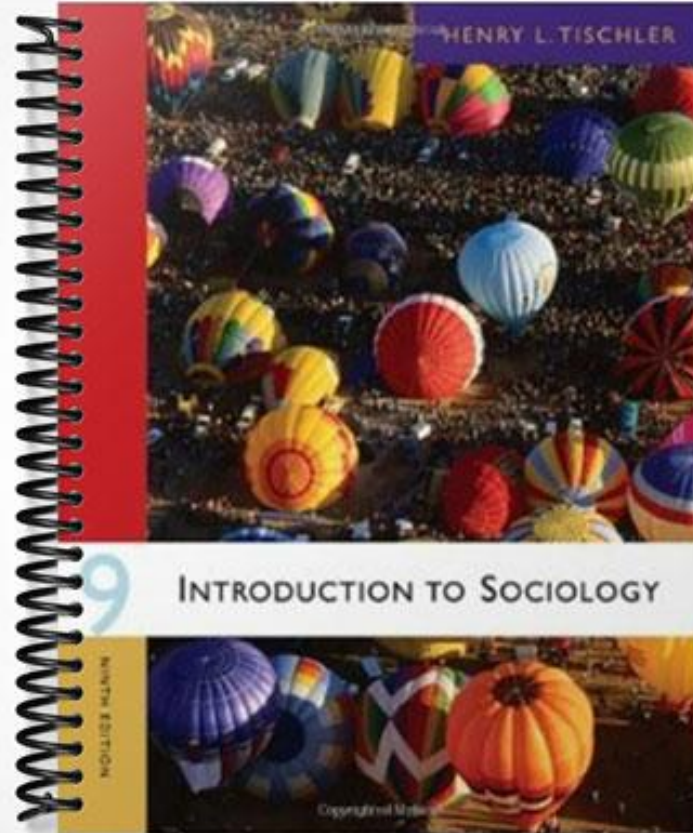


TEST BANK



HENRY L. TISCHLER

9 INTRODUCTION TO SOCIOLOGY

NINTH EDITION

Copyrighted Material

Chapter 2--Doing Sociology: Research Methods

1. It can be said that detectives and sociologists do similar work in that they both:
 - A. identify and locate criminals.
 - B. develop theories to help them understand social behavior.
 - C. gather and analyze information.
 - D. make arrests.
 - E. are single-handedly responsible for keeping the peace.
2. Which of the following is a **goal** of science?
 - A. to propose and test theories that help us understand things and events
 - B. to tell us what the proper course of action is
 - C. to describe in detail particular things or events
 - D. a and b only
 - E. a and c only
3. Which of the following steps in the research process always has to come **first**?
 - A. developing hypotheses
 - B. defining the problem
 - C. determining the research design
 - D. reviewing previous research
 - E. analyzing the data and drawing conclusions
4. The term for the type of question that can be answered by observing and analyzing the world.
 - A. variable
 - B. testable
 - C. operational
 - D. value-free
 - E. empirical
5. At **which stage** of the research process are the following questions typically asked?
"What studies have already been done on this topic? Is additional information necessary before beginning?"
 - A. defining the problem
 - B. reviewing previous research
 - C. determining the research design
 - D. developing hypotheses
 - E. preparing the research report

6. Why is it essential for researchers to become familiar with the literature on the topic they are investigating?
- A. to avoid having to do all the work
 - B. to relate their research to past research
 - C. to avoid duplicating prior research
 - D. b & c only
 - E. to make certain their work will be presented in a readable format
7. Once a researcher has defined the problem to be studied, the **next** step is
- A. gathering the data.
 - B. selecting the sample.
 - C. determining the research design.
 - D. reviewing previous research on the subject.
 - E. selecting the appropriate statistic for use in the analysis.
8. Which of the following is an **hypothesis**?
- A. There is life after death.
 - B. Romantic love is actually a myth.
 - C. Birth order affects personality.
 - D. Males are likely to be more romantic than females.
 - E. only c and d above
9. Which of the following steps in the research process necessarily occurs **last**?
- A. developing hypotheses
 - B. defining the problem
 - C. drawing conclusions
 - D. reviewing previous research
 - E. determining the appropriate form of statistical analysis
10. Conclusions are drawn near the **end** of the research process. The final step is to
- A. publish the findings and conclusions for review and criticism.
 - B. show them only to trusted friends or colleagues.
 - C. show them to people who were the experimental subjects.
 - D. assume these are the only true conclusions, and that no other interpretation is possible.
 - E. re-think the original problem in case a step was missed.
11. Scientists generally publish their findings
- A. in daily newspapers.
 - B. in popular magazines.
 - C. on television talk shows.
 - D. in scientific journals.
 - E. in books.

12. In the research process, analysis involves:
- A. collecting the data.
 - B. making hypotheses.
 - C. drawing the sample
 - D. b and c only
 - E. none of the above
13. A variable is a
- A. anything that can change
 - B. testable statement about the relationship between two or more hypotheses.
 - C. factor that always remains constant.
 - D. statement of association.
 - E. a researchable topic
14. What question would a sociologist ask in the research process when "defining the problem?"
- A. What is the purpose of the study?
 - B. What information is needed?
 - C. How can terms be operationalized?
 - D. How will the information be used?
 - E. All of these
15. When two variables are related but one does **not** cause the other, researchers term the situation:
- A. a validity
 - B. an association
 - C. a bias
 - D. a reliability
 - E. an establishment
16. Demonstrating that an hypothesis is incorrect or unsupportable can be:
- A. useful in eliminating unproductive approaches.
 - B. very difficult in sociology.
 - C. usually disastrous for the researcher's career.
 - D. called research fraud.
 - E. universally attributed to poor research design.
17. Which of the following is a statement of causality?
- A. Rural areas have fewer services than urban areas.
 - B. This sociology course is difficult.
 - C. Poverty produces low self-esteem.
 - D. Mean income in New York is higher than mean income in Florida.
 - E. On average, more persons are murdered in Texas compared to Arizona.

18. "Cigarette smoking has been shown to be related to lung disease." This proposition includes:
- A. a statement of bias against smoking.
 - B. a statement of association.
 - C. no independent variable.
 - D. all of the above
 - E. none of the above
19. On average, the taller a person is the more she or he is likely to weigh. The evidence for this statement would most likely be in the form of a statement of :
- A. causality
 - B. random insight
 - C. examination of the first ten persons walking into a classroom in a non-biased way
 - D. association
 - E. firm biological relationship
20. "Social class background is a good predictor of achievement in school." In this statement, achievement in school is the
- A. independent variable.
 - B. dependent variable.
 - C. significant variable.
 - D. control variable.
21. "Men who live in cities are more likely to marry young than men who live in the country." In this hypothesis, the dependent variable is
- A. place of residence (city or country).
 - B. marital status (single or married).
 - C. age at marriage.
 - D. sex.
 - E. There is no dependent variable in this example.
22. In a recent national survey, it was learned that the grade point average of college seniors was correlated with their class attendance. In that study, the independent variable was
- A. class attendance
 - B. class rank, e.g., senior status
 - C. grade point average
 - D. national survey

23. The U.S. Census requires members of every family to respond to a series of official questions. This is an example of
- A. a case study.
 - B. a field experiment.
 - C. participant observation.
 - D. survey research.
 - E. life history research.
24. You do a study of divorce among members of your high school class by contacting the same subjects five, ten, and fifteen years after graduation. Your study, which follows a group over a period of time, is called:
- A. cross-sectional.
 - B. longitudinal.
 - C. stratified.
 - D. cross-cultural.
 - E. secondary analysis.
25. A medical sociologist examines how rates of smoking differed among males and females in ten countries in 2000. This type of research is
- A. cross-classified.
 - B. cross-sectional.
 - C. experimental.
 - D. not sociological.
 - E. secondary analysis.
26. Using a structured interview
- A. might allow useful information to be ignored or lost.
 - B. guarantees that useful information will not be lost.
 - C. guarantees that researchers' bias will not affect the study.
 - D. provides results that are valid.
 - E. provides answers, the only true method of achieving reliability .
27. In what type of interview does the investigator ask a list of questions, but is free to vary them or make up new questions on topics that take on importance in the course of the interview?
- A. a structured interview.
 - B. an open-ended interview.
 - C. an invalid experiment.
 - D. a participant observation.
 - E. subject to interviewer bias.

28. A major drawback of open-ended interviews is that
- A. some interviews may not cover topics important to the research project.
 - B. information obtained will be somewhat different for each subject, and therefore unreliable.
 - C. researchers continuously have to make up new questions.
 - D. analysis of the information is a complex and time-consuming process.
 - E. respondents do not like open-ended interviews.
29. Riding in unmarked police cars to collect data on drug dealers is using: ____.
- A. longitudinal survey
 - B. laboratory experiment
 - C. participant observation
 - D. semi-structured interview
 - E. secondary observation
30. In the early 1960s, sociologist Herbert Gans moved into a newly developed suburb in New Jersey where he lived for two years, observing and interviewing his neighbors. In research terms, Gans conducted a ____ study.
- A. documentary
 - B. experimental
 - C. survey
 - D. participant observation
 - E. secondary analysis
31. Sociologists utilizing the Census, the FBI statistics, or statistics from the Department of Labor would be engaged in which type of data collection method?
- A. participant observation
 - B. survey research
 - C. experiments
 - D. secondary analysis
32. In *Street Corner Society*, Whyte's study of a lower-class Italian neighborhood, relied on:
- A. surveys.
 - B. field notes.
 - C. structured interviews.
 - D. cross-sectional samples.
 - E. secondary information.

33. Many researchers consider the participant observation studies of Leon Festinger and his students to be *unethical* because:
- A. students were used in the research
 - B. it really was not a true observation study
 - C. the topic was one better-studied using survey methods
 - D. Festinger and his students hid their identities and joined groups under false pretenses
 - E. Festinger made the mistake of working along side of students during the study
34. Which of the following is a potential problem with participant observation?
- A. a high degree of subjectivity which means the research can't be duplicated by someone else
 - B. unintentional bias created by the emotional attachment of the researcher to the subjects
 - C. a frequent inability to get at the subtleties and nuances of social interaction
 - D. a and b only
 - E. a, b,& c above
35. Which of the following research designs is **least** used by sociologists?
- A. Survey research
 - B. Participant observation
 - C. The controlled experiment
 - D. The structured interview
 - E. Secondary analysis
36. The main **advantage** of experiments in social research is that
- A. people tend to act more naturally in laboratory settings.
 - B. researchers have control over the variables of the study.
 - C. interactions of large groups can easily be studied.
 - D. it is the least expensive form of research design.
 - E. subjects respond most honestly.
37. In research, a **sample** is defined as
- A. all the people who share a particular characteristic of research interest.
 - B. two or more people who share the same values.
 - C. the portion of the total population chosen for study.
 - D. the one case or person that best represents a particular social category.
 - E. a small group of volunteers for the study.
38. Failure to achieve a **representative** sample is known as
- A. researcher bias.
 - B. sampling error.
 - C. subjectivity.
 - D. stratified sampling.
 - E. all of the above

39. People are selected from a group in such a way that every person has the same chance of being selected. The people who are selected make up what type of sample?
- A. representative
 - B. random
 - C. stratified
 - D. cross-sectional
 - E. unintentional
40. Which of the following would be a stratified random sample of students at your school?
- A. 300 students selected at random
 - B. all the low-income students enrolled in the college
 - C. all racial and religious groups represented in proportion to their numbers at the college
 - D. every fifth student selected from an alphabetical listing of names
 - E. blind picking of students standing outside of a student union building
41. In a research study, investigators at one of the study sites are not told what is actually being tested, nor are they told who the research subjects are. This is an example of
- A. double-blind technique.
 - B. random sampling.
 - C. poor research design.
 - D. biased research techniques.
 - E. a controlled experiment.
42. The use of **blind or double-blind investigators** in a study is done to avoid
- A. sampling error.
 - B. sample bias.
 - C. uncontrollable variables.
 - D. researcher bias.
 - E. random error.
43. The midway point in a series of scores or figures resulting in half of the scores being above and half being below is called the ____.
- A. mean
 - B. median
 - C. mode
 - D. meridian
 - E. moderate

44. Using the following quiz scores **92,84,76,92,87,100** , calculate the mode.
- A. 84
 - B. 87
 - C. 76
 - D. 92
 - E. 100
45. Given the following scores on last fall's sociology 100 examination, **45, 77, 65, 67, 54 ,98, 51, 77, 79, 69, 86, 83, 77, 99, 98, 54, 68, 77, 93, 94, 72, 77**, what is the mode?
- A. 68.5
 - B. 72
 - C. 79.4
 - D. 68
 - E. 77
46. Using the following quiz scores **12,24,36,47,57,100**, calculate the **mean**.
- A. 24
 - B. 100
 - C. 46
 - D. 87
 - E. 57
47. Given the following quiz scores **14,5,5,4,4,18,12,7,14,10,6**, what is the **median**?
- A. 5
 - B. 7
 - C. 10
 - D. 14
 - E. 18
48. Which of the following is a measure of central tendency commonly referred to as the *average*?
- A. median
 - B. mode
 - C. mean
 - D. mentor
 - E. merdi
49. The *mean* is most useful as a measure of central tendency when:
- A. there is a relatively narrow range of figures.
 - B. a few scores are much higher or lower than the rest.
 - C. the researcher wants to show which number occurs most often.
 - D. other measures do not produce statistical significance.
 - E. the mode is unavailable.

50. You are reading a statistical table. What part of that table would help you make a decision as to the reliability of the table's information?
- A. source.
 - B. title.
 - C. footnotes.
 - D. column and row labels.
 - E. publication date.
51. Knowing the source of the information in a statistical table can help you:
- A. identify other sources of the same data.
 - B. determine if the data collection agent had a background in sociology.
 - C. determine if the data has been previously used elsewhere.
 - D. determine other ways to collect the same data.
 - E. decide if the information is reliable.
52. Where in a table would one find information that tells you exactly what is contained in the table?
- A. title
 - B. source
 - C. headnotes
 - D. labels
 - E. linernotes
53. ____ refers to consistency of results in research; ____ refers to the appropriateness of a measure to the phenomenon being studied.
- A. Reliability; validity
 - B. Validity; reliability
 - C. Representative; validity
 - D. Reliability; objectivity
 - E. Neutrality; validity
54. Validity refers to:
- A. the quality of consistency in measurement.
 - B. the extent to which the researcher measured what she had planned to measure.
 - C. the manner in which she has operationalizing variables.
 - D. the sum of independent and dependent variables.
 - E. the lack of researcher bias which can be demonstrated statistically.

55. You just read a study which reports that marijuana use leads to heroin addiction. After a careful examination of the literature, you are unable to find any other researcher who has been able to duplicate these results. You are likely to conclude that this study **lacks**:
- A. reliability.
 - B. representation.
 - C. cohesiveness.
 - D. validity.
 - E. legality.
56. Max Weber argued that sociologists need to:
- A. become more personally involved in their research.
 - B. rely on their morals to decide which scientific findings should be accepted as true.
 - C. clearly state their personal values before beginning their research study
 - D. refrain from including their personal values into the research process
 - E. take on research for those social causes for which they are certain help society's powerless persons who have no other spokesperson.
57. Most sociologists agree that eliminating all subjectivity from sociological research is
- A. possible and desirable.
 - B. neither possible nor necessarily desirable.
 - C. part of the research process.
 - D. what produces the most valuable results.
 - E. easily possible in physics but possible in sociology only with great effort.
58. Objectivity requires a social researcher to:
- A. assume a completely neutral stance toward the issue under investigation.
 - B. recognize and attempt to control for bias.
 - C. manipulate the research subjects as if they were inanimate objects.
 - D. disguise any personal bias that they might have.
 - E. sign statements agreeing to remove all personal bias from their research.
59. Which of the following is an ethical issue that sometimes arises in the course of sociological research?
- A. the potential disclosure of confidential or personally harmful information
 - B. the extent to which the subjects should be deceived
 - C. the degree to which subjects risk pain or harm
 - D. all of the above
 - E. none of the above

60. Ethical considerations that must be part of a sociologist's research include:
- A. striving to protect the rights and privacy of participants.
 - B. promising anonymity to investigators.
 - C. ensuring that participants accept all findings.
 - D. ensuring that results will support the hypothesis.
 - E. promising to present all theoretical ideas on a subject.
61. Rik Scare, a doctoral student in sociology, was sentenced to jail for:
- A. presenting fraudulent research findings.
 - B. destroying computer files from his research.
 - C. failing to report all findings from his study.
 - D. releasing laboratory rats as a form of protest against animal research.
 - E. refusing to give authorities information he felt would violate his agreement of confidentiality with his subjects.
62. The ideal relationship between scientist and research participant is characterized:
- A. researchers paying participants for aiding their study.
 - B. recognition that the study itself may be flawed.
 - C. openness and honesty.
 - D. making sure the researchers are qualified for the study.
 - E. avoiding weekend research
63. The attempt by a second researcher to replicate Lenor Weitzman's divorce study illustrates:
- A. the dangers of personal involvement in the research process.
 - B. the requirement of science for openness in the replication of research.
 - C. the responsibility of scientists to correct errors which might lead to faulty conclusions.
 - D. the process by which scientists continually check and monitor each other's studies.
 - E. all of the above
64. In the 1960's the ____ began to prescribe regulations for the protection of human subjects.
- A. federal government
 - B. various state governments
 - C. Department of Homeland Security
 - D. U. S. Internal Revenue Service
 - E. voter's registration bureaus
65. The proper procedures for research have ____ over the last few decades.
- A. remained constant
 - B. changed considerably
 - C. never been developed
 - D. become unimportant
 - E. been completely avoided

66. Which of the following studies does not meet contemporary standards of ethical research?
- A. Zimbardo's Prison Environment
 - B. Tearoom Trade Observation
 - C. Milgram's obedience to Authority
 - D. Cyril Burt's Twin Studies
 - E. none of these meet contemporary standards
67. The sociologist seeks to discover the truth by:
- A. interviewing subjects
 - B. examining data
 - C. piecing together records
 - D. making generalizations
 - E. all of these
68. The process through which large and complicated collections of scientific data are organized so that comparisons can be made and conclusions drawn.
- A. defining the sample and determining the research design
 - B. collecting the data
 - C. analyzing the data and drawing conclusions
 - D. developing the hypothesis
 - E. stating the causality
69. Which of the following represent an *advantage* of social surveys?
- A. There is often a low response rate
 - B. The laboratory setting creates an artificial social environment.
 - C. Findings are open to interpretation and can support researcher bias.
 - D. Data can be quantified and comparisons between groups can be made.
 - E. No likelihood of flawed data
70. Which of the following represent an *advantage* of experimental research?
- A. Questionnaires can be used for large numbers of people.
 - B. Easy to replicate
 - C. Data can be quantified and comparisons made.
 - D. Saves time and money
 - E. No likelihood of flawed data
71. Which of the following represent an *advantage* of participant observation research?
- A. Questionnaires can be used for large numbers of people.
 - B. Easy to replicate
 - C. Data can be quantified and comparisons made.
 - D. Allows people to be observed in their "natural" environments.
 - E. No likelihood of flawed data

72. Which of the following represent an *advantage* of a secondary analysis?
- A. Questionnaires can be used for large numbers of people.
 - B. Laboratory creates an artificial social environment.
 - C. It is time-consuming
 - D. Saves time and money.
 - E. No likelihood of flawed data.
73. Which of the following represent a *disadvantage* of participant observation research?
- A. Findings are open to interpretation and open to researcher bias.
 - B. The researcher may have had an unintended influence on the subjects.
 - C. It is time-consuming.
 - D. The results may be difficult to replicate.
 - E. All of these are disadvantages to participant observation research.
74. Which of the following represent a *disadvantage* of social survey research?
- A. Respondents may give false information.
 - B. Respondents may give answers they think the researcher wants to hear.
 - C. Surveys do not leave room for answers that may not fit the standardized categories.
 - D. Response rate may be low.
 - E. All of these are disadvantages to social survey research.
75. A research interview entirely predetermined by a questionnaire that is followed rigidly.
- A. Participant observation
 - B. Open-ended interview
 - C. Structured interview
 - D. experiment
 - E. secondary analysis
76. Sociologists try to provide answers to two general questions: "Why did it happen?" and "Under what circumstances is it likely to happen again?"
- True False
77. Normally, the research procedure one selects for an investigation is designed specifically for that particular research problem.
- True False
78. An empirical question can be answered through careful speculation provided the researcher is able to hold in check his or her personal biases.
- True False

79. The first step in the research process is to develop one or more hypotheses.
True False
80. Agencies that fund research usually insist that scientists agree to share and/or make public their findings.
True False
81. An hypothesis is a specific statement about an abstract concept in terms of the observable features that describe the thing being studied.
True False
82. Randy is studying cocaine addiction. He decides to survey the American public during the month of October, 2001. Because he specified the date of data collection in advance, Randy is doing longitudinal research.
True False
83. When an hypothesis is not supported, it is regarded as a scientific disaster.
True False
84. An operational definition is **not** required if the term being studied is widely understood.
True False
85. Independent and dependent variables are found in statements of causality; however, they are *not* necessary for statements of association.
True False
86. A dependent variable changes in response to changes in the independent variable.
True False
87. In the hypothesis "Poverty produces low self-esteem," poverty is the dependent variable.
True False
88. Surveys are the best method for getting intimate information about a group of people.
True False
89. An open-ended interview is often more flexible than other forms of survey data because the format can be varied, changed, or modified while it is in progress.
True False

90. When people fill out questionnaires in the privacy of their own homes, the answers that they give are virtually guaranteed to be reliable.
- True False
91. In order to study deviant groups, participant observers must, by necessity, conceal their identities or lie about who they are while doing their research.
- True False
92. Representative samples have strong advantages over many other forms of sampling in allowing researchers to generalize their findings to larger populations of people they are studying.
- True False
93. The way to ensure that a sample is representative of the population being studied is to try to incorporate as many members of the population as possible.
- True False
94. In a random sample, every element sampled has an equal chance of being either selected or not selected.
- True False
95. Because of the its well selected sample, *Literary Digest* was able to correctly predict the winner of the 1936 presidential election when other magazines were all in error.
- True False
96. The failure of *Literary Digest* to accurately predict the 1936 Landon-Roosevelt presidential election resulted from the fact that it was not representative of the nation's voting population because it contained a major sampling error.
- True False
97. Besides sampling errors, the 1936 *Literary Digest* poll produced a low response rate.
- True False
98. Pollsters need to guard against people volunteering to be part of the sample because it diminishes their ability to keep the sample representative.
- True False
99. During a double-blind investigation, both the investigators and their subjects are unaware of the hypothesis being tested.
- True False

100. The mean, or average, becomes a valuable measure of central tendency when the data include extreme figures or scores.
- True False
101. The median is the number that occurs most often in a data set.
- True False
102. The mode is the number that occurs most often in a data set.
- True False
103. When reading a table, it is useful to read the title because this will explain the values assigned to the various rows and columns.
- True False
104. Row and column labels tell you exactly what information is contained in a table.
- True False
105. In table construction, it is important to present headings for rows and columns in a manner which clearly describes the data being presented.
- True False
106. Research is reliable when the same technique produces the same results on a consistent basis.
- True False
107. Current federal regulations prohibit social researchers from deceiving, in any way, the people who volunteer to be part of a research project.
- True False
108. The case of Rik Scare demonstrated the issue of protecting confidentiality in sensitive social research.
- True False
109. Secondary analysis makes use of data which has been collected by other researchers.
- True False
110. Secondary analysis is appropriate for contemporary investigations; however, it is almost useless for collecting historical or longitudinal data.
- True False

111. Only when researchers complete the specific steps necessary to insure validity can we have confidence in the results of the study.

True False

112. In the 1960's the federal government began to prescribe regulations for the "protection of human subjects."

True False

113. The proper procedures for research have remained rather constant over the last few decades.

True False

114. The *Zimbardo Prison Environment* study is hailed as a "near perfect study" because it so closely fit the guidelines established by the federal government for the "protection of human subjects."

True False

115. One of the goals of sociology is to uncover the "truth" and bring about a fuller understanding of an issue.

True False

116. Outline and discuss 7 basic steps in the research process.

117. Outline and discuss 4 major categories of research methods. Discuss the major strengths and weaknesses of each.

118. Outline and discuss the steps to follow in reading and interpreting a table in a research study.

119. Choose two of the older famous research studies that are often cited as examples of studies that would not meet contemporary standards of ethical research. Identify and discuss them. What aspects of these studies are in contrast to contemporary research ethics?

Chapter 2--Doing Sociology: Research Methods **Key**

1. It can be said that detectives and sociologists do similar work in that they both:
 - A. identify and locate criminals.
 - B. develop theories to help them understand social behavior.
 - C.** gather and analyze information.
 - D. make arrests.
 - E. are single-handedly responsible for keeping the peace.

2. Which of the following is a **goal** of science?
 - A. to propose and test theories that help us understand things and events
 - B. to tell us what the proper course of action is
 - C. to describe in detail particular things or events
 - D. a and b only
 - E.** a and c only

3. Which of the following steps in the research process always has to come **first**?
 - A. developing hypotheses
 - B.** defining the problem
 - C. determining the research design
 - D. reviewing previous research
 - E. analyzing the data and drawing conclusions

4. The term for the type of question that can be answered by observing and analyzing the world.
 - A. variable
 - B. testable
 - C. operational
 - D. value-free
 - E.** empirical

5. At **which stage** of the research process are the following questions typically asked?
"What studies have already been done on this topic? Is additional information necessary before beginning?"
 - A. defining the problem
 - B.** reviewing previous research
 - C. determining the research design
 - D. developing hypotheses
 - E. preparing the research report

6. Why is it essential for researchers to become familiar with the literature on the topic they are investigating?
- A. to avoid having to do all the work
 - B. to relate their research to past research
 - C.** to avoid duplicating prior research
 - D. b & c only
 - E. to make certain their work will be presented in a readable format
7. Once a researcher has defined the problem to be studied, the **next** step is
- A. gathering the data.
 - B. selecting the sample.
 - C. determining the research design.
 - D.** reviewing previous research on the subject.
 - E. selecting the appropriate statistic for use in the analysis.
8. Which of the following is an **hypothesis**?
- A. There is life after death.
 - B. Romantic love is actually a myth.
 - C. Birth order affects personality.
 - D. Males are likely to be more romantic than females.
 - E.** only c and d above
9. Which of the following steps in the research process necessarily occurs **last**?
- A. developing hypotheses
 - B. defining the problem
 - C.** drawing conclusions
 - D. reviewing previous research
 - E. determining the appropriate form of statistical analysis
10. Conclusions are drawn near the **end** of the research process. The final step is to
- A.** publish the findings and conclusions for review and criticism.
 - B. show them only to trusted friends or colleagues.
 - C. show them to people who were the experimental subjects.
 - D. assume these are the only true conclusions, and that no other interpretation is possible.
 - E. re-think the original problem in case a step was missed.
11. Scientists generally publish their findings
- A. in daily newspapers.
 - B. in popular magazines.
 - C. on television talk shows.
 - D.** in scientific journals.
 - E. in books.

12. In the research process, analysis involves:
- A. collecting the data.
 - B. making hypotheses.
 - C. drawing the sample
 - D. b and c only
 - E.** none of the above
13. A variable is a
- A.** anything that can change
 - B. testable statement about the relationship between two or more hypotheses.
 - C. factor that always remains constant.
 - D. statement of association.
 - E. a researchable topic
14. What question would a sociologist ask in the research process when "defining the problem?"
- A. What is the purpose of the study?
 - B. What information is needed?
 - C. How can terms be operationalized?
 - D. How will the information be used?
 - E.** All of these
15. When two variables are related but one does **not** cause the other, researchers term the situation:
- A. a validity
 - B.** an association
 - C. a bias
 - D. a reliability
 - E. an establishment
16. Demonstrating that an hypothesis is incorrect or unsupportable can be:
- A.** useful in eliminating unproductive approaches.
 - B. very difficult in sociology.
 - C. usually disastrous for the researcher's career.
 - D. called research fraud.
 - E. universally attributed to poor research design.
17. Which of the following is a statement of causality?
- A. Rural areas have fewer services than urban areas.
 - B. This sociology course is difficult.
 - C.** Poverty produces low self-esteem.
 - D. Mean income in New York is higher than mean income in Florida.
 - E. On average, more persons are murdered in Texas compared to Arizona.

18. "Cigarette smoking has been shown to be related to lung disease." This proposition includes:
- A. a statement of bias against smoking.
 - B.** a statement of association.
 - C. no independent variable.
 - D. all of the above
 - E. none of the above
19. On average, the taller a person is the more she or he is likely to weigh. The evidence for this statement would most likely be in the form of a statement of :
- A. causality
 - B. random insight
 - C. examination of the first ten persons walking into a classroom in a non-biased way
 - D.** association
 - E. firm biological relationship
20. "Social class background is a good predictor of achievement in school." In this statement, achievement in school is the
- A. independent variable.
 - B.** dependent variable.
 - C. significant variable.
 - D. control variable.
21. "Men who live in cities are more likely to marry young than men who live in the country." In this hypothesis, the dependent variable is
- A. place of residence (city or country).
 - B.** marital status (single or married).
 - C. age at marriage.
 - D. sex.
 - E. There is no dependent variable in this example.
22. In a recent national survey, it was learned that the grade point average of college seniors was correlated with their class attendance. In that study, the independent variable was
- A.** class attendance
 - B. class rank, e.g., senior status
 - C. grade point average
 - D. national survey

23. The U.S. Census requires members of every family to respond to a series of official questions. This is an example of
- A. a case study.
 - B. a field experiment.
 - C. participant observation.
 - D.** survey research.
 - E. life history research.
24. You do a study of divorce among members of your high school class by contacting the same subjects five, ten, and fifteen years after graduation. Your study, which follows a group over a period of time, is called:
- A. cross-sectional.
 - B.** longitudinal.
 - C. stratified.
 - D. cross-cultural.
 - E. secondary analysis.
25. A medical sociologist examines how rates of smoking differed among males and females in ten countries in 2000. This type of research is
- A. cross-classified.
 - B.** cross-sectional.
 - C. experimental.
 - D. not sociological.
 - E. secondary analysis.
26. Using a structured interview
- A.** might allow useful information to be ignored or lost.
 - B. guarantees that useful information will not be lost.
 - C. guarantees that researchers' bias will not affect the study.
 - D. provides results that are valid.
 - E. provides answers, the only true method of achieving reliability .
27. In what type of interview does the investigator ask a list of questions, but is free to vary them or make up new questions on topics that take on importance in the course of the interview?
- A. a structured interview.
 - B.** an open-ended interview.
 - C. an invalid experiment.
 - D. a participant observation.
 - E. subject to interviewer bias.

28. A major drawback of open-ended interviews is that
- A. some interviews may not cover topics important to the research project.
 - B. information obtained will be somewhat different for each subject, and therefore unreliable.
 - C. researchers continuously have to make up new questions.
 - D.** analysis of the information is a complex and time-consuming process.
 - E. respondents do not like open-ended interviews.
29. Riding in unmarked police cars to collect data on drug dealers is using:_____.
- A. longitudinal survey
 - B. laboratory experiment
 - C.** participant observation
 - D. semi-structured interview
 - E. secondary observation
30. In the early 1960s, sociologist Herbert Gans moved into a newly developed suburb in New Jersey where he lived for two years, observing and interviewing his neighbors. In research terms, Gans conducted a _____ study.
- A. documentary
 - B. experimental
 - C. survey
 - D.** participant observation
 - E. secondary analysis
31. Sociologists utilizing the Census, the FBI statistics, or statistics from the Department of Labor would be engaged in which type of data collection method?
- A. participant observation
 - B. survey research
 - C. experiments
 - D.** secondary analysis
32. In *Street Corner Society*, Whyte's study of a lower-class Italian neighborhood, relied on:
- A. surveys.
 - B.** field notes.
 - C. structured interviews.
 - D. cross-sectional samples.
 - E. secondary information.

33. Many researchers consider the participant observation studies of Leon Festinger and his students to be *unethical* because:
- A. students were used in the research
 - B. it really was not a true observation study
 - C. the topic was one better-studied using survey methods
 - D.** Festinger and his students hid their identities and joined groups under false pretenses
 - E. Festinger made the mistake of working along side of students during the study
34. Which of the following is a potential problem with participant observation?
- A. a high degree of subjectivity which means the research can't be duplicated by someone else
 - B. unintentional bias created by the emotional attachment of the researcher to the subjects
 - C. a frequent inability to get at the subtleties and nuances of social interaction
 - D.** a and b only
 - E. a, b,& c above
35. Which of the following research designs is **least** used by sociologists?
- A. Survey research
 - B. Participant observation
 - C.** The controlled experiment
 - D. The structured interview
 - E. Secondary analysis
36. The main **advantage** of experiments in social research is that
- A. people tend to act more naturally in laboratory settings.
 - B.** researchers have control over the variables of the study.
 - C. interactions of large groups can easily be studied.
 - D. it is the least expensive form of research design.
 - E. subjects respond most honestly.
37. In research, a **sample** is defined as
- A. all the people who share a particular characteristic of research interest.
 - B. two or more people who share the same values.
 - C.** the portion of the total population chosen for study.
 - D. the one case or person that best represents a particular social category.
 - E. a small group of volunteers for the study.
38. Failure to achieve a **representative** sample is known as
- A. researcher bias.
 - B.** sampling error.
 - C. subjectivity.
 - D. stratified sampling.
 - E. all of the above

39. People are selected from a group in such a way that every person has the same chance of being selected. The people who are selected make up what type of sample?
- A. representative
 - B. random**
 - C. stratified
 - D. cross-sectional
 - E. unintentional
40. Which of the following would be a stratified random sample of students at your school?
- A. 300 students selected at random
 - B. all the low-income students enrolled in the college
 - C. all racial and religious groups represented in proportion to their numbers at the college**
 - D. every fifth student selected from an alphabetical listing of names
 - E. blind picking of students standing outside of a student union building
41. In a research study, investigators at one of the study sites are not told what is actually being tested, nor are they told who the research subjects are. This is an example of
- A. double-blind technique.**
 - B. random sampling.
 - C. poor research design.
 - D. biased research techniques.
 - E. a controlled experiment.
42. The use of **blind or double-blind investigators** in a study is done to avoid
- A. sampling error.
 - B. sample bias.
 - C. uncontrollable variables.
 - D. researcher bias.**
 - E. random error.
43. The midway point in a series of scores or figures resulting in half of the scores being above and half being below is called the ____.
- A. mean
 - B. median**
 - C. mode
 - D. meridian
 - E. moderate

44. Using the following quiz scores **92,84,76,92,87,100** , calculate the mode.
- A. 84
 - B. 87
 - C. 76
 - D. 92**
 - E. 100
45. Given the following scores on last fall's sociology 100 examination, **45, 77, 65, 67, 54 ,98, 51, 77, 79, 69, 86, 83, 77, 99, 98, 54, 68, 77, 93, 94, 72, 77**, what is the mode?
- A. 68.5
 - B. 72
 - C. 79.4
 - D. 68
 - E. 77**
46. Using the following quiz scores **12,24,36,47,57,100**, calculate the **mean**.
- A. 24
 - B. 100
 - C. 46**
 - D. 87
 - E. 57
47. Given the following quiz scores **14,5,5,4,4,18,12,7,14,10,6**, what is the **median**?
- A. 5
 - B. 7**
 - C. 10
 - D. 14
 - E. 18
48. Which of the following is a measure of central tendency commonly referred to as the *average*?
- A. median
 - B. mode
 - C. mean**
 - D. mentor
 - E. merdi
49. The *mean* is most useful as a measure of central tendency when:
- A.** there is a relatively narrow range of figures.
 - B. a few scores are much higher or lower than the rest.
 - C. the researcher wants to show which number occurs most often.
 - D. other measures do not produce statistical significance.
 - E. the mode is unavailable.

50. You are reading a statistical table. What part of that table would help you make a decision as to the reliability of the table's information?
- A. source.
 - B. title.
 - C. footnotes.
 - D. column and row labels.
 - E. publication date.
51. Knowing the source of the information in a statistical table can help you:
- A. identify other sources of the same data.
 - B. determine if the data collection agent had a background in sociology.
 - C. determine of the data has been previously used elsewhere.
 - D. determine other ways to collect the same data.
 - E. decide if the information is reliable.
52. Where in a table would one find information that tells you exactly what is contained in the table?
- A. title
 - B. source
 - C. headnotes
 - D. labels
 - E. linernotes
53. _____ refers to consistency of results in research; _____ refers to the appropriateness of a measure to the phenomenon being studied.
- A. Reliability; validity
 - B. Validity; reliability
 - C. Representative; validity
 - D. Reliability; objectivity
 - E. Neutrality; validity
54. Validity refers to:
- A. the quality of consistency in measurement.
 - B. the extent to which the researcher measured what she had planned to measure.
 - C. the manner in which she has operationalizing variables.
 - D. the sum of independent and dependent variables.
 - E. the lack of researcher bias which can be demonstrated statistically.

55. You just read a study which reports that marijuana use leads to heroin addiction. After a careful examination of the literature, you are unable to find any other researcher who has been able to duplicate these results. You are likely to conclude that this study **lacks**:
- A. reliability.
 - B. representation.
 - C. cohesiveness.
 - D. validity.
 - E. legality.
56. Max Weber argued that sociologists need to:
- A. become more personally involved in their research.
 - B. rely on their morals to decide which scientific findings should be accepted as true.
 - C. clearly state their personal values before beginning their research study
 - D. refrain from including their personal values into the research process
 - E. take on research for those social causes for which they are certain help society's powerless persons who have no other spokesperson.
57. Most sociologists agree that eliminating all subjectivity from sociological research is
- A. possible and desirable.
 - B. neither possible nor necessarily desirable.
 - C. part of the research process.
 - D. what produces the most valuable results.
 - E. easily possible in physics but possible in sociology only with great effort.
58. Objectivity requires a social researcher to:
- A. assume a completely neutral stance toward the issue under investigation.
 - B. recognize and attempt to control for bias.
 - C. manipulate the research subjects as if they were inanimate objects.
 - D. disguise any personal bias that they might have.
 - E. sign statements agreeing to remove all personal bias from their research.
59. Which of the following is an ethical issue that sometimes arises in the course of sociological research?
- A. the potential disclosure of confidential or personally harmful information
 - B. the extent to which the subjects should be deceived
 - C. the degree to which subjects risk pain or harm
 - D. all of the above
 - E. none of the above

60. Ethical considerations that must be part of a sociologist's research include:
- A. striving to protect the rights and privacy of participants.
 - B. promising anonymity to investigators.
 - C. ensuring that participants accept all findings.
 - D. ensuring that results will support the hypothesis.
 - E. promising to present all theoretical ideas on a subject.
61. Rik Scare, a doctoral student in sociology, was sentenced to jail for:
- A. presenting fraudulent research findings.
 - B. destroying computer files from his research.
 - C. failing to report all findings from his study.
 - D. releasing laboratory rats as a form of protest against animal research.
 - E. refusing to give authorities information he felt would violate his agreement of confidentiality with his subjects.
62. The ideal relationship between scientist and research participant is characterized:
- A. researchers paying participants for aiding their study.
 - B. recognition that the study itself may be flawed.
 - C. openness and honesty.
 - D. making sure the researchers are qualified for the study.
 - E. avoiding weekend research
63. The attempt by a second researcher to replicate Lenor Weitzman's divorce study illustrates:
- A. the dangers of personal involvement in the research process.
 - B. the requirement of science for openness in the replication of research.
 - C. the responsibility of scientists to correct errors which might lead to faulty conclusions.
 - D. the process by which scientists continually check and monitor each other's studies.
 - E. all of the above
64. In the 1960's the ____ began to prescribe regulations for the protection of human subjects.
- A. federal government
 - B. various state governments
 - C. Department of Homeland Security
 - D. U. S. Internal Revenue Service
 - E. voter's registration bureaus
65. The proper procedures for research have ____ over the last few decades.
- A. remained constant
 - B. changed considerably
 - C. never been developed
 - D. become unimportant
 - E. been completely avoided

66. Which of the following studies does not meet contemporary standards of ethical research?
- A. Zimbardo's Prison Environment
 - B. Tearoom Trade Observation
 - C. Milgram's obedience to Authority
 - D. Cyril Burt's Twin Studies
 - E.** none of these meet contemporary standards
67. The sociologist seeks to discover the truth by:
- A. interviewing subjects
 - B. examining data
 - C. piecing together records
 - D. making generalizations
 - E.** all of these
68. The process through which large and complicated collections of scientific data are organized so that comparisons can be made and conclusions drawn.
- A. defining the sample and determining the research design
 - B. collecting the data
 - C.** analyzing the data and drawing conclusions
 - D. developing the hypothesis
 - E. stating the causality
69. Which of the following represent an *advantage* of social surveys?
- A. There is often a low response rate
 - B. The laboratory setting creates an artificial social environment.
 - C. Findings are open to interpretation and can support researcher bias.
 - D.** Data can be quantified and comparisons between groups can be made.
 - E. No likelihood of flawed data
70. Which of the following represent an *advantage* of experimental research?
- A. Questionnaires can be used for large numbers of people.
 - B.** Easy to replicate
 - C. Data can be quantified and comparisons made.
 - D. Saves time and money
 - E. No likelihood of flawed data
71. Which of the following represent an *advantage* of participant observation research?
- A. Questionnaires can be used for large numbers of people.
 - B. Easy to replicate
 - C. Data can be quantified and comparisons made.
 - D.** Allows people to be observed in their "natural" environments.
 - E. No likelihood of flawed data

72. Which of the following represent an *advantage* of a secondary analysis?
- A. Questionnaires can be used for large numbers of people.
 - B. Laboratory creates an artificial social environment.
 - C. It is time-consuming
 - D.** Saves time and money.
 - E. No likelihood of flawed data.
73. Which of the following represent a *disadvantage* of participant observation research?
- A. Findings are open to interpretation and open to researcher bias.
 - B. The researcher may have had an unintended influence on the subjects.
 - C. It is time-consuming.
 - D. The results may be difficult to replicate.
 - E.** All of these are disadvantages to participant observation research.
74. Which of the following represent a *disadvantage* of social survey research?
- A. Respondents may give false information.
 - B. Respondents may give answers they think the researcher wants to hear.
 - C. Surveys do not leave room for answers that may not fit the standardized categories.
 - D. Response rate may be low.
 - E.** All of these are disadvantages to social survey research.
75. A research interview entirely predetermined by a questionnaire that is followed rigidly.
- A. Participant observation
 - B. Open-ended interview
 - C.** Structured interview
 - D. experiment
 - E. secondary analysis
76. Sociologists try to provide answers to two general questions: "Why did it happen?" and "Under what circumstances is it likely to happen again?"
- TRUE**
77. Normally, the research procedure one selects for an investigation is designed specifically for that particular research problem.
- TRUE**
78. An empirical question can be answered through careful speculation provided the researcher is able to hold in check his or her personal biases.
- FALSE**

79. The first step in the research process is to develop one or more hypotheses.

FALSE

80. Agencies that fund research usually insist that scientists agree to share and/or make public their findings.

TRUE

81. An hypothesis is a specific statement about an abstract concept in terms of the observable features that describe the thing being studied.

FALSE

82. Randy is studying cocaine addiction. He decides to survey the American public during the month of October, 2001. Because he specified the date of data collection in advance, Randy is doing longitudinal research.

FALSE

83. When an hypothesis is not supported, it is regarded as a scientific disaster.

FALSE

84. An operational definition is **not** required if the term being studied is widely understood.

FALSE

85. Independent and dependent variables are found in statements of causality; however, they are *not* necessary for statements of association.

FALSE

86. A dependent variable changes in response to changes in the independent variable.

TRUE

87. In the hypothesis "Poverty produces low self-esteem," poverty is the dependent variable.

FALSE

88. Surveys are the best method for getting intimate information about a group of people.

FALSE

89. An open-ended interview is often more flexible than other forms of survey data because the format can be varied, changed, or modified while it is in progress.

TRUE

90. When people fill out questionnaires in the privacy of their own homes, the answers that they give are virtually guaranteed to be reliable.

FALSE

91. In order to study deviant groups, participant observers must, by necessity, conceal their identities or lie about who they are while doing their research.

FALSE

92. Representative samples have strong advantages over many other forms of sampling in allowing researchers to generalize their findings to larger populations of people they are studying.

TRUE

93. The way to ensure that a sample is representative of the population being studied is to try to incorporate as many members of the population as possible.

FALSE

94. In a random sample, every element sampled has an equal chance of being either selected or not selected.

TRUE

95. Because of its well selected sample, *Literary Digest* was able to correctly predict the winner of the 1936 presidential election when other magazines were all in error.

FALSE

96. The failure of *Literary Digest* to accurately predict the 1936 Landon-Roosevelt presidential election resulted from the fact that it was not representative of the nation's voting population because it contained a major sampling error.

TRUE

97. Besides sampling errors, the 1936 *Literary Digest* poll produced a low response rate.

TRUE

98. Pollsters need to guard against people volunteering to be part of the sample because it diminishes their ability to keep the sample representative.

TRUE

99. During a double-blind investigation, both the investigators and their subjects are unaware of the hypothesis being tested.

TRUE

100. The mean, or average, becomes a valuable measure of central tendency when the data include extreme figures or scores.
- FALSE**
101. The median is the number that occurs most often in a data set.
- FALSE**
102. The mode is the number that occurs most often in a data set.
- TRUE**
103. When reading a table, it is useful to read the title because this will explain the values assigned to the various rows and columns.
- FALSE**
104. Row and column labels tell you exactly what information is contained in a table.
- TRUE**
105. In table construction, it is important to present headings for rows and columns in a manner which clearly describes the data being presented.
- TRUE**
106. Research is reliable when the same technique produces the same results on a consistent basis.
- TRUE**
107. Current federal regulations prohibit social researchers from deceiving, in any way, the people who volunteer to be part of a research project.
- TRUE**
108. The case of Rik Scare demonstrated the issue of protecting confidentiality in sensitive social research.
- TRUE**
109. Secondary analysis makes use of data which has been collected by other researchers.
- TRUE**
110. Secondary analysis is appropriate for contemporary investigations; however, it is almost useless for collecting historical or longitudinal data.
- FALSE**

111. Only when researchers complete the specific steps necessary to insure validity can we have confidence in the results of the study.

TRUE

112. In the 1960's the federal government began to prescribe regulations for the "protection of human subjects."

TRUE

113. The proper procedures for research have remained rather constant over the last few decades.

FALSE

114. The *Zimbardo Prison Environment* study is hailed as a "near perfect study" because it so closely fit the guidelines established by the federal government for the "protection of human subjects."

FALSE

115. One of the goals of sociology is to uncover the "truth" and bring about a fuller understanding of an issue.

TRUE

116. Outline and discuss 7 basic steps in the research process.

Answer not provided.

117. Outline and discuss 4 major categories of research methods. Discuss the major strengths and weaknesses of each.

Answer not provided.

118. Outline and discuss the steps to follow in reading and interpreting a table in a research study.

Answer not provided.

119. Choose two of the older famous research studies that are often cited as examples of studies that would not meet contemporary standards of ethical research. Identify and discuss them. What aspects of these studies are in contrast to contemporary research ethics?

Answer not provided.