the following survey questions will likely give the researcher the best results?
- A. What was your income last year?
 - B. What was your personal income last year?
 - C. What was your personal income, before taxes, last year?
 - D. What was your personal income, before taxes, in the tax year ending December 31st, 2008?
39. Interviews have the advantage of a better response rate than self-administered questionnaires. Interviews have disadvantages as well. Which of the following is a disadvantage of an interview?
- A. The gender, race, appearance, or other characteristics of the interviewer may influence responses of the research subjects.
 - B. A research subject is more likely to complete a written questionnaire than accept a personal request for an interview.
 - C. A research subject is more likely to share underlying feelings and reasons when completing a written questionnaire than when being interviewed by a skillful interviewer.
 - D. Interview results are more difficult to interpret than self-administered results.
40. Surveys most often collect and report data primarily in numerical form. What kind of data is this?
- A. qualitative
 - B. quantitative
 - C. descriptive
 - D. ethnographic
41. What is the term for the number calculated by adding a series of values and then dividing by the number of values?
- A. mean
 - B. mode
 - C. median
 - D. percentage
42. What is the term for the single most common value in a series of scores?
- A. mean
 - B. mode
 - C. median
 - D. percentage
43. What is the term for the midpoint, or number that divides a series of values into two groups of equal numbers of values?
- A. mean
 - B. mode
 - C. median
 - D. percentage

44. Which number would be considered the mode of the following: 10-10-9-9-8-8-7-7-7-6-5?
- A. 10
 - B. 8
 - C. 7
 - D. 5
45. What kind of research relies on what sociologists see in the field and naturalistic settings, often focusing on small groups and communities?
- A. qualitative
 - B. quantitative
 - C. exploratory
 - D. descriptive
46. What is the most common type of qualitative research?
- A. observation
 - B. ethnography
 - C. surveys
 - D. secondary analysis
47. What is the term for research that collects information about a group through direct researcher participation?
- A. a survey
 - B. observation
 - C. secondary analysis
 - D. an experiment
48. A sociologist attends meetings at all the schools and churches in his community over several years, and meets as many residents as he can for the purpose of exploring all facets of the community's social life. He then compiles a detailed description of the community. What kind of research is he doing?
- A. content analysis
 - B. secondary analysis
 - C. quantitative study
 - D. ethnography
49. What is the initial challenge faced by William F. Whyte and other participant observers?
- A. Maintaining their objectivity when studying people face-to-face.
 - B. Formulating the sequence of questions in an interview.
 - C. Determining which group will be the experimental group.
 - D. Gaining acceptance into an unfamiliar group.
50. Which of the following is true of participant observation research?
- A. It tends to be more expensive than large-scale survey research.
 - B. It tends to be more time consuming than secondary analysis.
 - C. It tends to be less useful than interviews.
 - D. It relies less on personal relationships than other research techniques do.
51. What is one of the major challenges of participant observation?
- A. Maintaining a degree of detachment.
 - B. Finding a group to study.
 - C. Obtaining university approval.
 - D. Preparing results.

52. What is the term for an artificially created situation that allows the researcher to manipulate variables and to introduce control variables?
- A. survey
 - B. experiment
 - C. replication
 - D. research design
53. In an experiment, what is the group that is not exposed to the independent variable called?
- A. the experimental group
 - B. the representative group
 - C. the study group
 - D. the control group
54. Which of the following is true of most sociologists performing research?
- A. They frequently use laboratory experiments because they are a very accurate way of examining human behaviour.
 - B. They often do not rely on experiments because they generally do not give accurate representations of group behaviour.
 - C. They often do not rely on experiments because the presence of a social scientist may affect the behaviour of the people being studied.
 - D. They do not re-create experimental conditions in the field.
55. People may behave differently in artificial situations than they would in the "real world". This poses a particular problem for researchers using which of the following techniques?
- A. questionnaires
 - B. content analysis
 - C. replication
 - D. laboratory experiments
56. What term do sociologists use to describe the phenomenon whereby subjects deviate from their typical behaviour because they realize they are under observation?
- A. the control group effect
 - B. the spurious response
 - C. the Hawthorne effect
 - D. skewing
57. A sociologist decides to study the interaction among students in the college's computer centre. When the students realize they are under observation, they become shy and reserved in their interactions. Of what is this an example?
- A. replication
 - B. secondary analysis
 - C. the Hawthorne effect
 - D. value neutrality
58. What was one finding of Devah Pager's research on criminal records and employment prospects?
- A. White ex-convicts have a harder time becoming employed than Blacks with no criminal records.
 - B. gender is still a significant factor in employment opportunities.
 - C. White ex-convicts have an easier time becoming employed than Blacks with no criminal records.
 - D. most convicts released from prison each year are White.

59. Which of the following is true of secondary analysis?

- A. It relies more heavily on personal relationships than do other forms of analysis.
- B. It is more reliable than other forms of research.
- C. It is more cost-effective than generating original data.
- D. It is easier to customize than a questionnaire.

60. Secondary analysis includes a variety of research techniques that use which of the following?

- A. questionnaires and interviews
- B. participant observation
- C. previously collected and publicly accessible information and data
- D. control groups

61. Information on the top names for newborns in Canada and Quebec illustrates which of the following?

- A. Given names in most of the country show patterns of ethnic distinctiveness.
- B. Information collected by institutions is of little use for purposes other than those for which it was produced.
- C. Parents in Quebec gravitate to culturally distinctive names for their children.
- D. Most of the names popular for babies in Quebec are also popular in the rest of the country.

62. Secondary analysis is considered by sociologists to be which of the following?

- A. More valid than other forms of research.
- B. More reliable than other forms of research.
- C. A nonreactive form of research.
- D. An outdated mode of research.

63. Which of the following sociologists conducted an examination of suicide using secondary analysis?

- A. Max Weber
- B. Émile Durkheim
- C. Jane Poulsen
- D. William F. Whyte

64. Which of the following is an inherent problem in using secondary sources of data?

- A. The researcher may not find the exact data needed for his or her own research.
- B. The data are plagued with statistical errors.
- C. The researcher may be more careless when using someone else's data.
- D. All of the analysis has been completed by an initial research team.

65. A researcher studies adolescent attitudes about senior citizens by analyzing depictions of the elderly in the lyrics of popular music and the content of teen magazines. Of what is this an example?

- A. content analysis
- B. replication
- C. survey research
- D. an experiment

66. Erving Goffman's pioneering exploration of how advertising portrays women as dependent upon men is an example of what kind of research?

- A. survey research
- B. content analysis
- C. media analysis
- D. ethnography

67. By whom was the code of ethics for the discipline of sociology in Canada developed?
- A. John Porter.
 - B. the Auditor General for Canada
 - C. the Canadian Association of University Professors
 - D. the Canadian Sociological Association
68. Which of the following is NOT included in the code of ethics for sociology?
- A. maintaining confidentiality
 - B. objectivity and integrity in research
 - C. protection of research subjects from personal harm
 - D. non-disclosure of sources of financial support and sponsorship
69. Which of the following is NOT incorporated into the basic principles of the code of ethics for sociology?
- A. a required number of data sources
 - B. respect for subjects' privacy
 - C. acknowledgment of research collaboration
 - D. disclosure of sources of financial support
70. Why was Russel Ogden, a graduate student at Simon Fraser University, initially found to be in contempt of court by the Vancouver coroner's office?
- A. Concealing information about a suspicious death.
 - B. Collection of personal information from vulnerable persons.
 - C. Disagreements with university administrators over the management of sensitive research data.
 - D. Refusal, when subpoenaed, to break the confidentiality promised to his research subjects.
71. Which of the following is NOT true regarding actions by the Exxon Corporation after the 1989 *Valdez* disaster?
- A. Exxon solicited sociologists to do research on jury deliberations.
 - B. Exxon offered research money for sociologists doing research on jury deliberations.
 - C. Some of the research funded by Exxon was published in peer-reviewed journals.
 - D. Exxon bribed sociologists to produce research favourable to their cause.
72. By whom was "value neutrality" in social science research initially advocated?
- A. Émile Durkheim
 - B. W. E. B. Du Bois
 - C. Max Weber
 - D. William Zellner
73. A researcher conducts a study and the results support neither his hypothesis nor his moral standpoint. Because of this, he decides to suppress his findings. This runs contrary to which of the following principles?
- A. confidentiality
 - B. value neutrality
 - C. research design
 - D. informed consent
74. Which group of sociologists has been most influential in broadening the scope of sociological research to include traditionally marginalized groups?
- A. functionalist theorists
 - B. conflict theorists
 - C. interactionist theorists
 - D. feminist theorists

75. Which sociologist argued that sociological research should focus on social change and on relevant research developed by non-sociologists?

- A. Jane Poulson
- B. Joyce Ladner
- C. Shulamit Reinharz
- D. Karen Barkey

76. Which perspective has had the greatest influence on the current generation of social researchers?

- A. interactionist perspective
- B. feminist perspective
- C. conflict perspective
- D. functionalist perspective

77. Which of the following statements is NOT true about the contributions of feminist scholars?

- A. They have increased global awareness.
- B. They have drawn attention to researchers' tendency to overlook women in sociological studies.
- C. They tend to involve and consult their subjects more than other researchers.
- D. They do not factor the influence of men into their research.

Your class is doing a research study on the academic success of college and university students. It has been suggested that two of the issues that many students face today which may affect their level of academic success are being employed in order to pay tuition, and peer pressure to party. Answer the following five questions designed to assess your ability to apply steps in the research process.

78. Identify from the following list which represents the independent and dependent variable respectively.

- A. academic success; tuition
- B. academic success; employment
- C. peer pressure; academic success
- D. employment; academic success

79. Which of the following statements represents a valid hypothesis in which to begin the research study?

- A. The amount of peer pressure and number of hours of employment affect a student's academic success
- B. The higher the peer pressure and the more hours a student works negatively affects his/her academic success
- C. College and university students' academic success is dependent upon the amount of peer pressure they feel or the distance they travel to work.
- D. Students' academic success may be affected by either the amount of peer pressure or hours of employment

80. Analysis of the data suggests that that the more hours a student works, the less they feel pressured by their peers to party. This is an example of which type of relationship?

- A. correlation
- B. hypothetical
- C. causal logic
- D. reliability

81. The class has decided that they would like to determine if there is a relationship between academic success, peer pressure and employment among their school's 15,000 students. What is the most effective research design?

- A. observe groups of students' behaviour at a party
- B. design an experiment that compares students who are employed and students who claim to feel peer pressure
- C. have a random sample of students complete a survey questionnaire
- D. have a random sample of students meet for a face-to-face interview

82. Which of the following methods would feminist researchers suggest best allows the voices of the subjects to be heard?

- A. experimental
- B. questionnaires
- C. secondary analysis
- D. observation

83. The third step in the scientific method is reviewing the literature.

True False

84. In the statement, "the more a person exercises, the longer he or she will live", longevity is the independent variable.

True False

85. Correlations are an indication that causality is always present.

True False

86. A magazine asks its readers to complete a survey that questions them about their sexual practices. Based on the responses that it receives, the magazine publishes an article entitled "The Sexual Practices of Men and Women in Canada". This magazine has conducted a valid random sample to support its article.

True False

87. Validity refers to the degree to which a measure or scale truly reflects the phenomenon under study.

True False

88. Selection of a research design will influence both the cost of a research project and the amount of time needed to collect the results of the research.

True False

89. An interviewer is likely to obtain a higher response rate than a printed survey form would.

True False

90. Content analysis of recent films has been used to demonstrate an increase in the amount of smoking shown in motion pictures.

True False

91. Define the term *scientific method* and the five basic steps used in the scientific method.

92. Discuss how a researcher might select a random sample of subjects for a research study. Which sample selection methods should researchers use, and which methods should be avoided?

93. Describe the various types of research designs and discuss the strengths and weakness of each design. Which type of research design is most commonly used by researchers, and which type of research design is the least reliable?
94. Discuss the issue of ethics and social research. Give examples of how research could be harmful to human life.
95. How have feminist researchers influenced the discipline of sociology?

02 KEY

1. (p. 23) Sociologists, like Peter and Patricia Adler, systematically gather our stories together through research and make sense of them with which of the following?

- A.** theory
- B. anomie
- C. globalism
- D. feminism

Learning Objective: 02-01 Identify the different steps in the research process

Type: Easy

Witt - Chapter 02 #1

2. (p. 24) Sociology, at its core, represents a conversation between what?

- A.** theory and research
- B. application and understanding
- C. dependent and independent variables
- D. reliability and validity

Learning Objective: 02-01 Identify the different steps in the research process

Type: Medium

Witt - Chapter 02 #2

3. (p. 24) Which of the following terms is used to describe a systematic, organized series of steps that ensures maximum objectivity and consistency in researching a problem?

- A.** scientific method
- B. social science
- C. experiment
- D. value neutrality

Learning Objective: 02-01 Identify the different steps in the research process

Type: Easy

Witt - Chapter 02 #3

4. (p. 24) What is commonly the second step in the scientific method?

- A. defining the problem
- B. selecting the research design
- C.** reviewing the literature
- D. collecting and analyzing data

Learning Objective: 02-01 Identify the different steps in the research process

Type: Medium

Witt - Chapter 02 #4

5. (p. 25) If you were interested in studying the relationship between date and acquaintance rape victims and the characteristics of the rapist, what would be your first step?

- A. review the literature on date and acquaintance rape
- B.** define the problem
- C. create a hypothesis
- D. choose a research design

Learning Objective: 02-01 Identify the different steps in the research process

Type: Medium

Witt - Chapter 02 #5

6. (p. 25) What is an operational definition?

- A. A speculative statement about the relationship between two variables.
- B. The extent to which a measure provides consistent results.
- C.** The transformation of an abstract concept into indicators that are observable and measurable.
- D. A relationship between two variables whereby a change in one coincides with a change in the other.

Learning Objective: 02-01 Identify the different steps in the research process
Type: Easy
Witt - Chapter 02 #6

7. (p. 25) Sociologists do research, primarily, to do what?

- A. Prove their theories correct.
- B. Develop operational definitions.
- C.** Test their hypotheses.
- D. Disprove the research of others.

Learning Objective: 02-01 Identify the different steps in the research process
Type: Medium
Witt - Chapter 02 #7

8. (p. 25) A sociologist who is interested in examining racism in sports might determine what percentage of team owners, general managers, coaches, and managers are members of each racial group. This would be an example of developing what?

- A. a research design
- B.** an operational definition
- C. a hypothesis
- D. a theory

Learning Objective: 02-01 Identify the different steps in the research process
Type: Medium
Witt - Chapter 02 #8

9. (p. 25) What is the conventional operational definition of education given by the textbook?

- A. average grade/grade point
- B. IQ
- C. performance score on standardized tests
- D.** years of schooling completed

Learning Objective: 02-01 Identify the different steps in the research process
Type: Easy
Witt - Chapter 02 #9

10. (p. 26) What is the term for a testable statement about the relationship between two or more variables?

- A. correlation
- B.** hypothesis
- C. sample
- D. research design

Learning Objective: 02-01 Identify the different steps in the research process
Type: Easy
Witt - Chapter 02 #10

11. (p. 26) Which of the following best describes the notion that the higher the level of one's education, the higher one's income level will be?

- A. independent variables
- B. operational definition
- C.** hypothesis
- D. correlation

Learning Objective: 02-01 Identify the different steps in the research process
Type: Easy
Witt - Chapter 02 #11

12. (p. 26) Of what is the statement "Women who receive welfare are less likely than other women to have babies" an example?

- A. an operational definition
- B.** a hypothesis
- C. a research design
- D. causal logic

Learning Objective: 02-01 Identify the different steps in the research process
Type: Medium
Witt - Chapter 02 #12

13. (p. 26) Of what is the statement "Most homeless people are not mentally ill" an example?

- A.** a hypothesis
- B. an experiment
- C. an operational definition
- D. a variable

Learning Objective: 02-01 Identify the different steps in the research process
Type: Medium
Witt - Chapter 02 #13

14. (p. 26) What is a variable?

- A.** A measurable trait or characteristic that is subject to change under different conditions.
- B. The extent to which a measure provides consistent results.
- C. The unintended influence that observers or experiments can have on their subjects.
- D. A speculative statement about the relationship between two traits.

Learning Objective: 02-01 Identify the different steps in the research process
Type: Easy
Witt - Chapter 02 #14

15. (p. 26) Income, religion, race, gender, and marital status can all be examples of what?

- A. indices
- B. scales
- C.** variables
- D. operational definitions

Learning Objective: 02-01 Identify the different steps in the research process
Type: Easy
Witt - Chapter 02 #15

16. (p. 26) A group of researchers designs a study to examine the effect of homeschooling on the academic performance of students in university. The researchers control for parental income and for gender. What is the independent variable in this study?

- A. homeschooling
- B. academic performance
- C. parental income
- D. gender

Learning Objective: 02-01 Identify the different steps in the research process

Type: Difficult

Witt - Chapter 02 #16

17. (p. 26) What do social scientists call the variable that is hypothesized to cause or influence another variable?

- A. an independent variable
- B. a dependent variable
- C. a spurious variable
- D. an operational variable

Learning Objective: 02-01 Identify the different steps in the research process

Type: Easy

Witt - Chapter 02 #17

18. (p. 27) Which of the following would be considered the independent variable in the text research example?

- A. level of education
- B. level of income
- C. sources of income
- D. occupation

Learning Objective: 02-01 Identify the different steps in the research process

Type: Medium

Witt - Chapter 02 #18

19. (p. 26) Sociological studies have indicated that people who are married are less likely to commit suicide than people who are divorced. In this example, what is marital status?

- A. hypothesis
- B. independent variable
- C. dependent variable
- D. index

Learning Objective: 02-01 Identify the different steps in the research process

Type: Medium

Witt - Chapter 02 #19

20. (p. 26) The race of a criminal offender is associated with the frequency with which capital punishment is administered. In this example, what is capital punishment?

- A. hypothesis
- B. independent variable
- C. dependent variable
- D. index

Learning Objective: 02-01 Identify the different steps in the research process

Type: Medium

Witt - Chapter 02 #20

21. (p. 27) What is the term for the relationship between a condition or a variable and a particular consequence, with one event leading to the other?

- A. observation
- B. causal logic**
- C. a correlation
- D. an index

Learning Objective: 02-01 Identify the different steps in the research process
Type: Easy
Witt - Chapter 02 #21

22. (p. 27) Of what is the statement "People who live in poverty have shorter life expectancies than wealthier citizens" an example?

- A. causal logic**
- B. a correlation
- C. an independent variable
- D. the Hawthorne effect

Learning Objective: 02-01 Identify the different steps in the research process
Type: Medium
Witt - Chapter 02 #22

23. (p. 27) Of what is the statement "Eating fewer fats and carbohydrates will lead to weight loss" an example?

- A. causal logic**
- B. a dependent variable
- C. an independent variable
- D. a correlation

Learning Objective: 02-01 Identify the different steps in the research process
Type: Medium
Witt - Chapter 02 #23

24. (p. 27) The greater likelihood of a person who is less integrated into society committing suicide illustrates which of the following?

- A. a defined variable
- B. an undefined variable
- C. causal logic**
- D. a social fact

Learning Objective: 02-01 Identify the different steps in the research process
Type: Medium
Witt - Chapter 02 #24

25. (p. 27) What is the term for the relationship between two variables whereby a change in one coincides with a change in the other?

- A. an index
- B. a correlation**
- C. an operational definition
- D. a scale

Learning Objective: 02-01 Identify the different steps in the research process
Type: Easy
Witt - Chapter 02 #25

26. (p. 27) Individuals who have divorced parents are more likely to divorce than individuals who have parents who did not divorce. Of what is this statement an example?

- A. theory
- B. correlation**
- C. natural law
- D. social fact

Learning Objective: 02-01 Identify the different steps in the research process

Type: Medium

Witt - Chapter 02 #26

27. (p. 28) In which type of sample does each member of the entire population being studied have the same chance of being selected?

- A. random sample**
- B. quota sample
- C. index sample
- D. Roper sample

Learning Objective: 02-03 Identify the techniques sociologists use to collect data

Type: Easy

Witt - Chapter 02 #27

28. (p. 28) If researchers wanted to examine the opinions of people listed in a city directory, they might call every tenth or fiftieth or hundredth name listed. What would this constitute?

- A. scale
- B. control variable
- C. quota sample
- D. random sample**

Learning Objective: 02-03 Identify the techniques sociologists use to collect data

Type: Medium

Witt - Chapter 02 #28

29. (p. 28) What was the source of the data collected in the research example, given in the text, on education and income?

- A. city directories
- B. the Census of Canada**
- C. phone surveys
- D. internet surveys

Learning Objective: 02-03 Identify the techniques sociologists use to collect data

Type: Easy

Witt - Chapter 02 #29

30. (p. 28) Which of the following is true of valid research measures?

- A. they provide consistent results
- B. they are always independent, rather than dependent, variables
- C. they accurately measure the phenomenon under study**
- D. they are ethical standards that are followed by sociologists

Learning Objective: 02-04 Recognize the importance of validity and reliability in research findings

Type: Difficult

Witt - Chapter 02 #30

31. (p. 28) Religiosity is a term for how religious an individual is. Why might it be difficult for researchers to construct a valid measure of religiosity?

- A. Most people in modern society are not religious.
- B. Not all religions have the same view of the divine.
- C.** Different religions impose different requirements on a pious adherent.
- D. Different religions have different sacred texts.

Learning Objective: 02-04 Recognize the importance of validity and reliability in research findings
Type: Difficult
Witt - Chapter 02 #31

32. (p. 28) What is the term for a research measure that provides consistent results?

- A. valid
- B.** reliable
- C. dependent
- D. independent

Learning Objective: 02-04 Recognize the importance of validity and reliability in research findings
Type: Easy
Witt - Chapter 02 #32

33. (p. 29) What is the term for a factor held constant to test the relative impact of the independent variable?

- A.** control variable
- B. dependent variable
- C. correlation
- D. hypothesis

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Easy
Witt - Chapter 02 #33

34. (p. 31) What is a research design?

- A. An explanation of an abstract concept that is specific enough to allow a researcher to measure the concept.
- B. A speculative statement about the relationship between two or more variables.
- C. An indicator of attitudes, behaviour, or characteristics of people or organizations.
- D.** A detailed plan or method for scientifically obtaining data.

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Easy
Witt - Chapter 02 #34

35. (p. 31) Selecting a research design is important because it may affect both the amount of time needed to collect the data and which of the following?

- A. The validity of the study.
- B.** The cost of the project.
- C. The reliability of the study.
- D. The scale of the project.

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #35

36. (p. 31) What is the term for a study, generally in the form of an interview or a questionnaire, that provides researchers with information concerning how people think or act?

- A. observation research
- B. a survey**
- C. secondary analysis
- D. an experiment

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Easy
Witt - Chapter 02 #36

37. (p. 31) To conduct a cross-cultural study of job discrimination against women, a sociologist interviews 75 women between the ages of 20 and 40 in an American city, and 75 women in the same age group in a Canadian city. What would this study be classified as?

- A. a secondary analysis
- B. participant observation
- C. a survey**
- D. a content analysis

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #37

38. (p. 31-32) Which of the following survey questions will likely give the researcher the best results?

- A. What was your income last year?
- B. What was your personal income last year?
- C. What was your personal income, before taxes, last year?
- D. What was your personal income, before taxes, in the tax year ending December 31st, 2008?**

Learning Objective: 02-03 Identify the techniques sociologists use to collect data
Type: Difficult
Witt - Chapter 02 #38

39. (p. 32) Interviews have the advantage of a better response rate than self-administered questionnaires. Interviews have disadvantages as well. Which of the following is a disadvantage of an interview?

- A. The gender, race, appearance, or other characteristics of the interviewer may influence responses of the research subjects.**
- B. A research subject is more likely to complete a written questionnaire than accept a personal request for an interview.
- C. A research subject is more likely to share underlying feelings and reasons when completing a written questionnaire than when being interviewed by a skillful interviewer.
- D. Interview results are more difficult to interpret than self-administered results.

Learning Objective: 02-04 Recognize the importance of validity and reliability in research findings
Type: Difficult
Witt - Chapter 02 #39

40. (p. 30) Surveys most often collect and report data primarily in numerical form. What kind of data is this?

- A. qualitative
- B. quantitative**
- C. descriptive
- D. ethnographic

Learning Objective: 02-03 Identify the techniques sociologists use to collect data
Type: Easy
Witt - Chapter 02 #40

41. (p. 30) What is the term for the number calculated by adding a series of values and then dividing by the number of values?

- A. mean
- B. mode
- C. median
- D. percentage

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Easy
Witt - Chapter 02 #41

42. (p. 30) What is the term for the single most common value in a series of scores?

- A. mean
- B. mode
- C. median
- D. percentage

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Easy
Witt - Chapter 02 #42

43. (p. 30) What is the term for the midpoint, or number that divides a series of values into two groups of equal numbers of values?

- A. mean
- B. mode
- C. median
- D. percentage

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Easy
Witt - Chapter 02 #43

44. (p. 30) Which number would be considered the mode of the following: 10-10-9-9-8-8-7-7-6-5?

- A. 10
- B. 8
- C. 7
- D. 5

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #44

45. (p. 30) What kind of research relies on what sociologists see in the field and naturalistic settings, often focusing on small groups and communities?

- A. qualitative
- B. quantitative
- C. exploratory
- D. descriptive

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #45

46. (p. 33) What is the most common type of qualitative research?

- A.** observation
- B. ethnography
- C. surveys
- D. secondary analysis

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #46

47. (p. 33) What is the term for research that collects information about a group through direct researcher participation?

- A. a survey
- B.** observation
- C. secondary analysis
- D. an experiment

Learning Objective: 02-03 Identify the techniques sociologists use to collect data
Type: Easy
Witt - Chapter 02 #47

48. (p. 33) A sociologist attends meetings at all the schools and churches in his community over several years, and meets as many residents as he can for the purpose of exploring all facets of the community's social life. He then compiles a detailed description of the community. What kind of research is he doing?

- A. content analysis
- B. secondary analysis
- C. quantitative study
- D.** ethnography

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Difficult
Witt - Chapter 02 #48

49. (p. 33) What is the initial challenge faced by William F. Whyte and other participant observers?

- A. Maintaining their objectivity when studying people face-to-face.
- B. Formulating the sequence of questions in an interview.
- C. Determining which group will be the experimental group.
- D.** Gaining acceptance into an unfamiliar group.

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #49

50. (p. 33) Which of the following is true of participant observation research?

- A. It tends to be more expensive than large-scale survey research.
- B.** It tends to be more time consuming than secondary analysis.
- C. It tends to be less useful than interviews.
- D. It relies less on personal relationships than other research techniques do.

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Difficult
Witt - Chapter 02 #50

51. (p. 33) What is one of the major challenges of participant observation?

- A.** Maintaining a degree of detachment.
- B. Finding a group to study.
- C. Obtaining university approval.
- D. Preparing results.

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #51

52. (p. 34) What is the term for an artificially created situation that allows the researcher to manipulate variables and to introduce control variables?

- A. survey
- B. experiment**
- C. replication
- D. research design

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Easy
Witt - Chapter 02 #52

53. (p. 34) In an experiment, what is the group that is not exposed to the independent variable called?

- A. the experimental group
- B. the representative group
- C. the study group
- D. the control group**

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Easy
Witt - Chapter 02 #53

54. (p. 34) Which of the following is true of most sociologists performing research?

- A. They frequently use laboratory experiments because they are a very accurate way of examining human behaviour.
- B. They often do not rely on experiments because they generally do not give accurate representations of group behaviour.
- C. They often do not rely on experiments because the presence of a social scientist may affect the behaviour of the people being studied.**
- D. They do not re-create experimental conditions in the field.

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Easy
Witt - Chapter 02 #54

55. (p. 34) People may behave differently in artificial situations than they would in the "real world". This poses a particular problem for researchers using which of the following techniques?

- A. questionnaires
- B. content analysis
- C. replication
- D. laboratory experiments**

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #55

56. (p. 34) What term do sociologists use to describe the phenomenon whereby subjects deviate from their typical behaviour because they realize they are under observation?

- A. the control group effect
- B. the spurious response
- C. the Hawthorne effect**
- D. skewing

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Easy
Witt - Chapter 02 #56

57. (p. 34) A sociologist decides to study the interaction among students in the college's computer centre. When the students realize they are under observation, they become shy and reserved in their interactions. Of what is this an example?

- A. replication
- B. secondary analysis
- C. the Hawthorne effect
- D. value neutrality

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so

Type: Difficult

Witt - Chapter 02 #57

58. (p. 34) What was one finding of Devah Pager's research on criminal records and employment prospects?

- A. White ex-convicts have a harder time becoming employed than Blacks with no criminal records.
- B. gender is still a significant factor in employment opportunities.
- C. White ex-convicts have an easier time becoming employed than Blacks with no criminal records.
- D. most convicts released from prison each year are White.

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so

Type: Difficult

Witt - Chapter 02 #58

59. (p. 35) Which of the following is true of secondary analysis?

- A. It relies more heavily on personal relationships than do other forms of analysis.
- B. It is more reliable than other forms of research.
- C. It is more cost-effective than generating original data.
- D. It is easier to customize than a questionnaire.

Learning Objective: 02-03 Identify the techniques sociologists use to collect data

Type: Difficult

Witt - Chapter 02 #59

60. (p. 35) Secondary analysis includes a variety of research techniques that use which of the following?

- A. questionnaires and interviews
- B. participant observation
- C. previously collected and publicly accessible information and data
- D. control groups

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so

Type: Medium

Witt - Chapter 02 #60

61. (p. 35) Information on the top names for newborns in Canada and Quebec illustrates which of the following?

- A. Given names in most of the country show patterns of ethnic distinctiveness.
- B. Information collected by institutions is of little use for purposes other than those for which it was produced.
- C. Parents in Quebec gravitate to culturally distinctive names for their children.
- D. Most of the names popular for babies in Quebec are also popular in the rest of the country.

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so

Type: Difficult

Witt - Chapter 02 #61

62. (p. 35) Secondary analysis is considered by sociologists to be which of the following?

- A. More valid than other forms of research.
- B. More reliable than other forms of research.
- C. A nonreactive form of research.
- D. An outdated mode of research.

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so

Type: Medium

Witt - Chapter 02 #62

63. (p. 35) Which of the following sociologists conducted an examination of suicide using secondary analysis?

- A. Max Weber
- B. Émile Durkheim**
- C. Jane Poulsen
- D. William F. Whyte

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #63

64. (p. 35) Which of the following is an inherent problem in using secondary sources of data?

- A. The researcher may not find the exact data needed for his or her own research.**
- B. The data are plagued with statistical errors.
- C. The researcher may be more careless when using someone else's data.
- D. All of the analysis has been completed by an initial research team.

Learning Objective: 02-03 Identify the techniques sociologists use to collect data
Type: Medium
Witt - Chapter 02 #64

65. (p. 35) A researcher studies adolescent attitudes about senior citizens by analyzing depictions of the elderly in the lyrics of popular music and the content of teen magazines. Of what is this an example?

- A. content analysis**
- B. replication
- C. survey research
- D. an experiment

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #65

66. (p. 35) Erving Goffman's pioneering exploration of how advertising portrays women as dependent upon men is an example of what kind of research?

- A. survey research
- B. content analysis**
- C. media analysis
- D. ethnography

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #66

67. (p. 36) By whom was the code of ethics for the discipline of sociology in Canada developed?

- A. John Porter.
- B. the Auditor General for Canada
- C. the Canadian Association of University Professors
- D. the Canadian Sociological Association**

Learning Objective: 02-05 Assess the ethics of social research
Type: Easy
Witt - Chapter 02 #67

68. (p. 36) Which of the following is NOT included in the code of ethics for sociology?

- A. maintaining confidentiality
- B. objectivity and integrity in research
- C. protection of research subjects from personal harm
- D. non-disclosure of sources of financial support and sponsorship**

Learning Objective: 02-05 Assess the ethics of social research
Type: Medium
Witt - Chapter 02 #68

69. (p. 36) Which of the following is NOT incorporated into the basic principles of the code of ethics for sociology?

- A. a required number of data sources
- B. respect for subjects' privacy
- C. acknowledgment of research collaboration
- D. disclosure of sources of financial support

Learning Objective: 02-05 Assess the ethics of social research
Type: Medium
Witt - Chapter 02 #69

70. (p. 37) Why was Russel Ogden, a graduate student at Simon Fraser University, initially found to be in contempt of court by the Vancouver coroner's office?

- A. Concealing information about a suspicious death.
- B. Collection of personal information from vulnerable persons.
- C. Disagreements with university administrators over the management of sensitive research data.
- D. Refusal, when subpoenaed, to break the confidentiality promised to his research subjects.

Learning Objective: 02-05 Assess the ethics of social research
Type: Medium
Witt - Chapter 02 #70

71. (p. 37-38) Which of the following is NOT true regarding actions by the Exxon Corporation after the 1989 *Valdez* disaster?

- A. Exxon solicited sociologists to do research on jury deliberations.
- B. Exxon offered research money for sociologists doing research on jury deliberations.
- C. Some of the research funded by Exxon was published in peer-reviewed journals.
- D. Exxon bribed sociologists to produce research favourable to their cause.

Learning Objective: 02-05 Assess the ethics of social research
Type: Medium
Witt - Chapter 02 #71

72. (p. 38) By whom was "value neutrality" in social science research initially advocated?

- A. Émile Durkheim
- B. W. E. B. Du Bois
- C. Max Weber
- D. William Zellner

Learning Objective: 02-05 Assess the ethics of social research
Type: Medium
Witt - Chapter 02 #72

73. (p. 38) A researcher conducts a study and the results support neither his hypothesis nor his moral standpoint. Because of this, he decides to suppress his findings. This runs contrary to which of the following principles?

- A. confidentiality
- B. value neutrality
- C. research design
- D. informed consent

Learning Objective: 02-05 Assess the ethics of social research
Type: Medium
Witt - Chapter 02 #73

74. (p. 39) Which group of sociologists has been most influential in broadening the scope of sociological research to include traditionally marginalized groups?

- A. functionalist theorists
- B. conflict theorists
- C. interactionist theorists
- D. feminist theorists**

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #74

75. (p. 38) Which sociologist argued that sociological research should focus on social change and on relevant research developed by non-sociologists?

- A. Jane Poulson
- B. Joyce Ladner
- C. Shulamit Reinharz**
- D. Karen Barkey

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Difficult
Witt - Chapter 02 #75

76. (p. 39) Which perspective has had the greatest influence on the current generation of social researchers?

- A. interactionist perspective
- B. feminist perspective**
- C. conflict perspective
- D. functionalist perspective

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Easy
Witt - Chapter 02 #76

77. (p. 39) Which of the following statements is NOT true about the contributions of feminist scholars?

- A. They have increased global awareness.
- B. They have drawn attention to researchers' tendency to overlook women in sociological studies.
- C. They tend to involve and consult their subjects more than other researchers.
- D. They do not factor the influence of men into their research.**

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #77

Your class is doing a research study on the academic success of college and university students. It has been suggested that two of the issues that many students face today which may affect their level of academic success are being employed in order to pay tuition, and peer pressure to party. Answer the following five questions designed to assess your ability to apply steps in the research process.

Witt - Chapter 02

78. (p. 26) Identify from the following list which represents the independent and dependent variable respectively.

- A. academic success; tuition
- B. academic success; employment**
- C. peer pressure; academic success
- D. employment; academic success

Learning Objective: 02-01 Identify the different steps in the research process
Type: Difficult
Witt - Chapter 02 #78

79. (p. 26) Which of the following statements represents a valid hypothesis in which to begin the research study?

- A. The amount of peer pressure and number of hours of employment affect a student's academic success
- B. The higher the peer pressure and the more hours a student works negatively affects his/her academic success
- C. College and university students' academic success is dependent upon the amount of peer pressure they feel or the distance they travel to work.
- D. Students' academic success may be affected by either the amount of peer pressure or hours of employment

Learning Objective: 02-01 Identify the different steps in the research process
Type: Medium
Witt - Chapter 02 #79

80. (p. 27) Analysis of the data suggests that that the more hours a student works, the less they feel pressured by their peers to party. This is an example of which type of relationship?

- A. correlation
- B. hypothetical
- C. causal logic
- D. reliability

Learning Objective: 02-01 Identify the different steps in the research process
Type: Medium
Witt - Chapter 02 #80

81. (p. 31) The class has decided that they would like to determine if there is a relationship between academic success, peer pressure and employment among their school's 15,000 students. What is the most effective research design?

- A. observe groups of students' behaviour at a party
- B. design an experiment that compares students who are employed and students who claim to feel peer pressure
- C. have a random sample of students complete a survey questionnaire
- D. have a random sample of students meet for a face-to-face interview

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #81

82. (p. 39) Which of the following methods would feminist researchers suggest best allows the voices of the subjects to be heard?

- A. experimental
- B. questionnaires
- C. secondary analysis
- D. observation

Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #82

83. (p. 24) The third step in the scientific method is reviewing the literature.

FALSE

Learning Objective: 02-01 Identify the different steps in the research process
Type: Easy
Witt - Chapter 02 #83

84. (p. 26) In the statement, "the more a person exercises, the longer he or she will live", longevity is the independent variable.

FALSE

Learning Objective: 02-01 Identify the different steps in the research process
Type: Medium
Witt - Chapter 02 #84

85. (p. 27) Correlations are an indication that causality is always present.

FALSE

*Learning Objective: 02-01 Identify the different steps in the research process
Type: Medium
Witt - Chapter 02 #85*

86. (p. 28) A magazine asks its readers to complete a survey that questions them about their sexual practices. Based on the responses that it receives, the magazine publishes an article entitled "The Sexual Practices of Men and Women in Canada". This magazine has conducted a valid random sample to support its article.

FALSE

*Learning Objective: 02-03 Identify the techniques sociologists use to collect data
Type: Difficult
Witt - Chapter 02 #86*

87. (p. 28) Validity refers to the degree to which a measure or scale truly reflects the phenomenon under study.

TRUE

*Learning Objective: 02-04 Recognize the importance of validity and reliability in research findings
Type: Easy
Witt - Chapter 02 #87*

88. (p. 31) Selection of a research design will influence both the cost of a research project and the amount of time needed to collect the results of the research.

TRUE

*Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #88*

89. (p. 32) An interviewer is likely to obtain a higher response rate than a printed survey form would.

TRUE

*Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #89*

90. (p. 35) Content analysis of recent films has been used to demonstrate an increase in the amount of smoking shown in motion pictures.

TRUE

*Learning Objective: 02-03 Identify the techniques sociologists use to collect data
Type: Medium
Witt - Chapter 02 #90*

91. (p. 24-30) Define the term *scientific method* and the five basic steps used in the scientific method.

Answers will vary.

Feedback: The scientific method is a systematic, organized series of steps that ensures maximum objectivity and consistency in researching a problem. Conducting sociological research in the spirit of the scientific method requires adherence to a series of steps designed to ensure the accuracy of the results. These are: first, defining the problem; second, reviewing the literature; third, formulating the hypothesis; fourth, selecting the research design and collecting and analyzing the data; and fifth, developing the conclusion.

*Learning Objective: 02-01 Identify the different steps in the research process
Type: Easy
Witt - Chapter 02 #91*

92. (p. 28) Discuss how a researcher might select a random sample of subjects for a research study. Which sample selection methods should researchers use, and which methods should be avoided?

Answers will vary.

Feedback: A random sample is one in which every member of the study population has the same chance of being selected. This requires the researchers to have a complete list of names for members of the population. Once this has been acquired, a random number generator can be used to select the sample. Random samples maximize the likelihood that the sample will accurately mirror the population from which it is drawn. Random samples are not self-selected (express your views on our website!) nor are they haphazard (standing on a street corner grabbing people as they walk by).

Learning Objective: 02-03 Identify the techniques sociologists use to collect data

Type: Medium

Witt - Chapter 02 #92

93. (p. 31-35) Describe the various types of research designs and discuss the strengths and weakness of each design. Which type of research design is most commonly used by researchers, and which type of research design is the least reliable?

Answers will vary.

Feedback: **Experiments** are used more extensively in psychology than they are in sociology, because it is very difficult to do a true, controlled experiment on the social world. Experiments rely on controlling all factors in a situation **except** the one you want to study. In that way, any variation in response that you find **must** be due to the variable with which you are concerned, since all other variables have been held constant. Experiments are generally concerned with **explaining** and **predicting**. You can see, however, that they might be awkward to use for a great many of the questions in which social scientists are interested. No government is going to let you take two very similar communities, and increase the level of unemployment to 25% in one of them so that you can see what happens to the level of civic pride, or concern for the environment, or level of volunteerism. Social scientists are often interested in studying processes that it is either impossible or unethical to control. The second research strategy used in the social sciences is **survey research**. Researchers can do a variety of things with surveys. First, they can use them as a basis for beginning to describe a group, these are called 'exploratory surveys'. They are often done as the first stage of a larger project in order to help guide the researchers to the most important questions facing that group. Survey research can also be used to gauge the presence or absence of characteristics in a given population, or to get an idea about the extent to which people agree or disagree with things. Whereas experimental research needs to put their efforts into controlling as many extraneous variables as possible, survey research needs to worry about 'samples'. Researchers use samples because surveying entire populations, as the Census of Canada does, is costly, time-consuming, and not very practical for most research purposes. Surveys can be designed to describe, explain or predict. The next type of sociological data comes from **fieldwork (or observation)**. Field research involves immersing yourself in a naturally occurring (rather than a 'staged') environment or set of events in order to gain a firsthand knowledge of the situation. Field research is a data-gathering technique most closely associated with anthropology, for which it is a mainstay, but it is also used extensively in sociology. Field research produces *qualitative data* and is *microsociological*. It usually aims to describe and understand rather than to predict and explain. Where experiments are limited by what they can control, and surveys are limited by their ability to sample, field research is primarily limited by ethical constraints involving the treatment of research subjects, and by the researchers' ability to bracket off their own preconceived notions about things, and to enter into the lived reality of those being studied. Research done in the field often takes longer than research done by other means. It is also very dependent on the personality of the researcher, since all the information they will be able to gather is dependent on people feeling comfortable with acting normally around them, and permitting them into the life of the community. The last form of data that social scientists use is called **available** data (secondary analysis). That means data that has already been collected by somebody else for some other reason. When people buy datasets from Statistics Canada, they are utilizing available data. When you go to the archives and look up letters written by trappers working for the Hudson's Bay Company in the 1700s, you are using available data. Available data is existing data produced for purposes not your own. Because 'available data' was not produced for your purposes, you have to be especially aware of the population for whom the data was produced, and in what ways that might bias the data. The type of research design used will depend on the questions the researchers wish to answer, and the resources they have available to them. Field research is the least reliable form of research, but it tends to produce more valid results than other techniques.

94. (p. 36-38) Discuss the issue of ethics and social research. Give examples of how research could be harmful to human life.

Answers will vary.

Feedback: Codes of ethics in the social sciences are designed primarily to protect research subjects from harm, and secondarily to protect researchers from bias (such as disclosing funding from organizations that may have a vested interest in the results of your research). Research designs are required either to demonstrate no harm to subjects, or to provide a cost-benefit analysis of the harm, as well as the follow-up that will be provided to subjects to mitigate any harm caused. Researchers must explain to subjects how they are going to use the data that are collected, and what will happen to that data when the process is complete. Research requires the informed consent of subjects in order to proceed. Personal information about research subjects must be kept confidential unless it is otherwise agreed in advance. Protection is necessary because otherwise research might endanger its subjects. For example, let us say you are interested in studying the lives of male homosexuals in Iran. Male homosexuality in Iran is illegal and punishable by death. If the names of your subjects become known to authorities, these men stand a significant risk of losing their lives.

*Learning Objective: 02-05 Assess the ethics of social research
Type: Medium
Witt - Chapter 02 #94*

95. (p. 38-39) How have feminist researchers influenced the discipline of sociology?

Answers will vary.

Feedback: Feminist theory can be macro or micro in scope. What is required of it is that it focus on the particular impacts of a social process or institution on the lives of women. Feminist theory takes as its starting point women's experience, especially in areas where the experience of men is taken as 'normative'. Due to the interdisciplinarity of women's studies in general, the perspectives it generated seeped into more traditional departments and force scholars who might have been content to ignore 'those flaky women's studies people', to engage in a dialogue with these competing perspectives. This is especially true in the social sciences, where the 'discovery' of sexism has led to questions not only about **what** we study, but also about **how we study** what we study. Many researchers who work within a feminist framework argue that the nature and process of research itself needs to be reconceptualized away from what they see as the objective-empirical hegemony brought about by the androcentric structure of academic discourse. What does that statement mean in practice? First, it means a **move away from the researcher - subject dichotomy** in research. Instead of an expert/data source relationship, many feminists believe that truly ethical research must make the two co-participants in the research project. This means giving former 'subjects' an active role in the project: finding out what **they** think are the most important questions, checking your interpretations with them, ensuring that what you produce brings some benefit to the community of participants, orienting your research towards creating change as well as creating knowledge. This model of academic research is usually referred to as 'participatory action research'. Second, it involves **making yourself visible** in the research report. Traditional conventions of academic reporting make the researcher invisible, both through considering the context in which the researcher approaches the study to be irrelevant and also by requiring that reports be written in a third person style. Feminist academics were among the first to insist that the context in which the research is conceptualized and the researcher's investment in and relationship to it is important to the reader who must interpret the research. Feminist theory also advocates gender sensitivity in all research, that is, the acknowledgement that the experiences of women as a group and men as a group are likely to differ, and therefore, it is not valid to generalize from one to the other.

*Learning Objective: 02-02 Gain an understanding of the different kinds of research sociologists conduct and the designs used to do so
Type: Medium
Witt - Chapter 02 #95*

02 Summary

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