

In this revision of the test bank, I have updated all of the questions to reflect changes in *Sociology, 15th edition*. In this revision, the questions are tagged according to six levels of learning that move from lower-level to higher-level cognitive reasoning. The six levels are:

REMEMBER: a question involving recall of key terms or factual material

UNDERSTAND: a question testing comprehension of more complex ideas

APPLY: a question applying sociological knowledge to some new situation

ANALYZE: a question requiring identifying elements of an argument and their interrelationship

EVALUATE: a question requiring critical assessment

CREATE: a question requiring the generation of new ideas

The **123 questions** in this chapter's test bank are divided into four types of questions.

True/False questions are the least demanding. As the table below shows, all of these questions fall within the lowest three levels of cognitive reasoning ("Remember," "Understand," and "Apply"). **Multiple-choice questions** span a broader range of skills (although more than half are at the lowest two levels of difficulty, they range from "Remember" to "Evaluate"). Short answer questions also span a broad range of skills (from "Understand" to "Evaluate"). Finally, essay questions are the most demanding, with 80 percent at the three highest levels of cognitive reasoning ("Analyze," "Evaluate," and "Create").

Types of Questions

Easy to Difficult Level of Difficulty

	True/False	Mult Choice	Short Answer	Essay	Total Qs
Remember	21 (54%)	28 (44%)	0	0	49
Understand	15 (38.5%)	10 (16%)	3 (30%)	1 (10%)	29
Apply	3 (7.5%)	11 (17%)	1 (10%)	1 (10%)	16
Analyze	0	9 (14%)	2 (20%)	2 (20%)	13
Evaluate	0	6 (9%)	4 (40%)	3 (30%)	13
Create	0	0	0	3 (30%)	3
	39	64	10	10	123

CHAPTER 2: SOCIOLOGICAL INVESTIGATION

TRUE/FALSE QUESTIONS

1. Two simple requirements that underlie the process of sociological investigation are (1) looking at the world using the sociological perspective, and (2) becoming curious and asking questions.
(REMEMBER; answer: T; L.O. 2.1: Explain how scientific evidence often challenges common sense; Topic: Basics of Sociological Investigation; Difficulty: 1)
2. The sociologist recognizes that there are various kinds of “truth.”
(REMEMBER; answer: T; L.O. 2.1: Explain how scientific evidence often challenges common sense; Topic: Basics of Sociological Investigation; Difficulty: 1)
3. Science is a logical system that is based on intuition and insight.
(REMEMBER; answer: F; L.O. 2.1: Explain how scientific evidence often challenges common sense; Topic: Basics of Sociological Investigation; Difficulty: 1)
4. Empirical evidence is what people in a society agree is true.
(REMEMBER; answer: F; L.O. 2.1: Explain how scientific evidence often challenges common sense; Topic: Basics of Sociological Investigation; Difficulty: 1)
5. Empirical evidence refers to what we can verify with our senses.
(REMEMBER; answer: T; L.O. 2.1: Explain how scientific evidence often challenges common sense; Topic: Basics of Sociological Investigation; Difficulty: 1)
6. A positivist approach assumes that an objective reality exists “out there.”
(REMEMBER; answer: T; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)
7. The mean is always a better statistical measure than the mode or the median.
(UNDERSTAND; answer: F; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)
8. Reliability refers to the quality of consistency in measurement.
(REMEMBER; answer: T; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)
9. Validity refers to actually measuring what you want to measure.
(REMEMBER; answer: T; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)
10. A variable that is changed by another variable is called the “independent variable.”
(REMEMBER; answer: F; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

11. A variable that causes change in another variable is called the “dependent variable.”
(REMEMBER; answer: F; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)
12. When two variables are statistically related, a cause-and-effect relationship always exists.
(UNDERSTAND; answer: F; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)
13. A false correlation between two variables caused by a third variable is described as a “spurious” correlation.
(UNDERSTAND; answer: T; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)
14. Natural scientists often have an easier time than social scientists when identifying cause-and-effect relationships.
(UNDERSTAND; answer: T; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)
15. Sociologists always achieve complete personal objectivity in their work.
(UNDERSTAND; answer: F; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)
16. Max Weber urged sociologists to strive toward the goal of being value-free.
(REMEMBER; answer: T; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)
17. Replication is one way to assess the accuracy of existing research.
(REMEMBER; answer: T; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)
18. The logic and methodology of science guarantee that sociological research will result in objective, absolute truth.
(UNDERSTAND; answer: F; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)
19. Interpretive sociology focuses less on action itself and more on the meaning people attach to their actions.
(REMEMBER; answer: T; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)
20. Scientific sociologists make use of what Max Weber called “*verstehen*” in order to make sense of their surroundings.
(REMEMBER; answer: F; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

21. Interpretive sociology considers subjective feelings to be a source of bias.
(UNDERSTAND; answer: F; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)
22. Critical sociology studies society and tries to bring about social change.
(REMEMBER; answer: T; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)
23. Karl Marx founded the critical orientation in sociology.
(REMEMBER; answer: T; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)
24. Gender blindness is the problem of failing to consider the importance of gender in sociological research.
(UNDERSTAND; answer: T; L.O. 2.3: Identify the importance of gender in sociological research; Topic: Gender and Research; Difficulty: 1)
25. Sociological research can never be harmful to subjects.
(UNDERSTAND; answer: F; L.O. 2.4: Discuss the importance of ethics to sociological research; Topic: Research Ethics; Difficulty: 1)
26. Carrying out research on Hispanic people, Asian people, or people of any distinctive ethnicity or category demands that researchers be sensitive to how subjects will interpret a researcher's words and actions.
(APPLY; answer: T; L.O. 2.4: Discuss the importance of ethics to sociological research; Topic: Research Ethics; Difficulty: 2)
27. To identify cause-and-effect relationships, it is usually necessary to exercise experimental control of variables.
(UNDERSTAND; answer: T; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 2)
28. The very act of observing people may affect their behavior.
(REMEMBER; answer: T; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 1)
29. A survey is a research method in which subjects respond to a series of statements or questions.
(REMEMBER; answer: T; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 1)
30. A random sample is likely to represent the population from which it is drawn.
(UNDERSTAND; answer: T; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 1)

31. Just walking up to people on the street is a convenient and correct way to generate a random sample.
(APPLY; answer: F; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 2)
32. A closed-ended questionnaire format generally makes it easier to analyze research data compared to an open-ended questionnaire format.
(UNDERSTAND; answer: T; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 2)
33. Conducting interviews with 100 college students in a course would take no more time than having them all complete a questionnaire when they come to class.
(APPLY; answer: F; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 2)
34. Participant observation is a research method by which researchers stand back from a setting, watch from a distance, and then carefully record the behavior of others.
(UNDERSTAND; answer: F; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 2)
35. Participant observation research is usually explanatory, which means that it identifies cause and effect relationships.
(UNDERSTAND; answer: F; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 1)
36. The use of existing data and documents makes most historical research possible.
(REMEMBER; answer: T; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 1)
37. Baltzell found that a surprisingly large number of high-achieving people in our country's history came from the Boston area.
(REMEMBER; answer: T; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 1)
38. Inductive logical thought turns theory into testable hypotheses.
(REMEMBER; answer: F; L.O. 2.6: Illustrate the use of inductive and deductive logical thought; Topic: The Interplay of Theory and Method; Difficulty: 1)
39. "Statistical evidence" may or may not be the same as truth.
(UNDERSTAND; answer: T; L.O. 2.6: Illustrate the use of inductive and deductive logical thought; Topic: The Interplay of Theory and Method; Difficulty: 2)

MULTIPLE-CHOICE QUESTIONS

40. Lois Benjamin's research on the life experiences of high-achieving African Americans suggests that
- a. race has little to do with the life experiences of successful people.
 - b. racism remains a burden even among privileged African Americans.
 - c. race is now more of a barrier to African Americans than ever before in U.S. history.
 - d. racism mainly affects lower-class African Americans.

(REMEMBER; answer: b; L.O. 2.1: Explain how scientific evidence often challenges common sense; Topic: Basics of Sociological Investigation; Difficulty: 1)

41. Science can be defined as a
- a. logical system that bases knowledge on direct, systematic observation.
 - b. belief based on faith in ultimate truth.
 - c. belief based on a society's traditions.
 - d. logical system that bases truth on political goals.

(REMEMBER; answer: a; L.O. 2.1: Explain how scientific evidence often challenges common sense; Topic: Basics of Sociological Investigation; Difficulty: 1)

42. Sociologists use the term "empirical evidence" to refer to
- a. information that is based on a society's traditions.
 - b. information that squares with common sense.
 - c. information we can verify with our senses.
 - d. information that most people agree is true.

(REMEMBER; answer: c; L.O. 2.1: Explain how scientific evidence often challenges common sense; Topic: Basics of Sociological Investigation; Difficulty: 1)

43. The sociological perspective reveals that
- a. "common sense" is usually pretty close to the truth.
 - b. much of what passes for "common sense" in the United States turns out to be at least partly wrong.
 - c. most people in the United States readily see how society shapes our lives.
 - d. "common sense" is not very popular in the United States.

(UNDERSTAND; answer: b; L.O. 2.1: Explain how scientific evidence often challenges common sense; Topic: Basics of Sociological Investigation; Difficulty: 2)

44. "A mental construct that represents some aspect of the world in a somewhat simplified form" is the definition of a
- a. variable.
 - b. theory.
 - c. measurement.
 - d. concept.

(REMEMBER; answer: d; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

45. Imagine that you were going to measure the age of a number of respondents taking part in a survey. As you record the data, you are using the concept “age” as
- a theory.
 - a hypothesis.
 - a variable.
 - an axiom.

(APPLY; answer: c; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 3)

46. If you were trying to measure the “social class” of various people, you would have to keep in mind that
- it is necessary to specify exactly what you are measuring.
 - you must measure “social class” in every way possible.
 - there is no way to measure “social class.”
 - everyone agrees on what “social class” means.

(APPLY; answer: a; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 3)

47. What process involves deciding exactly what is to be measured when assigning value to a variable?
- operationalizing
 - reliability
 - conceptualizing
 - validity

(REMEMBER; answer: a; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

48. What is the term for the value that occurs most often in a series of numbers?
- the mean
 - the mode
 - the median
 - the standard deviation

(REMEMBER; answer: b; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

49. What term refers to the arithmetic average of a series of numbers?
- the mean
 - the mode
 - the median
 - the correlation

(REMEMBER; answer: a; L.O. 2.2: Describe sociology’s three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

50. What term refers to the value that occurs midway in a series of numbers (that is, the middle case)?
- the mean

- b. the mode
- c. the median
- d. the correlation

(REMEMBER; answer: c; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

51. Examine the following series of numbers: 1, 2, 3, 4, 10. What is the median value?
- a. 1
 - b. 2
 - c. 3
 - d. 4

(ANALYZE; answer: c; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 3)

52. In the process of measurement, reliability refers to
- a. whether you are really measuring what you want to measure.
 - b. how dependable the researcher is.
 - c. whether or not everyone agrees with the study's results.
 - d. whether repeating the measurement yields consistent results.

(REMEMBER; answer: d; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

53. _____ refers to measuring exactly what one intends to measure.
- a. congruence
 - b. validity
 - c. repeatability
 - d. reliability

(REMEMBER; answer: b; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

54. With regard to the process of measurement,
- a. for measurement to be reliable, it must be valid.
 - b. for measurement to be valid, it must be reliable.
 - c. all measurement is both reliable and valid.
 - d. measurement cannot be both reliable and valid.

(ANALYZE; answer: b; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 3)

55. A theory states that increasing a person's formal higher education results in increased earnings over the individual's lifetime. In this theory, "higher education" is the
- a. independent variable.
 - b. dependent variable.
 - c. correlation.
 - d. effect.

(ANALYZE; answer: a; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 3)

56. Two variables are said to display correlation if
- they are caused by the same factor.
 - one occurs before the other.
 - both measure the same thing.
 - they vary together.

(UNDERSTAND; answer: d; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

57. An apparent, although false, association between two variables that is caused by a third variable is called
- a spurious correlation.
 - an unproven correlation.
 - an unreliable correlation.
 - an invalid correlation.

(REMEMBER; answer: a; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

58. The ability to neutralize the effect of one variable in order to assess the relationship between two other variables is called
- making the correlation spurious.
 - making the correlation reliable.
 - control.
 - causing the correlation.

(REMEMBER; answer: c; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

59. In a cause-and-effect relationship
- both variables must be shown to be independent.
 - the independent variable must come before the dependent variable in time.
 - the two variables must never display correlation.
 - there must be evidence that the correlation is spurious.

(UNDERSTAND; answer: b; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)

60. It is difficult to establish all the cause-and-effect relationships in a social situation because
- most patterns of behavior have a single cause.
 - most patterns of behavior are random and have no cause at all.
 - most patterns of behavior are caused by many factors.
 - sociologists are not able to reach conclusions about cause and effect.

(ANALYZE; answer: c; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)

61. The ideal of objectivity means that a researcher must

- a. not personally care about the topic being studied.
- b. try to adopt a stance of personal neutrality toward the outcome of the research.
- c. study issues that have no value to society as a whole.
- d. carry out research that will encourage desirable social change.

(UNDERSTAND; answer: b; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

62. The sociologist who called on his colleagues to be "value-free" in the conduct of their research was
- a. Karl Marx.
 - b. Emile Durkheim.
 - c. Herbert Spencer.
 - d. Max Weber.

(REMEMBER; answer: d; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

63. Imagine that you are repeating research done by someone else in order to assess the accuracy. You are doing which of the following?
- a. replication
 - b. objectification
 - c. reliability
 - d. scientific control

(APPLY; answer: a; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)

64. Sociologists cannot precisely predict any person's behavior because
- a. human behavior is highly complex and has many causes.
 - b. the discipline of sociology is too new.
 - c. there are too many competing sociological approaches.
 - d. sociology is not scientific.

(UNDERSTAND; answer: a; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)

65. Scientific sociology
- a. focuses on the meaning people attach to behavior.
 - b. seeks to bring about desirable social change.
 - c. favors qualitative data.
 - d. favors quantitative data.

(REMEMBER; answer: d; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

66. Interpretive sociology refers to sociology that
- a. focuses on action.
 - b. sees an objective reality "out there."
 - c. focuses on the meaning people attach to behavior.
 - d. seeks to bring about change.

(REMEMBER; answer: c; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

67. Which German word meaning "understanding" was used by Max Weber to describe his approach to sociological research?
- Gemeinschaft*
 - Gesellschaft*
 - Verstehen*
 - Verboten*

(REMEMBER; answer: c; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

68. Critical sociology
- focuses on the meaning people attach to behavior.
 - seeks to bring about desirable social change.
 - endorses the principle of being value-free.
 - is based on Weber's principle of *verstehen*.

(REMEMBER; answer: b; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 1)

69. Critical sociology can best be described as a(n) _____ approach.
- activist
 - scientific
 - qualitative
 - value-free

(ANALYZE; answer: a; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)

70. In making judgments about how society should be improved, the _____ approach in sociology rejects Max Weber's goal that researchers should be value-free.
- interpretive
 - critical
 - scientific
 - positivist

(ANALYZE; answer: b; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)

71. Scientific methodology is most closely linked to
- structural-functional theory.
 - social-conflict theory.
 - symbolic-interaction theory.
 - gender-conflict theory.

(ANALYZE; answer: a; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 3)

72. Qualitative research has special appeal to investigators who favor

- a. the structural-functional approach.
- b. the symbolic-interaction approach.
- c. the social-conflict approach.
- d. the social-exchange approach.

(ANALYZE; answer: b; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 3)

73. If you have been criticized for "androcentricity" in your research, you are being criticized for
- a. overgeneralizing your results.
 - b. ignoring gender entirely.
 - c. doing the research from a male perspective.
 - d. using double standards in your research.

(APPLY; answer: c; L.O. 2.3: Identify the importance of gender in sociological research; Topic: Gender and Research; Difficulty: 2)

74. If you read a study that draws conclusions about all of humanity based on research using only males as subjects, you would correctly point to the problem called
- a. androcentricity.
 - b. overgeneralization.
 - c. gender blindness.
 - d. using double standards.

(APPLY; answer: b; L.O. 2.3: Identify the importance of gender in sociological research; Topic: Gender and Research; Difficulty: 1)

75. You are doing research and you never stop to think about the possible importance of gender. Your work could be criticized for the problem called
- a. androcentricity.
 - b. overgeneralization.
 - c. gender blindness.
 - d. employing double standards.

(APPLY; answer: c; L.O. 2.3: Identify the importance of gender in sociological research; Topic: Gender and Research; Difficulty: 2)

76. Regarding ethical research guidelines, the American Sociological Association states that researchers
- a. must always perform their research several times in order to ensure its accuracy.
 - b. need not disclose their sources of funding for the research.
 - c. must protect the privacy of subjects taking part in a research project.
 - d. are not responsible for the safety of subjects taking part in a research project.

(UNDERSTAND; answer: c; L.O. 2.4: Discuss the importance of ethics to sociological research; Topic: Research Ethics; Difficulty: 2)

77. If you were to conduct sociological research that closely follows the logic of science, which research method would you most likely use?
- a. interviews

- b. the experiment
- c. questionnaires
- d. participant observation

(APPLY; answer: b; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 2)

78. "A statement of a possible relationship between two or more variables" is the definition of which concept?

- a. theory
- b. correlation
- c. spurious correlation
- d. hypothesis

(REMEMBER; answer: d; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 1)

79. Three researchers wish to test the effects of playing soft music during an exam on the test performance of their sociology students. They conduct an experiment in which one test-taking class hears music and another does not. In experimental terms, the class hearing the music is called

- a. the placebo.
- b. the control group.
- c. the experimental group.
- d. the dependent variable.

(APPLY; answer: c; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 3)

80. What term refers to any change in a subject's behavior that is caused by the awareness of being studied?

- a. invalid response
- b. unreliable response
- c. the Stanford effect
- d. the Hawthorne effect

(REMEMBER; answer: d; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 1)

81. What research method was used in Philip Zimbardo's study, the "Stanford County Prison"?

- a. an experiment
- b. a survey
- c. participant observation
- d. secondary analysis

(REMEMBER; answer: a; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 1)

82. Which research method asks subjects to respond to a series of items in a questionnaire or an interview?

- a. secondary research
- b. participant observation
- c. an experiment
- d. a survey

(REMEMBER; answer: d; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 1)

83. A small number of people that are used to represent a much larger population is called a
- a. target group.
 - b. sample.
 - c. closed-format group.
 - d. sampling frame.

(REMEMBER; answer: b; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 1)

84. In a questionnaire, asking respondents to identify their income level from a number of possible categories represents
- a. a closed-ended question format.
 - b. an open-ended question format.
 - c. an interview question format.
 - d. a qualitative question format.

(UNDERSTAND; answer: a; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 2)

85. In a questionnaire, the question, "Please state your opinions about the likelihood of another major terrorist attack at home," is an example of
- a. a closed-ended format.
 - b. an open-ended format.
 - c. experimental design.
 - d. a dependent variable.

(APPLY; answer: b; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 2)

86. One disadvantage of conducting interviews is that this research method
- a. does not permit follow-up questions.
 - b. does not allow subjects' answers to be detailed.
 - c. results in a very low response rate.
 - d. may easily allow the researcher to influence subjects' responses.

(EVALUATE; answer: d; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 2)

87. From a research point of view, what is the problem with the question, "Do you think that the government should spend less on defense and spend more on health care?"
- a. Most people will have no opinion on these issues.
 - b. The question may spark an emotional response.

- c. Two different questions are being asked, so that a simple “yes” or “no” may distort the subject’s actual opinion.
- d. The question asks for a personal opinion, which involves a value judgment.
- (ANALYZE; answer: c; L.O. 2.5: Explain why a researcher might choose each of sociology’s research methods; Topic: Research Methods; Difficulty: 3)
88. Lois Benjamin’s investigation of racism may be criticized because
- a. her sample included as many white people as African Americans.
- b. she conducted her interviews over the telephone.
- c. her sample may not be representative of all African Americans.
- d. people cannot respond to questions they find painful.
- (EVALUATE; answer: c; L.O. 2.5: Explain why a researcher might choose each of sociology’s research methods; Topic: Research Methods; Difficulty: 3)
89. Lois Benjamin’s research shows that interviews
- a. take a lot of time to complete.
- b. must always be conducted in a laboratory.
- c. do not allow the researcher to ask follow-up questions.
- d. do not require face-to-face contact with subjects.
- (UNDERSTAND; answers: a; L.O. 2.5: Explain why a researcher might choose each of sociology’s research methods; Topic: Research Methods; Difficulty: 1)
90. Joseph Ewoodzie’s research to learn about homeless people in Jackson, Mississippi is an example of
- a. an experiment.
- b. a survey.
- c. participant observation.
- d. secondary analysis.
- (REMEMBER; answer c; L.O. 2.5: Explain why a researcher might choose each of sociology’s research methods; Topic: Research Methods; Difficulty: 1)
91. Ewoodzie discovered that homeless people in Jackson, Mississippi
- a. ate more nutritious food than better-off people.
- b. could easily find jobs and housing if they just wanted to.
- c. could use available social services so that they rarely went for a day without food.
- d. were unwilling to speak with any researcher about their lives.
- (UNDERSTAND; answer: c; L.O. 2.5: Explain why a researcher might choose each of sociology’s research methods; Topic: Research Methods; Difficulty: 1)
92. You wish to conduct an exploratory and descriptive study of people in a particular neighborhood. You have plenty of time, but you have little money or other resources. What research method should you use?
- a. an experiment
- b. a survey
- c. participant observation
- d. secondary analysis

(APPLY; answer: c; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 3)

93. A researcher doing participant observation may often “break in” to a setting more easily with the help of a
- key informant.
 - research assistant.
 - bigger budget.
 - longer questionnaire.

(REMEMBER; answer: a; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 1)

94. E. Digby Baltzell's historical study, *Puritan Boston and Quaker Philadelphia*, illustrates which research method?
- the experiment
 - the survey
 - participant observation
 - secondary analysis

(REMEMBER; answer: d; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 1)

95. E. Digby Baltzell's study, *Puritan Boston and Quaker Philadelphia*, showed that a very high number of “top achievers” listed in the *Dictionary of American Biography* came from
- the South.
 - Pennsylvania.
 - Massachusetts.
 - Philadelphia.

(REMEMBER; answer: c; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 1)

96. Which sociological research method is most likely to produce quantitative data that will identify cause-and-effect relationships?
- the experiment
 - the survey
 - participant observation
 - secondary analysis

(APPLY; answer: a; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 2)

97. Which sociological research method is best used to study what cannot be directly observed, such as attitudes and values, among large numbers of people?
- the experiment
 - the survey
 - participant observation
 - secondary analysis

(EVALUATE; answer: b; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 2)

98. Which sociological research method provides the best chance to understand social behavior in a natural setting?
- the experiment
 - the survey
 - participant observation
 - secondary analysis

(EVALUATE; answer: c; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 2)

99. Which sociological research method is likely to be the most difficult to replicate (repeat)?
- the experiment
 - the survey
 - participant observation
 - secondary analysis

(EVALUATE; answer: c; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 2)

100. Which sociological research method saves the time and expense of data gathering, but the researcher has no control over possible data bias?
- the experiment
 - the survey
 - participant observation
 - secondary analysis of existing sources

(EVALUATE; answer: d; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 2)

101. Inductive logical thought involves
- turning theories into hypotheses suitable for testing.
 - selecting a research method based on available resources.
 - doing research about the past.
 - transforming specific observations into general theory.

(REMEMBER; answer: d; L.O. 2.6: Illustrate the use of inductive and deductive logical thought; Topic: The Interplay of Theory and Method; Difficulty: 1)

102. Deductive logical thought involves
- turning theories into hypotheses suitable for testing.
 - selecting a research method based on available resources.
 - doing research about the past.
 - transforming specific observations into general theory.

(REMEMBER; answer: a; L.O. 2.6: Illustrate the use of inductive and deductive logical thought; Topic: The Interplay of Theory and Method; Difficulty: 1)

103. People can mislead others with statistics by

- a. using deductive reasoning.
- b. interpreting the data to lead their readers to a desired conclusion.
- c. using inductive reasoning.
- d. identifying a testable hypothesis.

(UNDERSTAND; answer: b; L.O. 2.6: Illustrate the use of inductive and deductive logical thought; Topic: The Interplay of Theory and Method; Difficulty: 2)

SHORT ANSWER QUESTIONS

104. How does a researcher transform a concept into a variable?

(APPLY; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)

105. When it comes to measuring a variable, how is reliability different from validity? Which concept implies the other?

(UNDERSTAND; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)

106. List the three conditions that are required to establish cause and effect in social scientific research.

(UNDERSTAND; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)

107. What is a spurious correlation?

(UNDERSTAND; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)

108. What did Max Weber mean by "value-free" research? Do you think researchers can be value-free? Should they try? Explain.

(EVALUATE; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 3)

109. How do positivist sociology, interpretive sociology, and critical sociology deal with the issue of subjectivity in a different way?

(EVALUATE; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)

110. What are the essential differences between scientific sociology, interpretive sociology, and critical sociology?

(ANALYZE; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 2)

111. Provide one strength and one limitation of each of the major research methods described in this chapter: experiment, survey, participant observation, and secondary analysis.

(EVALUATE; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 2)

112. If you were doing a research project for your sociology class in which you were trying to discover how students assess the benefits of taking a sociology class, which research method might you use? Why?

(EVALUATE; L.O. 2.5: Explain why a researcher might choose each of sociology's research methods; Topic: Research Methods; Difficulty: 3)

113. Define both inductive logical thought and deductive logical thought. How does sociological research make use of both types of thought? Provide an example of each.

(ANALYZE; L.O. 2.6: Illustrate the use of inductive and deductive logical thought; Topic: The Interplay of Theory and Method; Difficulty: 3)

ESSAY QUESTIONS/TOPICS FOR SHORT PAPERS

114. What makes science a special "way of knowing"? What are important traits of scientific sociology? How does interpretive sociology differ from scientific sociology?

(ANALYZE; L.O. 2.1: Explain how scientific evidence often challenges common sense and L.O. 2.2: Describe sociology's three research orientations; Topic: Basics of Sociological Investigation and Three Ways to Do Sociology; Difficulty: 3)

115. Should sociologists try to be objective? Develop a positivist sociological response to this question and also a critical sociological response. Which of the two responses comes closer to your own personal views? Why?

(CREATE; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 3)

116. How does critical sociology differ from scientific sociology? What are the differences in terms of the basic image of society as well as the goals of research? Does one approach evaluate society more than the other? If so, how? Do you favor one approach over the other? If so, why?

(EVALUATE; L.O. 2.2: Describe sociology's three research orientations; Topic: Three Ways to Do Sociology; Difficulty: 3)

117. How and why is gender important in research? What are some of the problems in research that involve gender? How about race and ethnicity? Why might a researcher need to take race and ethnicity into account when planning research with a specific category of people?

(EVALUATE; L.O. 2.3: Identify the importance of gender in sociological research and L.O. 2.4: Discuss the importance of ethics to sociological research; Topic: Gender and Research and Research Ethics; Difficulty: 3)

118. What are some of the dangers of sociological research to subjects? Explain why the discipline has developed ethical guidelines to guide research. What are three specific problems with research that ethical guidelines address?
(EVALUATE; L.O. 2.4: Discuss the importance of ethics to sociological research; Topic: Research Ethics; Difficulty: 3)
119. Why is it necessary for researchers to understand the social characteristics of the people they are studying? What problems could arise if a researcher started to study the Amish, Korean Americans, or some other distinctive category of people and had no understanding of their way of life?
(APPLY; L.O. 2.4: Discuss the importance of ethics to sociological research; Topic: Research Ethics; Difficulty: 3)
120. None of the major methods of sociological research—experiment, survey, participant observation, and secondary research—is better than any other in an absolute sense, but each is suitable for addressing a certain type of question or situation. Explain why this is true and develop brief illustrations of the type of questions that would lead a researcher to select one method over the others.
(CREATE; L.O. 2.5: Explain why a researcher might choose each of sociology’s research methods; Topic: Research Methods; Difficulty: 3)
121. How does inductive logical thought differ from deductive logical thought? How can a researcher benefit from using both kinds of thinking?
(ANALYZE; L.O. 2.6: Illustrate the use of inductive and deductive logical thought; Topic: The Interplay of Theory and Method; Difficulty: 3)
122. Outline the ten steps in the process of carrying out sociological investigation. You may use the format presented in the text; that is, what specific questions must be answered as a researcher moves along?
(UNDERSTAND; L.O. 2.7: Recall the ten important steps in carrying out sociological research; Topic: Putting It All Together: Ten Steps in Sociological Investigation; Difficulty: 3)
123. Based on your own interests, identify a research question that you would like to investigate. State the question, identify an appropriate research method, and point to any challenges or issues that you would have to resolve in order to complete such a project.
(CREATE; L.O. 2.7: Recall the ten important steps in carrying out sociological research; Topic: Putting It All Together: Ten Steps in Sociological Investigation; Difficulty: 3)

Name _____

Quick Quiz: Chapter 2
Sociological Investigation

Multiple Choice:

1. Critical sociology can best be described as a(n) _____ approach.
 - a. activist
 - b. scientific
 - c. qualitative
 - d. value-free

2. Qualitative research appeals to investigators who favor
 - a. the structural-functional approach.
 - b. the symbolic-interaction approach.
 - c. the social-conflict approach.
 - d. the social exchange approach.

3. A researcher doing participant observation may “break in” to a setting more easily with the help of a
 - a. key informant.
 - b. research assistant.
 - c. bigger budget.
 - d. longer questionnaire

4. The sociologist who called on his colleagues to be value free was
 - a. Karl Marx.
 - b. Emile Durkheim.
 - c. Herbert Spencer.
 - d. Max Weber.

5. In making judgments about how society should be improved, the _____ approach in sociology rejects Max Weber’s goal that researchers be value-free.
 - a. interpretive
 - b. critical
 - c. scientific
 - d. positivist

6. William Foote Whyte’s study of Cornerville (*Street Corner Society*) used which sociological research method?
 - a. experiment
 - b. survey
 - c. participant observation
 - d. secondary analysis

7. Which German word meaning “understanding” was used by Max Weber to describe his approach to sociological research?
 - a. Gemeinschaft.
 - b. Gesellschaft.
 - c. Verstehen.
 - d. Verboten.

True/False

- _____ 8. A positivist approach assumes that reality exists “out there.”
- _____ 9. Natural scientists often have an easier time than social scientists in identifying cause-and-effect relationships.

Short Answer

10. List the three conditions that are required to establish cause and effect in social scientific research.

Name _____

Quick Quiz: Chapter 2

Sociological Investigation

Multiple Choice:

- Critical sociology can best be described as a(n) _____ approach.
a. activist c. qualitative
b. scientific d. value-free
- Qualitative research appeals to investigators who favor
a. the structural-functional approach. c. the social-conflict approach.
b. the symbolic-interaction approach. d. the social-exchange approach.
- A researcher doing participant observation may “break in” to a setting more easily with the help of a
a. key informant. c. bigger budget.
b. research assistant. d. longer questionnaire.
- The sociologist who called on his colleagues to be value free was
a. Karl Marx. c. Herbert Spencer.
b. Emile Durkheim. **d. Max Weber.**
- In making judgments about how society should be improved, the _____ approach in sociology rejects Max Weber’s goal that researchers be value-free.
a. interpretive c. scientific
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- William Foote Whyte’s study of Cornerville (*Street Corner Society*) used which sociological research method?
a. experiment c. **participant observation**
b. survey d. secondary analysis
- Which German word meaning “understanding” was used by Max Weber to describe his approach to sociological research?
a. Gemeinschaft. c. **Verstehen.**
b. Gesellschaft. d. Verboten.

True/False

- ____ True ____ 8. A positivist approach assumes that reality exists “out there.”
____ True ____ 9. Natural scientists often have an easier time than social scientists in identifying cause-and-effect relationships.

Short Answer

10. List the three conditions that are required to establish cause and effect in social scientific research.