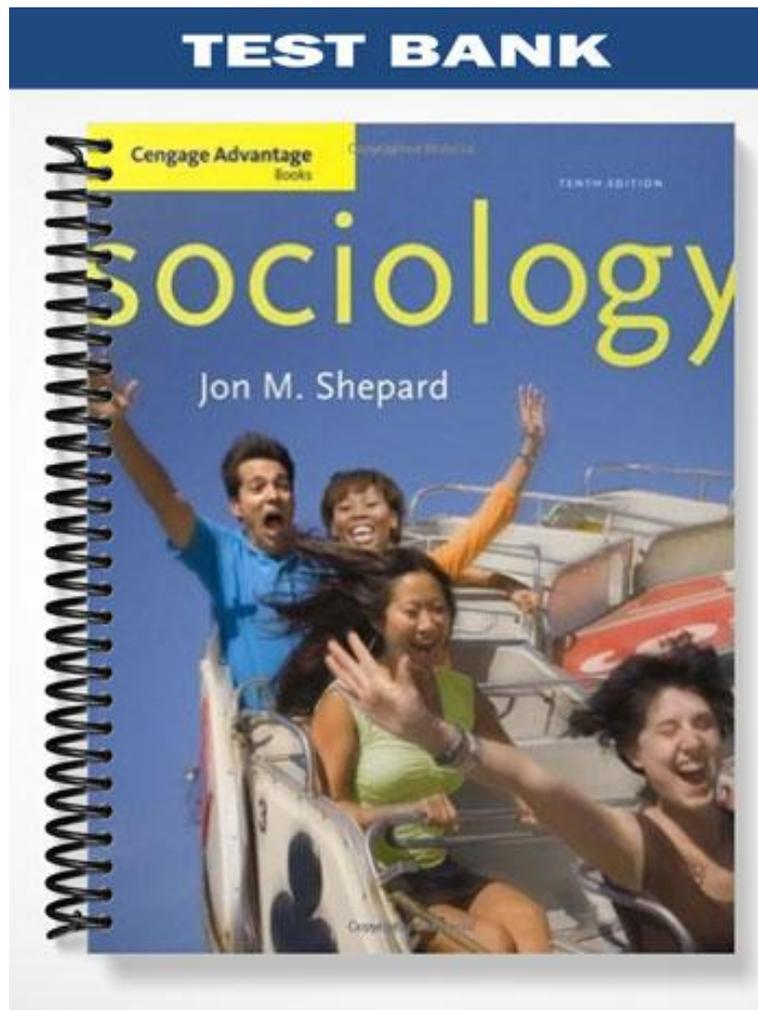


TEST BANK



CHAPTER 2--SOCIAL RESEARCH

Student: _____

1. All of the following are nonscientific sources of knowledge *except* _____.
 - A. common sense
 - B. authority
 - C. intuition
 - D. tradition
 - E. experimentation

2. ____ refers to opinions that are widely held because they seem so obviously correct.
 - A. Tradition
 - B. Authority
 - C. Common sense
 - D. Intuition
 - E. none of these

3. A king who people believe to be ruling because of divine right is an example of _____.
 - A. intuition
 - B. authority
 - C. an experiment
 - D. a case study
 - E. tradition

4. A feeling of immediately understanding about something because of an insight that is not based on rational thought is called _____.
 - A. common sense
 - B. authority
 - C. rational thought
 - D. intuition
 - E. tradition

5. The scientific method includes all of the following *except* _____.
 - A. observation
 - B. hypothesis testing
 - C. analysis of data
 - D. publishing results in a research journal
 - E. all of these are steps in the research process

6. The first step in the scientific method of research is ____.
- A. identifying the problem
 - B. reviewing the literature
 - C. collecting data
 - D. analyzing data
 - E. formulating hypotheses
7. Which of the following is *false*?
- A. Identifying the problem, reviewing the literature, and formulating hypotheses are the first sequential steps in the scientific method discussed in your textbook.
 - B. Hypotheses are definitions of abstract variables in terms of simpler, observable procedures.
 - C. Developing a research design, collecting data, analyzing data, and stating findings and conclusions are the last sequential steps in the scientific method.
 - D. Some sociologists believe that the scientific method (i.e., the research model discussed in your textbook) is too rigid to capture spontaneous, subjective, and changeable social behavior.
 - E. all of these are true
8. According to Shepard, procedures for collecting and analyzing data are defined as part of one's ____.
- A. hypotheses
 - B. literature review
 - C. research design
 - D. ethical outlook
 - E. ethnomethodology
9. The universe of people who have the characteristics that a researcher wants to study is referred to as the ____.
- A. case
 - B. secondary analysis
 - C. control
 - D. sample
 - E. population
10. The final step in the scientific method of research is ____.
- A. applying the findings
 - B. analyzing the data
 - C. formulating hypotheses
 - D. reviewing the literature
 - E. stating findings and conclusions

11. Which of the following concepts suggest that scientists are expected to prevent their personal biases from influencing the interpretation of their results?
- A. subjectivity
 - B. objectivity
 - C. verifiability
 - D. causation
 - E. selective perception
12. The scientific method, when properly used, attempts to ensure that other scientists can duplicate the results of a study. This is known as
- A. *verstehen*.
 - B. subjectivity.
 - C. causation.
 - D. validity.
 - E. verifiability.
13. Causation is established when
- A. two variables are correlated.
 - B. there is no spurious correlation.
 - C. contaminating factors between variables have been accounted for.
 - D. a change in the independent variable must occur before a change in the dependent variable occurs.
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14. A study finds that drug use, excessive materialism, and peer pressure cause crime. This is an example of ____.
- A. uni-causation
 - B. bi-causation
 - C. multiple causation
 - D. negative correlations
 - E. spuriousness
15. Most events in the social world are extremely complex. The desire to find an easily identifiable reason that something happens violates the principle of ____.
- A. cause-and-effect
 - B. verifiability
 - C. multiple causation
 - D. causation
 - E. replication

16. Which of the following is *not* an example of quantitative variable?
- A. income
 - B. age
 - C. education
 - D. literacy rate
 - E. marital status
17. Which of the following is a qualitative variable?
- A. sex
 - B. marital status
 - C. home ownership
 - D. group membership
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18. You've read a study with results that support the idea that marital infidelity increases the likelihood of divorce. In this study, divorce is a(n) _____.
- A. independent variable
 - B. dependent variable
 - C. effect
 - D. intervening variable
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19. Let's suppose you have read a study whose results support the idea that divorce increases the likelihood of suicide. In this study, divorce is a(n) _____.
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21. The term "correlation" refers to a situation in which
- A. changes in two variables are brought about by two additional variables.
 - B. an apparent relationship between two variables is actually produced by a third variable that is affecting both of the others.
 - C. an event occurs as a result of several factors operating in combination.
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22. You notice that your grades tend to get worse when you watch more television. This is an example of a(n) ____.
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24. All of the following are part of the criteria for establishing a causal relationship *except*
- A. two variables must be correlated.
 - B. all possible contaminating factors must be taken into account.
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 - C. negative correlation
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26. Of the different types of research methods listed, which method best illustrates the concept of causation?
- A. experiment
 - B. survey
 - C. field research
 - D. the *verstehen* approach
 - E. a pretest
27. In an experiment, the experimental variable is applied to the ____.
- A. population
 - B. experimental group
 - C. control group
 - D. larger group
 - E. random sample
28. The conventional method of controlling the influence of contaminating variables in a laboratory experiment is to
- A. have a larger experimental group.
 - B. select a control group as well as an experimental group.
 - C. use more independent variables than dependent variables.
 - D. have no control group.
 - E. select only those variables about which one can be positive.
29. Experimental and control groups in a laboratory experiment are made as comparable as possible through the processes of ____.
- A. qualifying and quantifying
 - B. matching and randomizing
 - C. pretesting and posttesting
 - D. testing and retesting
 - E. verification and replication
30. A sample is random when
- A. it includes a large number of people.
 - B. it includes a great variety of types of people.
 - C. each member of the population has the same chance of being part of the sample.
 - D. each member is selected on the basis of a preconceived set of traits.
 - E. someone besides the researcher selects it.

31. Which of the following is *least* related to the experiment as a research method?
- A. experimental group
 - B. control group
 - C. matching
 - D. population
 - E. randomization
32. The most widely used research method among sociologists is the ____.
- A. case study
 - B. field research
 - C. survey
 - D. experiment
 - E. subjective approach
33. All of the following are true statements *except* ____.
- A. quantitative research uses numerical data
 - B. qualitative research uses descriptive data
 - C. qualitative research methods may include survey research and precollected data
 - D. a questionnaire is a set of oral questions asked during an interview
 - E. open-ended questions ask the respondent to answer in his or her own words
34. Which of the following is *not* a common way of collecting data in sociological research?
- A. asking people questions
 - B. observing behavior
 - C. conjecture
 - D. analyzing existing materials and records
 - E. all of these
35. A ____ consists of a limited number of cases drawn from the larger population.
- A. sample
 - B. survey
 - C. cluster
 - D. questionnaire
 - E. group
36. A random sample is
- A. a thorough, recorded investigation of a small group, incident, or community.
 - B. a research method in which people are asked to answer a series of questions.
 - C. a limited number of cases drawn from the larger population.
 - D. a control group.
 - E. a sample whose selection is based on chance so that every member of a population has an equal opportunity of being selected.

37. A more precise sample is achieved when the population is divided into categories and subjects are randomly drawn from each category. This is called a(n) ____.
- A. control group
 - B. experimental group
 - C. stratified random sample
 - D. independent variable
 - E. interview group
38. ____ are those for which a limited, predetermined set of answers is possible.
- A. Questionnaires
 - B. Closed-ended questions
 - C. Open-ended questions
 - D. Random samples
 - E. None of these
39. Which of the following is used to get certain proportions of persons in particular categories, to better reflect the population?
- A. a survey design
 - B. the population
 - C. a stratified random sample
 - D. precollected data
 - E. field research
40. Which of the following is matched correctly?
- A. Functionalism / case study
 - B. Conflict theory / participant observation
 - C. Symbolic interactionism / survey
 - D. All of these
 - E. None of these
41. A basic statistical measure that is a single number representing the distribution of values or figures for a variable is called the ____.
- A. chi square
 - B. mode
 - C. median
 - D. mean
 - E. correlation

42. Suppose you have a small set of data consisting of the numbers 9, 3, 11, 3, and 54. The median value of this data would be ____.
- A. 80
 - B. 9
 - C. 16
 - D. 3
 - E. 54
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- A. 80
 - B. 9
 - C. 16
 - D. 3
 - E. 54
45. Of the following statements, which one is *not* an advantage of closed-ended survey research?
- A. Surveys are less expensive to conduct because of the large samples usually involved.
 - B. Surveys based on closed-ended questions have the advantage of precision and comparability of responses.
 - C. Surveys permit the use of statistical techniques.
 - D. Surveys permit the collection of large samples.
 - E. Surveys include a large number of variables.
46. Which of the following is a disadvantage of closed-ended survey research?
- A. Response rates are too high.
 - B. The phrasing of questions may introduce bias.
 - C. It requires the use of statistical methods of analysis.
 - D. The variables are quantified.
 - E. There are a large number of variables.

47. Precollected data is associated with ____.
- A. field research
 - B. surveys
 - C. participant observation
 - D. secondary analysis
 - E. open-ended questions
48. Data taken from the U.S. Department of Labor is an example of ____.
- A. a survey
 - B. a questionnaire
 - C. primary sources
 - D. field research
 - E. precollected data
49. Which of the following best describes the Hawthorne effect?
- A. The researchers' unintended behavior affects the responses of the respondents.
 - B. Survey participants try to make themselves appear socially acceptable.
 - C. It refers to a situation where the mean, median, and mode are all the same number.
 - D. This effect is the result of using precollected data that are not exactly suited for the study.
 - E. Researchers are penalized for using government data for private studies.
50. A disadvantage of using precollected data is that
- A. it may not be an exact fit with the researcher's needs.
 - B. there is no knowledge of the people who originally collected it, and what their biases might be.
 - C. the data may be outdated.
 - D. the researcher did not design the method that collected the data.
 - E. all of these may be disadvantages of precollected data
51. The research method that sociologists would most likely use when studying prostitution is ____.
- A. participant observation
 - B. ethnomethodology
 - C. field research
 - D. experiments
 - E. statistical analysis
52. Which of the following research method techniques investigates aspects of social life that cannot be measured quantitatively and that are best understood within a natural setting?
- A. survey research
 - B. experiments
 - C. questionnaires
 - D. secondary analysis
 - E. field research

53. A thorough investigation of a single small group, incident, or community would be an example of a(n) ____.
- A. survey
 - B. precollected data
 - C. case study
 - D. participant observation study
 - E. ethnomethodological study
54. John Howard Griffin's book, *Black Like Me*, was based on what type of research?
- A. precollected data
 - B. survey research
 - C. laboratory experiments
 - D. case study
 - E. participant observation
55. Ethnomethodology is an example of ____.
- A. the Hawthorne effect
 - B. using precollected data
 - C. quantitative analysis
 - D. the subjective approach
 - E. an experiment
56. Field studies
- A. are always more accurate than survey research.
 - B. may be altered as needed, throughout the research process.
 - C. force respondents to answer in a particular way.
 - D. are the most generalizable type of research.
 - E. all of these are true about field studies
57. ____ method of *verstehen* is a prominent example of the subjective approach.
- A. Émile Durkheim's
 - B. Karl Marx's
 - C. W. E. B. DuBois's
 - D. Auguste Comte's
 - E. Max Weber's
58. One example of the subjective approach to research is ____.
- A. participant observation
 - B. ethnomethodology
 - C. an experiment
 - D. the case study
 - E. secondary analysis

59. Which method of social research attempts to uncover taken-for-granted social routines?
- A. closed-ended survey research
 - B. ethnomethodology
 - C. field research
 - D. undercover research
 - E. quantitative methods
60. In the research done by Bertrand and Mullainathan, on racism in hiring practices, the use of very white-sounding names and very African American-sounding names was the _____ in the study.
- A. independent variable
 - B. dependent variable
 - C. control group
 - D. experimental group
 - E. data
61. In a study done by Bertrand and Mullainathan on racism in hiring practices, the researchers found that, in reference to the types of names used,
- A. African Americans and whites were called for interviews equally often.
 - B. African Americans with better quality resumes were more likely to be called for interviews than any white candidates.
 - C. whites were fifty-percent more likely to be called for an interview than the African Americans.
 - D. there was no difference created for whites or African Americans with higher quality resumes.
 - E. none of the lower-quality resumes resulted in a call for an interview.
62. All of the following are ethical standards sociologists are committed to *except* _____.
- A. subjectivity
 - B. adherence to the highest technical research standards
 - C. accurate reporting of their methods and findings
 - D. protection of the subjects of their research
 - E. maximizing the benefits of sociology to society
63. A sociologist who falsifies the results of his experiment would be violating _____.
- A. the law
 - B. the Hippocratic oath
 - C. the laws of physics
 - D. ethical standards
 - E. the law of gravity

64. In his study of homosexual activities in men's public restrooms (tearooms), Humphreys' violated an ethical standard that forbids
- A. the study of homosexuals.
 - B. participant observation in restrooms.
 - C. violating his participants' privacy.
 - D. using graduate students in research.
 - E. becoming famous for one's research.
65. The ethical controversy surrounding Humphreys' study of tearooms revolves around charges that he
- A. ignored the Fairness Doctrine.
 - B. misrepresented his sources of research funding.
 - C. did not practice scientific objectivity.
 - D. misused his graduate students as research associates.
 - E. violated privacy issues with respect to his subjects.
66. ____ addresses whether consistent results are obtained when a measure is repeated.
- A. Replication
 - B. Reliability
 - C. Validity
 - D. All of these
 - E. None of these
67. The issue of validity addresses whether
- A. ethical violations are present in the study.
 - B. the results relate to verified general theory.
 - C. the study is measuring what it is designed to measure.
 - D. the sample is random.
 - E. the results are consistent over repeated trials.
68. Reliability and validity are critical issues related to
- A. ethics.
 - B. values.
 - C. measurement.
 - D. opinions.
 - E. none of these.
69. ____ refers to the duplication of the same study to ascertain its accuracy.
- A. Operationalization
 - B. Reliability
 - C. Validity
 - D. Objectivity
 - E. Replication

70. The empirical results of sociological research
- A. are important in the development of a body of theory.
 - B. are the only goal of the sociologist.
 - C. are neither better nor worse than other sources of knowledge.
 - D. are more important than theory.
 - E. all of these
71. Widely held beliefs are most often true, which is why they are so widely believed.
- True False
72. Because the scientific research model is not followed rigidly by sociologists, it should be ignored.
- True False
73. According to the principle of objectivity, scientists are expected to prevent their personal biases from influencing the interpretation of their results.
- True False
74. Most events of social life may be attributed to a single cause.
- True False
75. Income is a qualitative variable.
- True False
76. A correlation between two variables means that one causes the other.
- True False
77. A positive correlation exists when both an independent and dependent variables change in the same direction.
- True False
78. An experiment takes place in a laboratory in an attempt to eliminate all possible contaminating influences.
- True False
79. Matching is a preferable method for making experimental and control groups comparable than is randomization.
- True False

80. Participant observation is the research method used most often by sociologists.
True False
81. Because surveys involve more respondents than do experiments, random samples are not necessary.
True False
82. Survey research, secondary analysis, and the experiment are all types of quantitative methods.
True False
83. Closed-ended questions allow for the collection of spontaneous and unanticipated information.
True False
84. Data collected by the U.S. government may be an important source of information for sociological researchers.
True False
85. A benefit of precollected data is it is less expensive for sociologists than data they collect themselves.
True False
86. The case study is a type of qualitative research method.
True False
87. Participant observation is a method that may be used to investigate aspects of social life that are best understood within a natural setting.
True False
88. Max Weber recognized the validity of a subjective approach to sociological research.
True False
89. Ethnomethodology is the study of processes people develop and use in understanding the routine behaviors expected of themselves and others in everyday life.
True False
90. The issue of ethics is not important in social science research.
True False
91. Plagiarism is not a problem that occurs in sociological research.
True False

92. Ethical considerations have no impact on the difficulty of collecting data.

True False

93. Validity exists when a measurement technique actually measures what it is designed to measure.

True False

94. Explain what is meant by "motivated reasoning" and why this is important to sociological research.

95. What is an operational definition? Give an example.

96. Why is verifiability important within sociological research?

97. Why is the concept of multiple causation important in sociological research?

98. What is a spurious correlation?

99. Why is it important to select random samples when performing quantitative research?

100. What is the basic distinction between quantitative and qualitative research methods?

101. What are the disadvantages of field studies?

102. What are the ethical standards related to sociological research?

103. The quality of measurement primarily depends on two factors--what are they?

104. List and describe each of the steps in the scientific research process.

105. Define objectivity and discuss its applicability to sociological research. How possible and desirable is objectivity? How is subjectivity minimized? What sociologists have argued for a subjective approach?

106. Compare the advantages and disadvantages of survey research and field study.

107. Explain each of the criteria for establishing causation.

108. Compare and contrast open-ended and closed-ended questions. What are the advantages and disadvantages of each?

109. Sociological research is supposed to be conducted in accordance with a code of ethics. Identify and discuss some of the ethics of social research.

110. What are reliability and validity? Why is each important in creating trustworthy scientific results?

CHAPTER 2--SOCIAL RESEARCH **Key**

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 - C.** survey
 - D. experiment
 - E. subjective approach
33. All of the following are true statements *except* ____.
- A. quantitative research uses numerical data
 - B. qualitative research uses descriptive data
 - C. qualitative research methods may include survey research and precollected data
 - D.** a questionnaire is a set of oral questions asked during an interview
 - E. open-ended questions ask the respondent to answer in his or her own words
34. Which of the following is *not* a common way of collecting data in sociological research?
- A. asking people questions
 - B. observing behavior
 - C.** conjecture
 - D. analyzing existing materials and records
 - E. all of these
35. A ____ consists of a limited number of cases drawn from the larger population.
- A.** sample
 - B. survey
 - C. cluster
 - D. questionnaire
 - E. group
36. A random sample is
- A. a thorough, recorded investigation of a small group, incident, or community.
 - B. a research method in which people are asked to answer a series of questions.
 - C. a limited number of cases drawn from the larger population.
 - D. a control group.
 - E.** a sample whose selection is based on chance so that every member of a population has an equal opportunity of being selected.

37. A more precise sample is achieved when the population is divided into categories and subjects are randomly drawn from each category. This is called a(n) ____.
- A. control group
 - B. experimental group
 - C. stratified random sample**
 - D. independent variable
 - E. interview group
38. ____ are those for which a limited, predetermined set of answers is possible.
- A. Questionnaires
 - B. Closed-ended questions**
 - C. Open-ended questions
 - D. Random samples
 - E. None of these
39. Which of the following is used to get certain proportions of persons in particular categories, to better reflect the population?
- A. a survey design
 - B. the population
 - C. a stratified random sample**
 - D. precollected data
 - E. field research
40. Which of the following is matched correctly?
- A. Functionalism / case study
 - B. Conflict theory / participant observation
 - C. Symbolic interactionism / survey
 - D. All of these
 - E. None of these**
41. A basic statistical measure that is a single number representing the distribution of values or figures for a variable is called the ____.
- A. chi square
 - B. mode
 - C. median
 - D. mean**
 - E. correlation

42. Suppose you have a small set of data consisting of the numbers 9, 3, 11, 3, and 54. The median value of this data would be ____.
- A. 80
 - B. 9**
 - C. 16
 - D. 3
 - E. 54
43. Suppose you have a small set of data consisting of the numbers 9, 3, 11, 3, and 54. The mean value of this data would be ____.
- A. 80
 - B. 9
 - C. 16**
 - D. 3
 - E. 54
44. Suppose you have a small set of data consisting of the numbers 9, 3, 11, 3, and 54. The mode of this data would be ____.
- A. 80
 - B. 9
 - C. 16
 - D. 3**
 - E. 54
45. Of the following statements, which one is *not* an advantage of closed-ended survey research?
- A.** Surveys are less expensive to conduct because of the large samples usually involved.
 - B. Surveys based on closed-ended questions have the advantage of precision and comparability of responses.
 - C. Surveys permit the use of statistical techniques.
 - D. Surveys permit the collection of large samples.
 - E. Surveys include a large number of variables.
46. Which of the following is a disadvantage of closed-ended survey research?
- A. Response rates are too high.
 - B.** The phrasing of questions may introduce bias.
 - C. It requires the use of statistical methods of analysis.
 - D. The variables are quantified.
 - E. There are a large number of variables.

47. Precollected data is associated with ____.
- A. field research
 - B. surveys
 - C. participant observation
 - D.** secondary analysis
 - E. open-ended questions
48. Data taken from the U.S. Department of Labor is an example of ____.
- A. a survey
 - B. a questionnaire
 - C. primary sources
 - D. field research
 - E.** precollected data
49. Which of the following best describes the Hawthorne effect?
- A.** The researchers' unintended behavior affects the responses of the respondents.
 - B. Survey participants try to make themselves appear socially acceptable.
 - C. It refers to a situation where the mean, median, and mode are all the same number.
 - D. This effect is the result of using precollected data that are not exactly suited for the study.
 - E. Researchers are penalized for using government data for private studies.
50. A disadvantage of using precollected data is that
- A. it may not be an exact fit with the researcher's needs.
 - B. there is no knowledge of the people who originally collected it, and what their biases might be.
 - C. the data may be outdated.
 - D. the researcher did not design the method that collected the data.
 - E.** all of these may be disadvantages of precollected data
51. The research method that sociologists would most likely use when studying prostitution is ____.
- A. participant observation
 - B. ethnomethodology
 - C.** field research
 - D. experiments
 - E. statistical analysis
52. Which of the following research method techniques investigates aspects of social life that cannot be measured quantitatively and that are best understood within a natural setting?
- A. survey research
 - B. experiments
 - C. questionnaires
 - D. secondary analysis
 - E.** field research

53. A thorough investigation of a single small group, incident, or community would be an example of a(n) ____.
- A. survey
 - B. precollected data
 - C. case study**
 - D. participant observation study
 - E. ethnomethodological study
54. John Howard Griffin's book, *Black Like Me*, was based on what type of research?
- A. precollected data
 - B. survey research
 - C. laboratory experiments
 - D. case study
 - E. participant observation**
55. Ethnomethodology is an example of ____.
- A. the Hawthorne effect
 - B. using precollected data
 - C. quantitative analysis
 - D. the subjective approach**
 - E. an experiment
56. Field studies
- A. are always more accurate than survey research.
 - B. may be altered as needed, throughout the research process.**
 - C. force respondents to answer in a particular way.
 - D. are the most generalizable type of research.
 - E. all of these are true about field studies
57. ____ method of *verstehen* is a prominent example of the subjective approach.
- A. Émile Durkheim's
 - B. Karl Marx's
 - C. W. E. B. DuBois's
 - D. Auguste Comte's
 - E. Max Weber's**
58. One example of the subjective approach to research is ____.
- A. participant observation
 - B. ethnomethodology**
 - C. an experiment
 - D. the case study
 - E. secondary analysis

59. Which method of social research attempts to uncover taken-for-granted social routines?
- A. closed-ended survey research
 - B. ethnomethodology**
 - C. field research
 - D. undercover research
 - E. quantitative methods
60. In the research done by Bertrand and Mullainathan, on racism in hiring practices, the use of very white-sounding names and very African American-sounding names was the _____ in the study.
- A. independent variable**
 - B. dependent variable
 - C. control group
 - D. experimental group
 - E. data
61. In a study done by Bertrand and Mullainathan on racism in hiring practices, the researchers found that, in reference to the types of names used,
- A. African Americans and whites were called for interviews equally often.
 - B. African Americans with better quality resumes were more likely to be called for interviews than any white candidates.
 - C. whites were fifty-percent more likely to be called for an interview than the African Americans.**
 - D. there was no difference created for whites or African Americans with higher quality resumes.
 - E. none of the lower-quality resumes resulted in a call for an interview.
62. All of the following are ethical standards sociologists are committed to *except* _____.
- A. subjectivity**
 - B. adherence to the highest technical research standards
 - C. accurate reporting of their methods and findings
 - D. protection of the subjects of their research
 - E. maximizing the benefits of sociology to society
63. A sociologist who falsifies the results of his experiment would be violating _____.
- A. the law
 - B. the Hippocratic oath
 - C. the laws of physics
 - D. ethical standards**
 - E. the law of gravity

64. In his study of homosexual activities in men's public restrooms (tearooms), Humphreys' violated an ethical standard that forbids
- A. the study of homosexuals.
 - B. participant observation in restrooms.
 - C.** violating his participants' privacy.
 - D. using graduate students in research.
 - E. becoming famous for one's research.
65. The ethical controversy surrounding Humphreys' study of tearooms revolves around charges that he
- A. ignored the Fairness Doctrine.
 - B. misrepresented his sources of research funding.
 - C. did not practice scientific objectivity.
 - D. misused his graduate students as research associates.
 - E.** violated privacy issues with respect to his subjects.
66. ____ addresses whether consistent results are obtained when a measure is repeated.
- A. Replication
 - B.** Reliability
 - C. Validity
 - D. All of these
 - E. None of these
67. The issue of validity addresses whether
- A. ethical violations are present in the study.
 - B. the results relate to verified general theory.
 - C.** the study is measuring what it is designed to measure.
 - D. the sample is random.
 - E. the results are consistent over repeated trials.
68. Reliability and validity are critical issues related to
- A. ethics.
 - B. values.
 - C.** measurement.
 - D. opinions.
 - E. none of these.
69. ____ refers to the duplication of the same study to ascertain its accuracy.
- A. Operationalization
 - B. Reliability
 - C. Validity
 - D. Objectivity
 - E.** Replication

70. The empirical results of sociological research
- A. are important in the development of a body of theory.
 - B. are the only goal of the sociologist.
 - C. are neither better nor worse than other sources of knowledge.
 - D. are more important than theory.
 - E. all of these
71. Widely held beliefs are most often true, which is why they are so widely believed.
- FALSE**
72. Because the scientific research model is not followed rigidly by sociologists, it should be ignored.
- FALSE**
73. According to the principle of objectivity, scientists are expected to prevent their personal biases from influencing the interpretation of their results.
- TRUE**
74. Most events of social life may be attributed to a single cause.
- FALSE**
75. Income is a qualitative variable.
- FALSE**
76. A correlation between two variables means that one causes the other.
- FALSE**
77. A positive correlation exists when both an independent and dependent variables change in the same direction.
- TRUE**
78. An experiment takes place in a laboratory in an attempt to eliminate all possible contaminating influences.
- TRUE**
79. Matching is a preferable method for making experimental and control groups comparable than is randomization.
- FALSE**

80. Participant observation is the research method used most often by sociologists.
FALSE
81. Because surveys involve more respondents than do experiments, random samples are not necessary.
FALSE
82. Survey research, secondary analysis, and the experiment are all types of quantitative methods.
TRUE
83. Closed-ended questions allow for the collection of spontaneous and unanticipated information.
FALSE
84. Data collected by the U.S. government may be an important source of information for sociological researchers.
TRUE
85. A benefit of precollected data is it is less expensive for sociologists than data they collect themselves.
TRUE
86. The case study is a type of qualitative research method.
TRUE
87. Participant observation is a method that may be used to investigate aspects of social life that are best understood within a natural setting.
TRUE
88. Max Weber recognized the validity of a subjective approach to sociological research.
TRUE
89. Ethnomethodology is the study of processes people develop and use in understanding the routine behaviors expected of themselves and others in everyday life.
TRUE
90. The issue of ethics is not important in social science research.
FALSE

91. Plagiarism is not a problem that occurs in sociological research.

FALSE

92. Ethical considerations have no impact on the difficulty of collecting data.

FALSE

93. Validity exists when a measurement technique actually measures what it is designed to measure.

TRUE

94. Explain what is meant by "motivated reasoning" and why this is important to sociological research.

Motivated reasoning is the tendency to reject information that contradicts our present beliefs, and to be less critical of information that is consistent with our current beliefs. Because motivated reasoning is such a strong tendency, it is important to apply rational logic and critical thinking to evaluate information objectively.

95. What is an operational definition? Give an example.

An operational definition turns an abstract concept into something observable and measurable. An example would be to use consistency of voting behavior as an operationalized measure of patriotism; marital satisfaction might be operationalized with a series of closed-ended questions on attitudes toward marriage.

96. Why is verifiability important within sociological research?

Verifiability means the replication of a study by other researchers, ideally with the same results. If the repeating of a study yields different results from the original study this indicates problems somewhere in the research design and will call the original findings into question.

97. Why is the concept of multiple causation important in sociological research?

Events in the physical or social world are almost always too complex to be explained by any single factor. Therefore, the sociological researcher must be aware of the principle of multiple causation.

98. What is a spurious correlation?

A spurious correlation is an apparent relationship between two variables that is actually produced by a third variable that affects both of the original variables.

99. Why is it important to select random samples when performing quantitative research?

The only way to assure that the sample is representative (i.e., has the same basic characteristics) of the overall population is through random sampling.

100. What is the basic distinction between quantitative and qualitative research methods?

Quantitative research utilizes numerical data; qualitative uses descriptive data.

101. What are the disadvantages of field studies?

In spite of their widespread use in sociological research, field studies do have some disadvantages. These include potential lack of generalizability, bias of the field researcher, and difficulty in replicating the study.

102. What are the ethical standards related to sociological research?

Sociologists adhere to four ethical standards related to research. These are objectivity, the highest technical research standards, accurate reporting of methods and findings, and protection of research subjects.

103. The quality of measurement primarily depends on two factors--what are they?

The quality of measurement depends on reliability (achieving consistent results on repeated applications) and validity (when measuring techniques actually measure what they are designed to measure).

104. List and describe each of the steps in the scientific research process.

Answer not provided.

105. Define objectivity and discuss its applicability to sociological research. How possible and desirable is objectivity? How is subjectivity minimized? What sociologists have argued for a subjective approach?

Answer not provided.

106. Compare the advantages and disadvantages of survey research and field study.

Answer not provided.

107. Explain each of the criteria for establishing causation.

Answer not provided.

108. Compare and contrast open-ended and closed-ended questions. What are the advantages and disadvantages of each?

Answer not provided.

109. Sociological research is supposed to be conducted in accordance with a code of ethics. Identify and discuss some of the ethics of social research.

Answer not provided.

110. What are reliability and validity? Why is each important in creating trustworthy scientific results?

Answer not provided.

