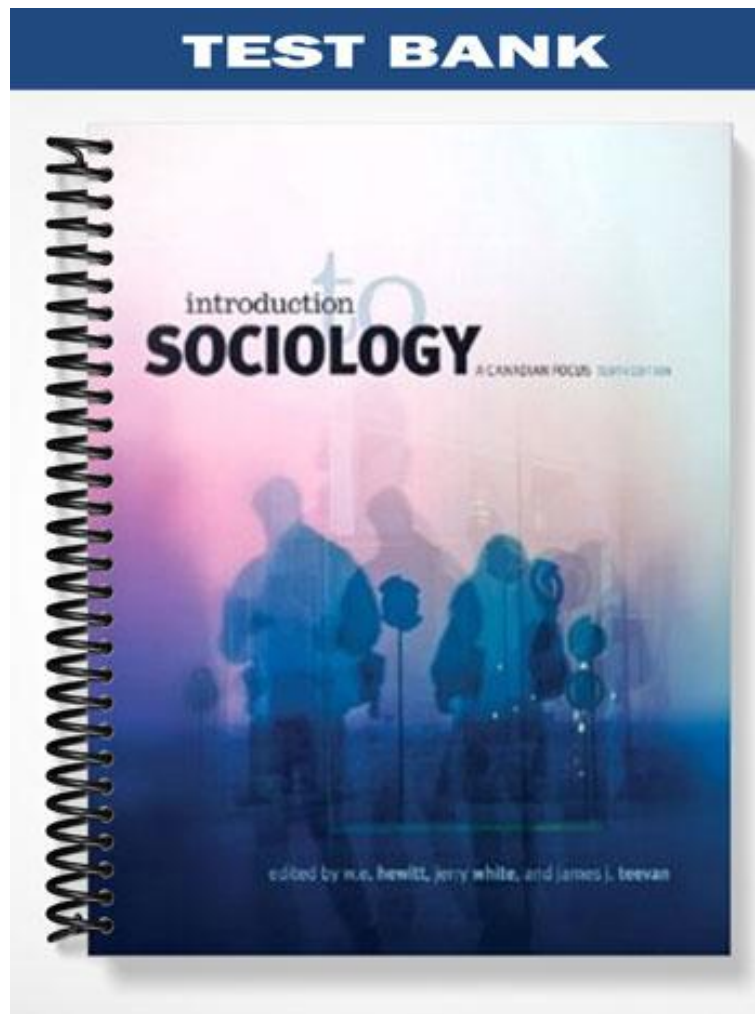


**TEST BANK**



introduction to  
**SOCIOLOGY** A CANADIAN FOCUS 7TH EDITION

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## Chapter 2 Research Methods

### *Introduction to Sociology, 9e (Hewitt/White/Teevan)*

1) When conducting research, a sociologist's own personal experience is not \_\_\_\_\_ enough to produce accurate statements about the larger society.

Answer: general

Diff: 1 Page Ref: 18

2) Counting and precise measurement of observable behaviour, concentration on a limited number of variables, and prediction are all hallmarks of a \_\_\_\_\_ approach to sociology.

Answer: quantitative

Diff: 1 Page Ref: 19

3) A/an \_\_\_\_\_ is a set of interrelated statements that organizes and summarizes knowledge about some part of the social world.

Answer: theory

Diff: 2 Page Ref: 20

4) \_\_\_\_\_ logic involves making connecting links between related theoretical statements.

Answer: Axiomatic

Diff: 3 Page Ref: 20

5) \_\_\_\_\_ definitions describe the actual procedures or operations used to measure theoretical concepts.

Answer: Operational

Diff: 2 Page Ref: 21

6) A \_\_\_\_\_ for sociologists is something (like income or religion) that takes on different values in different groups.

Answer: variable

Diff: 2 Page Ref: 20

7) \_\_\_\_\_ means that repeated measurements of the same variable with the same or equivalent instruments should be equal.

Answer: Reliability

Diff: 2 Page Ref: 21

8) A \_\_\_\_\_ sample is derived from a population by pure chance, and is designed to provide a miniature picture of that population.

Answer: random

Diff: 1 Page Ref: 22

9) \_\_\_\_\_ analysis involves the examination of themes from communications such as conversations, letters, newspapers, books or movies.

Answer: Content

Diff: 2 Page Ref: 24

- 10) Sociologists often formulate hypotheses that Variable A is related to Variable B with "other things being equal", where the "other things" are termed \_\_\_\_\_ variables.  
Answer: Control  
Diff: 2      Page Ref: 25
- 11) \_\_\_\_\_ refers to how well experimenters can generalize from the lab to the real world, from hypothetical questions to actual behaviour.  
Answer: external validity  
Diff: 2      Page Ref: 27
- 12) Using the method of \_\_\_\_\_, a researcher asks permission to join and observe a group and to question its members about the meanings of their behaviour.  
Answer: participant observation  
Diff: 1      Page Ref: 27
- 13) Theory rooted in and arising from data collected by the researcher is known as \_\_\_\_\_ theory.  
Answer: grounded  
Diff: 3      Page Ref: 27
- 14) \_\_\_\_\_ research involves collecting data on independent and dependent variables at the same time.  
Answer: Cross-sectional  
Diff: 1      Page Ref: 31
- 15) \_\_\_\_\_ is the application of several research methods to the same topic, in the hope that the weaknesses of one method will be balanced by the strength of the others.  
Answer: Triangulation  
Diff: 1      Page Ref: 31
- 16) Durkheim adopted a position called \_\_\_\_\_, meaning that he wanted to use the research methods of the natural sciences, appropriately adapted, for the social sciences.  
A) Positivism  
B) Constructivism  
C) Observational  
D) Socialist  
E) Scientology  
Answer: A  
Diff: 2      Page Ref: 18
- 17) Most quantitative sociologists never actually:  
A) publish their results  
B) observe the behaviour of the people they study  
C) worry about reliability and validity  
D) develop comprehensive hypotheses and theories  
E) use survey data  
Answer: B  
Diff: 2      Page Ref: 19

18) Weber argued that the social sciences should not borrow research methods from the natural sciences because humans engage in meaningful, goal-directed behaviour, called \_\_\_\_\_.

- A) experimentation
- B) democracy
- C) social action
- D) cooperation
- E) distortion

Answer: C

Diff: 2      Page Ref: 19

19) \_\_\_\_\_ logic involves deriving a specific statement from a more general statement.

- A) Axiomatic
- B) Operational
- C) Deductive
- D) Inductive
- E) Rational

Answer: C

Diff: 3      Page Ref: 20

20) \_\_\_\_\_ describe the actual procedures or operations used to measure theoretical concepts.

- A) Variable languages
- B) Inference testing
- C) Spurious samples
- D) Manipulated definitions
- E) Operational definitions

Answer: E

Diff: 2      Page Ref: 21

21) Rarely do researchers have the time or resources to study everyone they want to therefore they usually draw a \_\_\_\_\_ selecting a subset of individuals from the population they wish to study.

- A) variable
- B) replicate
- C) experiment
- D) operation
- E) sample

Answer: E

Diff: 1      Page Ref: 21

22) A sociologist is conducting research on safe school environments and has designed a survey to assess school safety. The survey is scored on a 10-point scale where a score of 1 = not at all safe, and 10 = extremely safe. The researcher tests her survey in several schools that have a known, longstanding reputation of being very safe. School staff complete the survey on 2 separate occasions, one week apart. The average score at time point 1 is 7.9, and at time point 2 is 8.1. The survey exhibits:

- A) reliability but not validity
- B) validity but not reliability
- C) both reliability and validity
- D) neither reliability nor validity
- E) external validity only

Answer: C

Diff: 3 Page Ref: 21

23) A sample in which the various elements of a population are chosen in the same proportion as they appear in the population is called a \_\_\_\_\_.

- A) convenience sample
- B) mirror sample
- C) quota sample
- D) random sample
- E) cluster sample

Answer: C

Diff: 2 Page Ref: 23

24) Which of the following is not an example of a random sampling method?

- A) selecting people at random off a street corner
- B) randomly selecting respondents from a list of tax-paying Canadians
- C) clustering a city, randomly selecting from these clusters, then randomly selecting people in these clusters from a complete list of addresses
- D) a quota sample collected randomly from a list of the research population
- E) using random digit dialing for a telephone administered survey

Answer: A

Diff: 3 Page Ref: 22

25) \_\_\_\_\_ analysis involves the examination of themes from communication such as conversations, letters, newspapers, books or movies.

- A) Time based
- B) Reliable
- C) External
- D) Content
- E) Marginal

Answer: D

Diff: 2 Page Ref: 24

26) Many qualitative sociologists feel that because most theories about social life are incomplete, \_\_\_\_\_ is a better word than theory. The use of that term allows a greater flexibility.

- A) manipulation
- B) sampling
- C) deductive
- D) fluctuating
- E) perspective

Answer: E

Diff: 3 Page Ref: 27

27) Participant observers tend to collect their data first and conclude with what they call \_\_\_\_\_ theory.

- A) polls
- B) outright
- C) respondent
- D) under-representation
- E) grounded

Answer: E

Diff: 2 Page Ref: 27

28) Participant observers are more likely than others to use \_\_\_\_\_ logic in developing their hypotheses and theories.

- A) inverted
- B) inductive
- C) deductive
- D) rational
- E) pre-experimental

Answer: B

Diff: 2 Page Ref: 27

29) Although experiments are very useful for determining cause and effect, they are often difficult to conduct when studying human subjects. Human research subjects may behave differently under experimental conditions than they would usually behave because they want to please the experimenters. This phenomenon has been called \_\_\_\_\_.

- A) social imitation
- B) inductive reasoning
- C) deductive reasoning
- D) the placebo effect
- E) the Hawthorne effect

Answer: E

Diff: 2 Page Ref: 27

30) \_\_\_\_\_ analysis examines those cases that fail to support the generalizations drawn from the compiled data.

- A) Control variable
- B) Small studies
- C) Conflict
- D) Negative case
- E) Longitudinal

Answer: D

Diff: 3 Page Ref: 29

31) In participant observation, \_\_\_\_\_ is difficult.

- A) replication
- B) leaving the research field
- C) working overtly
- D) direct observation
- E) sampling

Answer: A

Diff: 2 Page Ref: 30

32) Which of the following is NOT required to demonstrate that A causes B?

- A) a logical connection between A and B
- B) A occurs before B
- C) A and B are connected through C, a variable causing both A and B
- D) Removing A will result in the removal of B
- E) Removing B will not necessarily result in the removal of A

Answer: C

Diff: 2 Page Ref: 30

33) The application of several research methods to the same topic is known as:

- A) multi-research
- B) content analysis
- C) triangulation
- D) cross-variation
- E) variation

Answer: C

Diff: 2 Page Ref: 31

34) Survey research is forced to deal in \_\_\_\_\_ demonstrations that changes in one variable go with changes in another.

- A) qualitative data
- B) grounded theory
- C) effective hypotheses
- D) correlations
- E) qualitative data

Answer: D

Diff: 3 Page Ref: 31

35) Using a strategy called "praxis," Marxists often:

- A) tend to avoid content analysis
- B) act upon their research
- C) use ethnomethodology as the key method
- D) avoid getting involved in political issues
- E) use covert research methods

Answer: B

Diff: 3 Page Ref: 32

36) One of the problems with using someone else's data, a procedure called \_\_\_\_\_, is that they may be incomplete, since the original collectors were not aware of the information later researchers would need.

- A) secondary analysis
- B) survey research
- C) primary source
- D) latent data
- E) spurious relationship

Answer: A

Diff: 2 Page Ref: 32

37) A/n \_\_\_\_\_ approach, which sees history as a series of conflicts over existing material arrangements, is also attractive to Marxists.

- A) secondary
- B) historical
- C) comparative
- D) dialectical
- E) ethnomethodological

Answer: D

Diff: 3 Page Ref: 32

38) The type of analysis which requires researchers to study several societies is known as

- A) historical analysis
- B) comparative analysis
- C) inter-societal analysis
- D) cross-cultural methods
- E) content analysis

Answer: B

Diff: 2 Page Ref: 31

39) Data produced by eyewitnesses at the time an event occurs are described as \_\_\_\_\_ by historical analysts.

- A) subjective
- B) objective
- C) a secondary source
- D) a primary source
- E) skewed

Answer: D

Diff: 1 Page Ref: 32



- 40) Supposed that variables A and B are correlated, but A does not cause B. If a researcher inferred that A causes B, this would be an example of:
- A) causality
  - B) a spurious relationship
  - C) correlation
  - D) a primary source
  - E) a secondary source
- Answer: B  
Diff: 2      Page Ref: 31
- 41) What is a hypothesis? A theory? Give an example of each.  
Diff: 1      Page Ref: 20
- 42) Recall that operational definitions describe the actual procedures used to measure theoretical concepts. How would you operationalize sexism in the work place?  
Diff: 3      Page Ref: 21
- 43) What is cluster sampling? Quota sampling? Give an example of each.  
Diff: 2      Page Ref: 22
- 44) Briefly explain how participant observers develop grounded theory using inductive logic.  
Diff: 3      Page Ref: 27
- 45) Compare and contrast participant observation versus survey research methodologies. What are the strengths and weaknesses of each? Include comments on validity, generalizability and reliability.  
Diff: 3      Page Ref: 30
- 46) Counting and precise measurement of observable behaviour, concentration on a limited number of variables, and prediction are all hallmarks of a quantitative approach to doing sociology.  
Answer: TRUE  
Diff: 1      Page Ref: 19
- 47) A theory is a set of interrelated statements that organizes and summarizes knowledge about some part of the social world.  
Answer: TRUE  
Diff: 2      Page Ref: 20
- 48) Validity is a statement of presumed relationship between two or more variables.  
Answer: FALSE  
Diff: 1      Page Ref: 21
- 49) Axiomatic logic involves making connecting links between related statements.  
Answer: TRUE  
Diff: 2      Page Ref: 20

- 50) Dependent variables are considered the 'causal variable' in research that explain why something happens.  
Answer: FALSE  
Diff: 2 Page Ref: 20
- 51) A variable for sociologists is something (like income or religion) that takes on different values in different groups.  
Answer: TRUE  
Diff: 1 Page Ref: 20
- 52) Validity means that repeated measurements of the same variable with the same or equivalent instruments should be equal.  
Answer: FALSE  
Diff: 2 Page Ref: 21
- 53) A random sample is derived from a population by pure chance, and is designed to provide a miniature picture of that population.  
Answer: TRUE  
Diff: 2 Page Ref: 22
- 54) Cluster sampling involves randomly sampling smaller and smaller units within larger units.  
Answer: TRUE  
Diff: 2 Page Ref: 22
- 55) Operational analysis involves the examination of themes from communications such as conversations, letters, newspapers, books or movies.  
Answer: FALSE  
Diff: 2 Page Ref: 24
- 56) Cross-sectional research involves collecting data on independent and dependent variables at the same time.  
Answer: TRUE  
Diff: 3 Page Ref: 31
- 57) Direct observation of real-life behaviour is rare in quantitative research.  
Answer: TRUE  
Diff: 2 Page Ref: 27
- 58) Theory rooted in and arising from data collected by the researcher is known as deductive theory.  
Answer: FALSE  
Diff: 3 Page Ref: 20
- 59) Since historical records are usually official documents, validity is hardly ever an issue in historical analyses.  
Answer: FALSE  
Diff: 1 Page Ref: 32

60) In general, Marxists agree with Durkheim, that positivism is an important methodology that should be used to study social reality.

Answer: FALSE

Diff: 2 Page Ref: 32