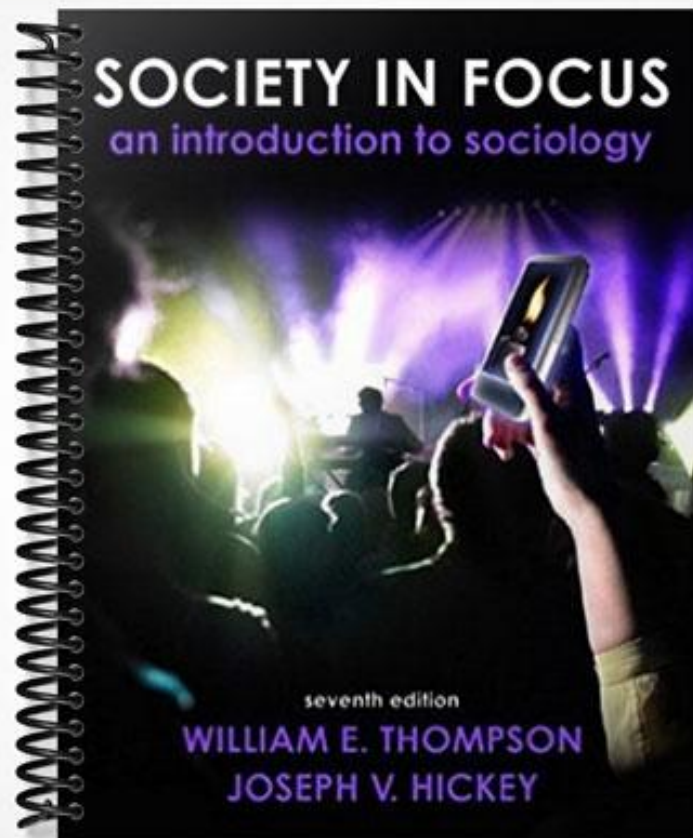


**TEST BANK**



## Chapter 2 Doing Sociology

### Multiple Choice

1) In the United States, \_\_\_\_\_ dictates that a groom should not see the bride before the wedding.

- A) experience
- B) cultural tradition
- C) authority
- D) totalitarianism

Answer: B

*Diff: 2 Page Ref: 29*

*Skill: Conceptual*

2) Relying on doctors to diagnose our illnesses, attorneys for legal advice, meteorologists to predict the weather, and professors to teach subjects in their chosen fields all serve as examples of a type of knowledge called \_\_\_\_\_.

- A) faith
- B) cultural tradition
- C) authority
- D) experience

Answer: C

*Diff: 2 Page Ref: 30*

*Skill: Applied*

3) What is the basis for the type of knowledge called science?

- A) trial-and-error learning gained through experience
- B) faith in that which cannot be proven
- C) empirical evidence gained through direct, systematic observation
- D) acceptance of a body of facts passed from one generation to the next

Answer: C

*Diff: 2 Page Ref: 30*

*Skill: Factual*

4) The professor of economics who made a comparison of the natural sciences to the social sciences and concluded that the social sciences are different but not inferior to the natural sciences was \_\_\_\_\_.

- A) Talcott Parsons
- B) C. Wright Mills
- C) Kai Erikson
- D) Fritz Machlup

Answer: D

*Diff: 3 Page Ref: 31*

*Skill: Factual*

5) In 1942, a team of scientists embarked on a mission to create the first atomic bomb. Working on complex theories in physics, math, and chemistry they eventually succeeded by testing their theory by setting off the first nuclear explosion on July 16, 1945. Such a process used by these scientists that begins with theory and is later tested through observation is called \_\_\_\_\_.

- A) deductive reasoning
- B) manifest functional analysis
- C) inductive reasoning
- D) latent functional analysis

Answer: A

*Diff: 2 Page Ref: 32*

*Skill: Applied*

6) Anthony is conducting research on the homeless and the efforts homeless people make to find full-time work. He has established "homelessness" as meaning "the absence of a permanent or temporary residence that can be verified by an approving authority, such as the post office or municipal authority" and defines "full-time work" as being "employment with the same firm or agency in excess of 30 hours a week that is assumed to be for an indefinite period of time." What has Anthony done by specifying how homelessness and full-time work are to be measured?

- A) He has formed a hypothesis.
- B) He has established operational definitions.
- C) He has engaged in the process of inductive reasoning.
- D) He has engaged in the process of deductive reasoning.

Answer: B

*Diff: 2 Page Ref: 32*

*Skill: Applied*

7) Marvin Wolfgang conducted a classic study of all male babies born in Philadelphia from the year they were born (1945) until their 18th birthdays to track the number of times they were taken into custody for delinquent acts. Such a study that collects data over a long period of time is called a[n] \_\_\_\_\_ study.

- A) cross sectional
- B) experimental
- C) hypothetical
- D) longitudinal

Answer: D

*Diff: 2 Page Ref: 34*

*Skill: Factual*

8) \_\_\_\_\_ convert(s) data to numerical form so they can be subjected to a variety of statistical techniques and measurements.

- A) Longitudinal studies
- B) Quantitative analysis
- C) Cross sectional studies
- D) Qualitative studies

Answer: B

*Diff: 1 Page Ref: 34*

*Skill: Factual*

9) A set of interrelated propositions, or statements, that attempt to explain some phenomenon is called \_\_\_\_\_.

- A) a paradigm
- B) a pentameter
- C) a hyperbole
- D) a theory

Answer: D

*Diff: 2 Page Ref: 31*

*Skill: Factual*

10) What type of research answers the questions "what" and "how" and is often used to profile religious cults, motorcycle gangs, or teenage Satanic cults?

- A) exploratory research
- B) explanatory research
- C) evaluation research
- D) descriptive research

Answer: D

*Diff: 2 Page Ref: 376*

*Skill: Factual*

11) What is the term for the research design used by the U.S. Census Bureau when it uses the data it has collected for comparative and historical studies?

- A) secondary analysis
- B) experimental design
- C) case study
- D) ethnography

Answer: A

*Diff: 2 Page Ref: 38*

*Skill: Factual*

12) Cathy is conducting a research project that measures the level of student satisfaction as it pertains to academic services at her university. The university has 10,000 undergraduate students. Cathy will be surveying 1,000 of these students by choosing them in a random manner. In view of this, which statement is most accurate in describing Cathy's research?

- A) Cathy's research lacks a population but it includes a simple random sample of 1,000.
- B) Cathy's research sample is composed of the 10,000 undergraduate students and the population is the 1,000 students surveyed.
- C) Cathy's research lacks a simple random sample but it includes a population of 10,000.
- D) The population in Cathy's study is the 10,000 undergraduate students and the sample is the 1,000 students surveyed.

Answer: D

*Diff: 3 Page Ref: 41*

*Skill: Conceptual*

13) Kenny is writing his master's thesis on motorcycle gangs. In order to gather data about gangs he has decided to take six months off from his routine responsibilities and ride with the Pagans. For this six month period Kenny will do everything the Pagans do, including illegal activity, partying, and all other activities in which Pagans engage. In view of this, what type of research design is Kenny using?

- A) Full participation
- B) Survey research
- C) Triangulation
- D) Content analysis

Answer: A

*Diff: 2 Page Ref: 42*

*Skill: Applied*

14) Penelope has just administered an IQ test to a group of juveniles at the shelter where she works. Based on other evaluations, such as exam scores, reasoning ability, and problem-solving success, it appears the test Penelope used accurately measured the intellectual capability of those who completed it. In view of this, which statement best describes the IQ test Penelope used?

- A) The test is high in reliability.
- B) The test is high in validity.
- C) The test is high in both reliability and validity.
- D) The test may be high in reliability but it is impossible to measure its validity.

Answer: B

*Diff: 2 Page Ref: 33*

*Skill: Applied*

15) Sammy is examining a set of data he collected on the number of times a person is arrested and the severity of the sentence imposed if the person is found guilty. It appears that every increase in the number of arrests results in an increase in the severity of the sentence. In view of this, which statement best describes Sammy's efforts?

- A) Sammy has developed a null hypothesis.
- B) Sammy is involved in experimentation.
- C) Sammy is involved in completing a correlation exercise.
- D) Sammy is calculating the standard deviation of criminal behavior.

Answer: C

Diff: 3 Page Ref: 33

Skill: Applied

16) Which sociological perspective suggests the researcher must take the "role of the other" and view the world from the subject's point of view, but must maintain the distinction between everyday and scientific conceptions of reality?

- A) the structural functionalist perspective
- B) the conflict perspective
- C) the interactionist perspective
- D) the feminist perspective

Answer: C

Diff: 2 Page Ref: 43-44

Skill: Factual

17) What is the major difference between the Iowa School and the Chicago School as it pertains to research methods?

- A) The Chicago School is conflict-oriented, and the Iowa School is based on symbolic interactionism.
- B) The Chicago School is based on structural functionalism, and the Iowa School is based on the conflict perspective.
- C) The Chicago School is quantitative-based and the Iowa School is qualitative-based.
- D) The Chicago School relies on introspection and subjective interpretation, while the Iowa School insists that quantitative methods can be used.

Answer: D

Diff: 3 Page Ref: 44

Skill: Conceptual

18) In the proposition "poverty causes crime," what role does "poverty" play?

- A) It is the intervening variable.
- B) It is the rival causal factor.
- C) It is the independent variable.
- D) It is the dependent variable.

Answer: C

Diff: 2 Page Ref: 38

Skill: Applied

19) What phrase best describes polling data, especially as it is used by politicians, advertisers, and the mass media?

- A) as real as rain
- B) tainted truth
- C) garbage in...garbage out
- D) genuine and realistic

Answer: B

Diff: 2 Page Ref: 47

Skill: Applied

20) Akasha is living among the members of an indigenous tribe in the Amazon River Basin. She talks and interacts with them regularly to learn as much as possible about them and their behavior. In view of this, what type of research design has Akasha chosen?

- A) the ethnographic interview
- B) survey research
- C) experimental design
- D) content analysis

Answer: A

Diff: 2 Page Ref: 42

Skill: Factual

21) Dr. Zuchov has placed all the exam scores on the board from the lowest to highest. There are 31 scores. Jimmy had an 85 on the exam. There were as many scores below Jimmy's score of 85 as there were above it. In view of this, what significance does the score of 85 have in this set of data?

- A) The score of 85 is the mean score.
- B) The score of 85 is the mode.
- C) The score of 85 is the standard deviation.
- D) The score of 85 is the median.

Answer: D

Diff: 2 Page Ref: 35

Skill: Applied

22) What sociological perspective is most aligned with the research methods of ethnographic interview, participant observation, and case studies?

- A) the interactionist perspective
- B) the structural functionalist perspective
- C) the conflict perspective
- D) the neo-conflict perspective

Answer: A

Diff: 3 Page Ref: 43

Skill: Factual

23) Which descriptive phrase best describes information provided by the media to the public?

- A) objective, accurate, and enlightening
- B) comprehensive, sedate, and utilitarian
- C) brief, sensationalistic, and entertaining
- D) conservative, unchallenged, and timeless

Answer: C

Diff: 3 Page Ref: 47

Skill: Applied

24) What will be the impact of technomedia on sociological research in the future?

- A) The impact of technomedia will probably be greater.
- B) The impact of technomedia will probably be less.
- C) There will probably be little change in the impact of technomedia on research.
- D) It is impossible to predict the impact technomedia will have on research in the future.

Answer: A

Diff: 3 Page Ref: 50

Skill: Factual

25) Because of its macro-level application, which research method is most popular among functionalists?

- A) ethnographic interviews
- B) large-scale surveys
- C) case studies
- D) experimental design

Answer: B

Diff: 3 Page Ref: 44

Skill: Factual

26) Which phrase best describes *experience* as a type of knowledge?

- A) an accepted body of facts passed from one generation to the next
- B) a strong belief in truths that cannot be verified
- C) knowledge gained from individuals recognized as experts
- D) trial-and-error learning

Answer: D

Diff: 3 Page Ref: 29

Skill: Applied

27) Dr. Pagnac administers the same aptitude test to the boys in his class every three months. After a year of testing he has noticed that the scores of each student vary very little. Each student consistently scores within a few points of his previous score. In view of this, which statement best describes the aptitude test Dr. Pagnac is using?

- A) The test is high in validity.
- B) The test is high in reliability.
- C) The test is highly valid but lacks reliability.
- D) The test is high in both reliability and validity.

Answer: B

Diff: 3 Page Ref: 33

Skill: Conceptual

28) Which statement is the best description of correlation?

- A) The independent variable is the cause of the dependent variable.
- B) Correlation is the defining of a concept using other concepts.
- C) A change in one variable is accompanied by a change in the other.
- D) Correlation is a plausible explanation of reality.

Answer: C

Diff: 3 Page Ref: 33

Skill: Applied

29) In the proposition "Frequent steroid use causes organ damage in humans," which of the following segments of the proposition qualify as the dependent variable?

- A) organ damage
- B) steroid use
- C) humans
- D) frequent

Answer: A

Diff: 3 Page Ref: 38

Skill: Applied

30) Dr. Kellogg is gathering data on inmates at the state penitentiary and has qualified over 90 percent of her sample as being in poverty prior to their arrest and conviction. She has quickly concluded that "poverty causes crime." Another research assistant using the same sample has noted that at least 80 percent of the sample had a serious drug or alcohol problem. Based on Dr. Kellogg's conclusion that "poverty causes crime," what role does drug and alcohol use play in the proposition?

- A) It has no role at all because it suggests a totally different proposition.
- B) Drug and alcohol use can be classified as an intervening variable.
- C) Drug and alcohol use now becomes the dependent variable.
- D) Drug and alcohol use now becomes the independent variable.

Answer: B

Diff: 3 Page Ref: 38

Skill: Applied

31) Dr. Burcham is teaching two sections of Introduction to Sociology. He has developed a new audio-visual lecture presentation that he is convinced will result in greater student interest and better grades. In order to test his hypothesis that his audio-visual lecture will increase student achievement he is using in Section 01. In order to make a comparison of scores at the end of the semester Dr. Burcham will continue to use his traditional teaching style in Section 02. In view of this, which statement is most accurate regarding the two sections of Dr. Burcham's class?

- A) Section 01 is the experimental group and Section 02 is the placebo group.
- B) Section 01 is the control group and Section 02 is the experimental group.
- C) Section 01 is the experimental group and Section 02 is the control group.
- D) Section 01 is the placebo group and Section 02 is the experimental group.

Answer: C

Diff: 3 Page Ref: 40

Skill: Applied

32) Zoe is planning to use triangulation as a part of her senior research project. In view of this, which statement best describes what Zoe will do?

- A) Zoe has chosen a quasi-experimental design to determine cause and effect.
- B) Zoe has one group which will receive treatment and a second that will serve as a control group.
- C) Zoe will engage in a lengthy ethnographic study with the selected group under study.
- D) Zoe will use three or more techniques to gather and analyze her data.

Answer: D

Diff: 3 Page Ref: 43

Skill: Applied

33) Nick will be using content analysis to analyze the content of newspapers printed during the first Iraq War to determine whether the media played a role in encouraging hostilities. In view of this, which method of analysis will Nick employ?

- A) Because of the nature of his project Nick can only use qualitative analysis.
- B) Because of the nature of his project Nick can only use quantitative analysis.
- C) Because of the nature of his project Nick can use neither qualitative nor quantitative analysis.
- D) Nick can use either qualitative or quantitative analysis and may combine the two methods if he wishes.

Answer: D

Diff: 2 Page Ref: 43

Skill: Factual



34) Dr. Lori Cregeen collected the ages of the students in her senior seminar class. They were 19, 19, 20, 20, 20, 21, 21, 21, 21, 24, and 30. What was the mode of the ages?

- A) 21
- B) 21.5
- C) 236
- D) 19.0 to 30.0

Answer: A

*Diff: 3 Page Ref: 35*

*Skill: Applied*

35) Which early social scientist stressed the use of social facts and quantitative methods and laid the foundation for the functionalist perspective in analyzing data?

- A) Karl Marx
- B) Émile Durkheim
- C) Howard Becker
- D) Edwin Lemert

Answer: B

*Diff: 2 Page Ref: 44*

*Skill: Factual*

### **True/False**

1) Experience is one of the most common ways of gaining knowledge and relies on trial-and-error learning.

Answer: TRUE

*Page Ref: 29*

2) The fictional detective Sherlock Holmes is best known for his use of inductive reasoning, that is, making a number of observations (gathering evidence) and then coming to a conclusion or theory (solving the crime).

Answer: TRUE

*Page Ref: 32*

3) Conceptual definitions are precise ways to describe general ideas and thoughts as a part of scientific inquiry.

Answer: FALSE

*Page Ref: 33*

4) Correlation and causation are virtually identical....a strong correlation can be interpreted as one variable causing the other.

Answer: FALSE

*Page Ref: 33*

5) Rather than being "proven," hypotheses are subjected to evaluation through research findings on the basis of whether or not they can be supported or rejected.

Answer: TRUE

*Page Ref: 34*

6) In the measures of central tendency, the median is often a more realistic "average" than the mean.

Answer: TRUE

*Page Ref: 35*

7) The research conducted by Laud Humphreys that raised concerns in the academic community over ethics violations addressed Satanism among adolescents.

Answer: FALSE

*Page Ref: 36*

8) The first sociological study of any phenomenon that focuses on what takes place will most likely qualify as exploratory research.

Answer: TRUE

*Page Ref: 37*

9) In the theory-building process the researcher must begin with an identification of relevant variables.

Answer: FALSE

*Page Ref: 32*

10) A survey that presents a question (such as "Which brand of toothpaste do you use?") and then offers the respondent the opportunity to choose from one of four responses (a. Crest b. Colgate c. Aqua-Fresh d. Listerine) is an example of an open-ended question.

Answer: FALSE

*Page Ref: 40*

11) Jessie is doing a study of the students at her university regarding their opinion of the student parking policy. She has stationed herself at the college union and has given a questionnaire to every third student who enters the union. Jessie's method of collecting the data can be considered as a random sample.

Answer: FALSE

*Page Ref: 41*

12) For experimental research to be valid there must be a control group, experimental group, and placebo group in the design.

Answer: FALSE

*Page Ref: 38*

13) The ethnographic interview is a type of qualitative research design where the researcher seeks to "learn from people" rather than simply "study people."

Answer: TRUE

*Page Ref: 42*

14) Content analysis examines and analyzes communication and may employ either qualitative or quantitative methods or a combination of the two.

Answer: TRUE

*Page Ref: 43*

15) Symbolic interactionists are more likely to use qualitative research methods rather than quantitative methods.

Answer: TRUE

*Page Ref: 43*

16) Functionalists prefer to employ qualitative methods in their research because of its emphasis on the value of individuals within society.

Answer: FALSE

*Page Ref: 44*

17) Feminist theorists are critical of a great deal of sociological research because it involves studies conducted by men using male subjects with the results being assumed to be equally applicable to men and women.

Answer: FALSE

Page Ref: 45-46

18) Sociologists believe that media polls are, at best, tainted truths that oversimplify and distort complex social issues.

Answer: TRUE

Page Ref: 47

19) With the advent of television documentaries and case studies such as those seen in *60 Minutes* and on reality television, infotainment has become a prime example of sound sociological research.

Answer: FALSE

Page Ref: 47

20) The impact of the media on sociological research will probably decrease in the future.

Answer: FALSE

Page Ref: 50

### Fill-in-the-Blanks

1) The two theoretical perspectives that rely on a macrolevel of analysis when examining data are the \_\_\_\_\_ and the \_\_\_\_\_.

Answer: functionalist perspective; conflict perspective

Page Ref: 44-45

2) Research that measures the effectiveness of a program and questions whether or not the program works is called \_\_\_\_\_.

Answer: evaluation research

Page Ref: 38

3) A strong belief in truths that cannot be verified by personal experience that serves as an important source of knowledge in every culture is \_\_\_\_\_.

Answer: faith

Page Ref: 29

4) The sociologist who studied the "tearoom trade" and was sanctioned by members of his profession for severe violation of ethics was \_\_\_\_\_.

Answer: Laud Humphreys

Page Ref: 36

5) The theory-building process that puts the researcher in the role of a detective who pieces together "clues" from specific observations in order to develop a general understanding of the overall puzzle is \_\_\_\_\_.

Answer: inductive reasoning

Page Ref: 32

6) In an experimental group, subjects sometimes experience a change in behavior not because of the treatment to which they are exposed but simply because they know they are being studied. Such a phenomenon in research is called the \_\_\_\_\_.

Answer: Hawthorne effect

Page Ref: 40

7) The interdisciplinary subfield of sociology that combines several of the natural sciences (biology, chemistry, physiology) with the major principles of sociology is \_\_\_\_\_.

Answer: sociobiology

*Page Ref: 31*

8) The use of multiple (usually three) techniques to gather or analyze research data is called \_\_\_\_\_.

Answer: triangulation

*Page Ref: 43*

9) The research method that is described by sociologists as "part science and part art" is \_\_\_\_\_.

Answer: the public opinion poll

*Page Ref: 47*

10) The combination of the media's search for sensationalistic and entertaining reports with expertise from sociologists on issues such as crime, divorce, group behavior, and other topics is called \_\_\_\_\_.

Answer: infotainment

*Page Ref: 47*

**Matching**

Match the following:

1) The type of knowledge gained by listening to people who are recognized experts. <i>Page Ref: 30</i>	A) correlation
2) A strong belief in "truths" that cannot be verified by personal experience. <i>Page Ref: 29</i>	B) descriptive research
3) The rules and guidelines followed in sociological research. <i>Page Ref: 28</i>	C) theory
4) A set of interrelated propositions, or statements that attempt to explain some phenomenon. <i>Page Ref: 31</i>	D) population
5) The defining of a concept through the use of other concepts <i>Page Ref: 33</i>	E) reliability
6) A measure indicating that two variables are related in such a way that a change in one is accompanied by a change in the other. <i>Page Ref: 33</i>	F) research objectives
7) The extent to which a technique accurately measures what it purports to measure. <i>Page Ref: 33</i>	G) content analysis
8) The consistency of measurement <i>Page Ref: 33</i>	H) mean
9) The specific goals or purpose of a research project. <i>Page Ref: 34</i>	I) secondary analysis
10) The figure in a set of data that represents the arithmetic average. <i>Page Ref: 35</i>	J) authoritative knowledge
11) Research that answers the questions "how" and "what"? <i>Page Ref: 37</i>	K) validity
12) Subjects exposed to an experimental variable. <i>Page Ref: 40</i>	L) conceptual definition
13) The analysis of existing data. <i>Page Ref: 38</i>	M) experimental group
14) An entire body of people to which the sociologist would like to generalize research findings. <i>Page Ref: 41</i>	N) methodology
15) Research that examines and analyzes communication. <i>Page Ref: 43</i>	O) faith

- |       |       |       |       |
|-------|-------|-------|-------|
| 1) J  | 2) O  | 3) N  | 4) C  |
| 5) L  | 6) A  | 7) K  | 8) E  |
| 9) F  | 10) H | 11) B | 12) M |
| 13) I | 14) D | 15) G |       |

## Essay

1) Compare and contrast quantitative research designs with qualitative research designs. Provide an example of each along with criticisms of each.

Answer: Quantitative research designs emphasize the use of numbers and statistics to analyze and explain social events and human behavior. Sociologists who examine and use quantitative methods believe they are the most objective and systematic way to study and analyze a phenomenon. Some of the more commonly used quantitative methods include secondary analysis, experiments, and surveys.

Qualitative research designs are systematic observations that focus on the meaning people give to their social actions. It requires a subjective interpretation of data. Popular qualitative designs include ethnographic interviews, participant observation, and case studies.

Critics of quantitative methods see these methods as being dehumanizing and losing the essence of human behavior. Critics of qualitative methods see them as lacking proper scientific rigor and that instead of providing explanations of behavior these methods reveal the subjectiveness of the researcher and his or her bias.

*Page Ref: 38-42*

2) Explain why sociology qualifies as a science. Why are the social "sciences" criticized for not being sciences?

Answer: Because sociology addresses human behavior and humans are free-willed, critics of sociology claim human behavior cannot be predicted or controlled which disqualifies it from being scientific. This leads some "scientists" to claim that sociology and other social sciences are inferior to the natural sciences. The work of Fritz Machlup demonstrated that social sciences are not inferior to natural sciences, only different. Sociology is defended as a science because sociological knowledge is amassed through the process of building, developing, and testing theories that attempt to explain human social behavior.

*Page Ref: 30-31*

3) List and briefly discuss the eight steps of the scientific method.

Answer: 1. Statement of the Problem: This involves formulating a research question.

2. Review the Literature: What have other studies already discovered about the proposed topic selected?

3. Development of a Hypothesis or a Statement of Research Objectives: This involves the development of propositional statements between the concepts or variables under study or outlining specific goals and purposes for the research project.

4. Choice of Research Design: What research method will the researcher use to collect data? This includes a wide variety of options. It requires consideration of many issues to determine which design is best, including the nature of the data being collected, the expertise of the researcher, the resources of the researcher, and other factors.

5. Data Collection: The researcher collects the observations, facts, and information to use in testing the hypothesis or fulfilling the research objectives.

6. Data Analysis and Interpretation: The researcher considers the study's findings and determines what they mean. Data analysis is either qualitative or quantitative.

7. Development of Conclusions: The researcher makes generalizations and draws conclusions regarding the research hypothesis or objectives.

8. Posing New Research Questions: The researcher identifies new problems for future research.

*Page Ref: 34*

4) Define the measures of central tendency. Using the following scores from an exam [46, 55, 58, 60, 75, 78, 80, 85, 85, 85, 87, 98, 99], calculate the measures of central tendency and choose the one that provides the best description of the class's success on the exam. Explain why you chose this measure.

Answer: Measures of central tendency are among the most fundamental statistics used in sociological research. They describe statistical averages of numerical data. The three measures of central tendency are mean, median, and mode. The mean is the arithmetic average calculated by adding all the numerical entries and dividing by the number of entries. The median is the midpoint of the numbers. An equal number of scores is above the median and an equal number below it. If there is an odd number of entries, the median is the one directly in the middle. If there is an even number of entries, the median would be the average of the two scores that lie in the middle of the data. The mode is the figure that occurs most often.

In the sample of scores used, the mean is 76.2 (arithmetic average). The median, or middle score, is 80, and the mode is 85. The median is probably the best measure for a student to use in evaluating how he or she did on the exam. A score of 80 means half the class did better and half the class did worse. If the actual arithmetic average is used (76.2) there are only five scores below it and eight above it. The mode is rather meaningless as an indication of comparison.

*Page Ref: 35*

5) How does media influence affect sociological research?

Answer: Sociologists disagree on the effects of media attention on sociological research but do agree that the media emphasize brief, sensationalistic, and entertainment in their reports. Combining sociological research with these qualities produces infotainment, a combination of the sensational and entertaining with the scientific. Another area where the media influence sociological research is in public opinion polls, which are often criticized as being "part science and part art." Public opinion polls are often tainted truths used by a group to defend or promote its view on an issue while ignoring the overall results. Sociologists and other professional research groups are often used to gather research data that is used in public opinion polls, but the parties who pay for the service select the parts of the research they wish to promote. While research enhances the validity of what they report, it is at best, a tainted truth of the big picture.

*Page Ref: 46-48*