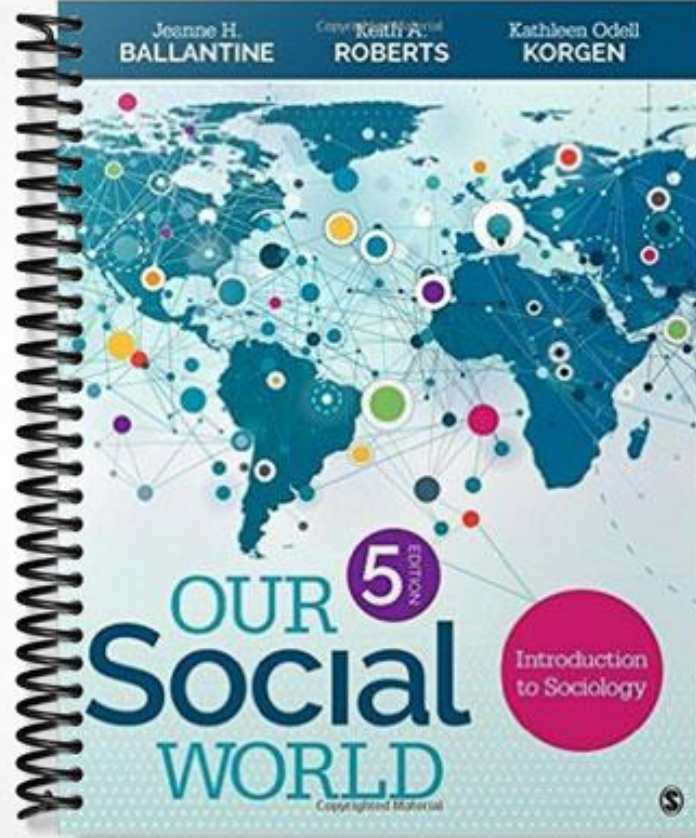


TEST BANK

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Chapter 2-Sociological Research

MULTIPLE CHOICE

1. Why is sociological research necessary?
 - a. It allows us to confirm commonsense beliefs.
 - b. It allows us to arrive at a more informed understanding of “hows” and “whys” of human social interaction helps us more beyond guesswork and common sense.
 - c. It provides validation for personal experience.
 - d. It provides a more informed description of the “what” of human social interaction and an authoritative understanding.

ANS: B

MSC: BLM: Higher Order

REF: page 28

2. What do sociologists try to understand?
 - a. innate behaviour
 - b. psychological behaviour
 - c. social behaviour
 - d. human behaviour as it mirrors that of animals

ANS: C

MSC: BLM: Remember

REF: page 28

3. Which of the following reflects the traditional way of knowing the world?
 - a. discovering for ourselves many of the things we know
 - b. relying on experts to tell us something is true
 - c. believing something is true and right because it has always been done that way
 - d. relying on religious scriptures to determine what is true

ANS: C

MSC: BLM: Higher Order

REF: page 28

4. Discovering for ourselves many of the things we know reflects which way of knowing the world?
 - a. personal experience
 - b. tradition
 - c. religion
 - d. science

ANS: A

MSC: BLM: Higher Order

REF: page 28

5. Which way of knowing the world uses religion, tradition, or authority to answer important questions?
- empirical
 - normative
 - relational
 - commonsense

ANS: B

MSC: BLM: Remember

REF: page 29

6. Which way of knowing the world is based on strong beliefs about what is right and wrong, and what is desirable in a society?
- sociological
 - theological
 - empirical
 - normative

ANS: D

MSC: BLM: Remember

REF: page 29

7. A young boy is sitting in a restaurant with his mother. The boy wonders if men or women are more likely to wear sandals with socks. He decides to watch and record everyone who is wearing sandals who walks by his table and record whether or not they are wearing socks and their gender. The boy is engaged in which way of knowing the world?
- empirical
 - normative
 - relational
 - commonsense

ANS: A

MSC: BLM: Higher Order

REF: page 29

8. How do scientific explanations differ from the other ways of knowing?
- Science uses a normative approach.
 - Scientific knowledge is systematic, public, and uses an empirical approach.
 - Knowledge derived from scientific inquiry cannot be refuted.
 - Science is subjective.

ANS: B

MSC: BLM: Higher Order

REF: page 29

9. We would refer to the statement “tall men are more assertive than short men” as which of the following?
- a theory
 - a hypothesis
 - a variable
 - an operational definition

ANS: B

MSC: BLM: Higher Order

REF: page 29

10. When scientists try to ensure that their biases and values do **NOT** affect their research, what are they trying to achieve?
- value-free research
 - objectivity
 - verifiability
 - ethical conduct

ANS: B

MSC: BLM: Higher Order

REF: page 30

11. Which type of study attempts to determine why certain events do or do **NOT** occur?
- explanatory
 - informational
 - normative
 - descriptive

ANS: A

MSC: BLM: Remember

REF: page 31

12. How does the text refer to the relationship between theory and research?
- as a deductive process
 - as a love-hate relationship
 - as a dyadic process
 - as a continuous cycle

ANS: D

MSC: BLM: Remember

REF: page 31

13. In what approach does the researcher begin with a theory and then use research to test the theory?
- explanatory
 - deductive
 - normative
 - inductive

ANS: B

MSC: BLM: Remember

REF: page 32

14. In what approach does the researcher collect information or data and then generate theories from the analysis of that data?
- explanatory
 - deductive
 - normative
 - inductive

ANS: D

MSC: BLM: Remember

REF: page 31

15. Which approach best suits the following sequence of events?
- Specific observations suggest generalizations;
 - Generalizations produce a tentative theory;
 - The theory is tested through the formation of hypotheses; and
 - Hypotheses may provide suggestions for additional observations.
- explanatory
 - deductive
 - normative
 - inductive

ANS: D

MSC: BLM: Higher Order

REF: page 31-32

16. What research model has scientific objectivity as a goal and focuses on data that can be measured numerically?
- quantitative
 - qualitative
 - inductive
 - both quantitative and qualitative

ANS: A

MSC: BLM: Remember

REF: page 32

17. What is the main reason that sociologists review previous research?
- to determine if they will be able to get their own research published in a scholarly journal
 - to help refine the problem and determine where gaps or limitations exist
 - to criticize the work of other sociologists
 - to decide on one or more of the research methods available for the research design

ANS: B

MSC: BLM: Higher Order

REF: page 32

18. In the statement “as parental income increases, so does the likelihood that a child will attend a post-secondary institution,” what term best describes “parental income”?
- a variable
 - a hypothesis
 - a theory
 - an operational definition

ANS: A

MSC: BLM: Higher Order

REF: page 32

19. Age, sex, race, and ethnicity are often used as which type of variables in sociological research?
- dependent
 - outcome
 - correlational
 - independent

ANS: D

MSC: BLM: Higher Order

REF: page 32

20. In the hypothesis “among university students taking an introduction to sociology course, older students tend to score higher on multiple choice tests than younger students,” what term would we use to refer to the “score higher on multiple choice tests”?
- an independent variable
 - a dependent variable
 - an operational variable
 - an intervening variable

ANS: B

MSC: BLM: Higher Order

REF: page 32

21. In studies that look at why men have more experiences with organized sport than women, what type of variable describes the degree of involvement with organized sport?
- a dependent variable
 - an independent variable
 - a correlational variable
 - a predictor variable

ANS: A

MSC: BLM: Higher Order

REF: page 32

22. What do sociologists call an explanation of an abstract concept in terms of observable features that are specific enough to allow measurement of the variable?
- a hypothesis
 - a theory
 - an operational definition
 - a premise

ANS: C

MSC: BLM: Remember

REF: page 32-33

23. Which of the following terms refers to the extent to which a study or research instrument yields consistent results?
- validity
 - reliability
 - predictability
 - variability

ANS: B

MSC: BLM: Remember

REF: page 34

24. Suppose that a person receives the same score when he or she takes an IQ test more than once. Which of the following would best apply to this test?
- It is valid.
 - It is a good predictor.
 - It is reliable.
 - It is dependable.

ANS: C

MSC: BLM: Higher Order

REF: page 34

25. Which of the following terms refers to the extent to which a study or research instrument accurately measures what it is supposed to measure?
- validity
 - reliability
 - predictability
 - variability

ANS: A

MSC: BLM: Remember

REF: page 34

26. In studies that analyze the relationship between religious beliefs and suicide, a recurring issue is whether church membership provides an accurate indicator of a person's religious beliefs. This concern relates most directly to which of the following terms?
- variability
 - predictability
 - reliability
 - validity

ANS: D

MSC: BLM: Higher Order

REF: page 34

27. A study that has validity would satisfy which of the following conditions?
- It would accurately measure what it is supposed to measure.
 - It would provide ethical standards for researchers to follow.
 - It would provide predictability.
 - It would be a reliable study.

ANS: A

MSC: BLM: Higher Order

REF: page 34

28. Which of the following terms would sociologists use to refer to the process through which data are organized so that comparisons can be made and conclusions drawn?
- theory building
 - hypothesis construction
 - analysis
 - methodology

ANS: C

MSC: BLM: Higher Order

REF: page 34

29. What of the following terms would sociologists use to describe repeating an investigation in substantially the same way that it was originally conducted?
- replication
 - subsequent re-examination
 - generalization
 - reliability

ANS: A

MSC: BLM: Higher Order

REF: page 34

30. Suppose a researcher is analyzing meanings or social relationships by interpreting the narratives of school children's journals. Which of the following would be employed?
- qualitative research models
 - observational research models
 - quantitative research models
 - systemic research models

ANS: A

MSC: BLM: Higher Order

REF: page 34-35

31. Which of the following would best be utilized when studying how people in a small town recover and rebuild after an earthquake has devastated most of their homes and businesses?
- systemic research models
 - quantitative research models
 - observational research models
 - qualitative research models

ANS: D

MSC: BLM: Higher Order

REF: page 34-35

32. Suppose a researcher carefully designs a situation to test the impact of previous experiences of being a victim of auto theft on subjects' attitudes about and reactions to video depictions of scenes of youth stealing cars. Which of the following methods would he or she be using?
- participant observations
 - surveys
 - experiments
 - qualitative procedures

ANS: C

MSC: BLM: Higher Order

REF: page 36

33. Suppose you are studying the effect of pornographic films on men's attitudes toward women. Which of the following contains the subjects who are exposed to a pornographic film?
- the control group
 - the research group
 - the master group
 - the experimental group

ANS: D

MSC: BLM: Higher Order

REF: page 36

34. Which of the following contains the subjects who are **NOT** exposed to a pornographic film in your study of the effect of such films on men's attitudes toward women?
- the control group
 - the research group
 - the master group
 - the experimental group

ANS: A

MSC: BLM: Higher Order

REF: page 36

35. In which of the following research methods does the researcher manipulate the independent variable?
- survey research
 - experiments
 - observational studies
 - secondary data analysis

ANS: B

MSC: BLM: Higher Order

REF: page 36

36. Jaime wants to set up her research in such a way that she can control as many outside factors as possible. Which type of research would Jamie is **MOST** likely to conduct?
- a field study
 - a longitudinal study
 - a quantitative analysis
 - a laboratory experiment

ANS: D

MSC: BLM: Higher Order

REF: page 36

37. What was the main dependent variable in Latané and Darley's experiment on helping in emergency situations?
- the participant's level of altruism
 - the participant's medical background
 - the group size
 - the time that elapsed until the participant left to get help

ANS: D

MSC: BLM: Remember

REF: page 38

38. What was the main independent variable in Latané and Darley's experiment on helping in emergency situations?
- the time that elapsed from the start of the victim's seizure until the participant left the room to get help
 - the participant's level of altruism
 - the number of other people the participant believed had also heard the victim's distress
 - the amount of medical training the participants had before joining the experiment

ANS: C

MSC: BLM: Remember

REF: page 38

39. As part of a study, Sarah is attempting to click a button every time she sees the colour red flash across a computer screen. Because she is being watched carefully by the researcher, she is nervous and misses some of the cues. Which characteristic is Sarah demonstrating when she does this?
- variability
 - spontaneity
 - reactivity
 - reflection

ANS: C

MSC: BLM: Higher Order

REF: page 39

40. According to the text, which of the following is the greatest limitation of laboratory research?
- Laboratory experiments cannot be replicated.
 - Laboratory research typically produces quantitative data.
 - Laboratory experiments are artificial.
 - Laboratory experiments are expensive.

ANS: C

MSC: BLM: Remember

REF: page 39

41. Suppose you and your classmates were asked an identical set of questions through a systematic questionnaire or interview. In what kind of research would you be participating?
- an experiment
 - a case study
 - secondary data analysis
 - a survey

ANS: D

MSC: BLM: Higher Order

REF: page 39-40

42. Suppose a team of researchers conducts a study of shopping preferences by sampling a group of mall patrons in a food court. What do sociologists call the people who participated in the interview or questionnaire?
- hypothetical subjects
 - respondents
 - interviewees
 - correspondents

ANS: B

MSC: BLM: Higher Order

REF: page 39

43. Which of the following forms of survey research produces the lowest response rate?
- questionnaires administered in face-to-face encounters
 - questionnaires administered over the telephone
 - questionnaires administered over the Internet
 - questionnaires that are mailed out

ANS: D

MSC: BLM: Remember

REF: page 40

44. Which of the following terms refers to a printed research instrument containing a series of items to which subjects respond?
- pre-test
 - post-test
 - observational device
 - questionnaire

ANS: D

MSC: BLM: Remember

REF: page 39-40

45. Which of the following is a major disadvantage of self-administered questionnaires?
- high cost
 - complexity
 - low response rate
 - respondent dishonesty

ANS: C

MSC: BLM: Remember

REF: page 40

46. When a researcher meets with the subjects of her study and asks each a series of questions, which data collection method is she using?
- researcher-administered questionnaire
 - interview
 - structured survey
 - structured experiment

ANS: B

MSC: BLM: Higher Order

REF: page 40

47. According to the text, which of the following is an advantage of interviews over other methods?
- They are a low-cost and rapid way to collect data.
 - They are very effective when dealing with complicated issues.
 - They provide an opportunity for human communication.
 - They provide an historical perspective.

ANS: B

MSC: BLM: Remember

REF: page 40

48. Which of the following terms refers to the group of people about whom sociological researchers want to be able to draw conclusions?
- a representative sample
 - a random sample
 - a population
 - an aggregate

ANS: C

MSC: BLM: Remember

REF: page 40

49. Suppose your instructor is evaluating your class in terms of political attitudes. One at a time, half of your class is selected to participate in the study. You are not chosen. What term best describes the group you are in?
- the sample
 - the pool
 - the population
 - the aggregate

ANS: C

MSC: BLM: Higher Order

REF: page 40

50. When Marcus chooses the sample for his research, he wants to ensure that the sample is a miniature version of the Canadian population as a whole in terms of having the same proportions of males and females, the appropriate proportion of people in each province and territory, the appropriate proportions of people by age, ethnicity, race, and religion. What type of sample is Marcus using?
- a general sample
 - a representative sample
 - a random sample
 - a stratified sample

ANS: B

MSC: BLM: Higher Order

REF: page 40

51. In a random sample, which of the following conditions must be present?
- The people chosen accurately reflect the larger population.
 - Systematic procedures are used to ensure that the sample has the essential characteristics of the total population from which it is drawn.
 - Every member of the entire population has the same chance of being selected.
 - The likelihood of being selected for the sample is unknown.

ANS: C

MSC: BLM: Higher Order

REF: page 41

52. According to the text, what was the most interesting finding of Statistics Canada's study on charitable giving?
- A core group of Canadians did most of the altruistic activities of giving and volunteering.
 - Most Canadians were heavily involved in altruistic activities of giving and volunteering.
 - Older Canadians were less likely to donate than younger people.
 - More people donated time than money.

ANS: A

MSC: BLM: Remember

REF: page 42

53. Which classical theorist's insights about change and social solidarity were tested by Louis Zurcher in the real-life social laboratory provided by the Kansas tornado?
- Marx
 - Weber
 - Durkheim
 - Martineau

ANS: C

MSC: BLM: Remember

REF: page 44

54. According to the text, which of the following is a major weakness of survey research?
- It has problems of validity.
 - It can't be used to describe the characteristics of a large population.
 - It can be used only to assess the importance of a few variables.
 - It is extremely costly.

ANS: A

MSC: BLM: Remember

REF: page 43

55. Which method of data collection listed below has the following strengths:
- Useful for describing characteristics of large populations;
 - Enables researchers to assess the relative importance of a number of variables; and
 - Allows for comparisons between different groups of people.
- field research
 - surveys
 - experiments
 - secondary analysis

ANS: B

MSC: BLM: Remember

REF: page 42-43

56. Almyra has decided to buy a data set from Statistics Canada to use as the basis for her research for her Master's thesis. Which method of data collection is she using?
- primary analysis
 - secondary analysis
 - technical analysis
 - quantitative analysis

ANS: B

MSC: BLM: Higher Order

REF: page 46

57. Comparing rock music and rap music lyrics for themes related to romance and love would be referred to as which of the following techniques?
- inconspicuous
 - straightforward
 - technical
 - unobtrusive

ANS: D

MSC: BLM: Higher Order

REF: page 47

58. Which of the following types of analysis can be carried out on existing data sources, such as public records, official reports, and surveys completed by other researchers?
- secondary analysis
 - inconspicuous analysis
 - researcher-coordinated analysis
 - unobtrusive analysis

ANS: A

MSC: BLM: Higher Order

REF: page 46

59. Studying how the media portrayed Hurricane Katrina and its aftermath utilizes which type of analysis?
- unobtrusive analysis
 - researcher-coordinated analysis
 - secondary analysis
 - experimental analysis

ANS: C

MSC: BLM: Higher Order

REF: page 47

60. Which of the following terms refers to research on copies of suicide notes done to establish what types of themes occur most often in them?
- field research
 - content analysis
 - participant observation
 - ethnography

ANS: B

MSC: BLM: Higher Order

REF: page 48

61. According to the text, what is one problem with the use of secondary analysis?
- The data are not readily available.
 - The data may not reflect variables of interest to the researcher.
 - The data are very expensive to obtain.
 - The chance of bias on the part of the researcher is greatly increased.

ANS: B

MSC: BLM: Remember

REF: page 48

62. Which of the following terms refers to studying people where they live, work, and play?
- participant observation
 - field research
 - case investigation
 - field experimentation

ANS: B

MSC: BLM: Higher Order

REF: page 43

63. Under what conditions is it possible to conduct observational research?
- when respondents are informed ahead of time
 - in almost any location and at virtually any time
 - if using secondary data analysis
 - only in controlled settings

ANS: B

MSC: BLM: Remember

REF: page 43

64. Sociologists David Karp and William Yoels became interested in why many students do not participate in class discussions. They dispatched observers who sat in on various classes and recorded certain patterns of class activity, but did not take part in the classes. What research method did this study use?
- participant observation
 - case investigation
 - complete observation
 - qualitative research

ANS: C

MSC: BLM: Higher Order

REF: page 43

65. In their investigation of students' participation in class discussion, which of the following did sociologists David Karp and William Yoels find?
- Most students with a grade point average of "B" and above are active participants in relevant discussions.
 - On average, a very small number of students are responsible for the majority of discussion that occurs in class on any given day.
 - Only the brightest students participate in class discussions.
 - The size of the class and the physical structure of the classroom affected classroom participation.

ANS: B

MSC: BLM: Remember

REF: page 43

66. You decide to study a new religious group that has bought the house next door by attending their meetings twice a week for a period of approximately eight to ten months. Which of the following decisions must you now make?
- whether to use a structured interview or a self-administered questionnaire
 - whether to let people know they are being studied
 - whether to randomly assign subjects or allow self-selection into the experimental and control groups
 - what available data should be included in the secondary analysis

ANS: B

MSC: BLM: Higher Order

REF: page 43-44

67. During his study of a low-income neighbourhood in Boston, William Whyte took note of what those around him were discussing to gain inside information. This research strategy is a main characteristic of which of the following research methods?
- complete observation
 - case studies
 - quantitative research
 - participant observation

ANS: D

MSC: BLM: Higher Order

REF: page 43-44

68. Most participant observation research takes the form of an in-depth, multifaceted investigation of a single event, person, or social grouping. What term is used to describe this approach?
- qualitative inquiry
 - a case study
 - complete observation
 - field research

ANS: B

MSC: BLM: Higher Order

REF: page 44

69. Which of the following occurs in an unstructured interview?
- The interviewer has a specific set of questions that must be asked.
 - The interviewer ignores new topics raised by interviewees.
 - The interviewer must be careful **NOT** to use previous answers to direct new questions.
 - The interviewer establishes the general direction by asking open-ended questions.

ANS: D

MSC: BLM: Higher Order

REF: page 45

70. Which of the following methods is most closely associated with a feminist methodology?
- field experiments
 - in-depth interviews
 - laboratory experimentation
 - participant observation

ANS: B

MSC: BLM: Higher Order

REF: page 49

71. Which research method listed below has the following characteristics?
- Accesses experience on participants' own terms;
 - Attempts to provide explanations that can improve situation of participants; and
 - Challenges the traditional role of researcher as objective and "value-free"?
- a. interviews
 - b. secondary analysis
 - c. feminist research
 - d. field research

ANS: C

MSC: BLM: Higher Order

REF: page 48

72. Margrit Eichler identified several limitations in traditional sociological research. Which of the following did these limitations relate to?
- a. age
 - b. class
 - c. race and ethnicity
 - d. gender

ANS: D

MSC: BLM: Higher Order

REF: page 48-49

73. On which of the following do most writers on feminist research issues agree?
- a. Interviews are the best method.
 - b. There is no one method that can be termed *the* feminist methodology.
 - c. Quantitative methods cannot be used in feminist research.
 - d. Only females can engage in feminist research.

ANS: B

MSC: BLM: Higher Order

REF: page 49

74. According to the text, which of the following research methods is both known to be artificial in nature and subject to problems of reactivity?
- a. the laboratory experiment
 - b. survey research
 - c. secondary analysis of existing data
 - d. participant observation

ANS: A

MSC: BLM: Higher Order

REF: page 49

75. Which of the following research methods is useful for describing features of a large population without having to interview everyone?
- the natural experiment
 - self-administered questionnaire
 - content analysis
 - participant observation

ANS: B

MSC: BLM: Higher Order

REF: page 49

76. According to the text, how does field research compare to experiments and surveys?
- Field research has greater reliability and greater validity.
 - Field research has greater reliability and less validity.
 - Field research has less reliability and greater validity.
 - Field research has less reliability and less validity.

ANS: C

MSC: BLM: Higher Order

REF: page 49

77. In Canada, what body outlines the basic standards sociologists must follow in conducting research?
- the American Sociology and Anthropology Association
 - the Canadian Sociology and Anthropology Association
 - the Sociologists' Guild of North America
 - the Ethical Standards Council of Sociology

ANS: B

MSC: BLM: Remember

REF: page 51

78. What does "maintaining confidentiality" mean?
- The researcher is able to identify a given person's responses, but promises not to do so.
 - The research cannot identify a given response with a given respondent.
 - The researcher refrains from collecting personal information about participants.
 - The researcher obtains written consent before collecting personal information.

ANS: A

MSC: BLM: Higher Order

REF: page 51

79. Laud Humphreys studied homosexual acts between strangers meeting in public restrooms. In the course of his research, which of the following can be raised as an ethical concern?
- He did not inform his subjects that they were being studied.
 - He obtained their informed consent under duress.
 - He broke the law by wearing disguises and following people home.
 - He manipulated his research subjects.

ANS: A

MSC: BLM: Higher Order

REF: page 51-52

80. In the text, what was Russel Ogden's master's thesis on euthanasia used to demonstrate?
- how harm to participants must be weighed against the overall contribution of the study to the advancement of science
 - how lenient ethical principles were in relation to studies conducted in the 1970s compared to those in place today
 - how researchers sometimes violate the ethical principle of informed consent in order to carry out their research
 - how the ethical principle of confidentiality can come into conflict with the law

ANS: D

MSC: BLM: Higher Order

REF: page 52

81. According to the text, which of the following is the single most important activity in sociology?
- the sociological imagination
 - theory generating
 - theory testing
 - research

ANS: D

MSC: BLM: Higher Order

REF: page 53

82. What provides opportunities for us to use our sociological imagination to generate new knowledge?
- research
 - theory
 - experience
 - science

ANS: A

MSC: BLM: Higher Order

REF: page 53

83. The Canadian Census is an example of what kind of study?
- explanatory
 - informational
 - normative
 - descriptive

ANS: D

MSC: BLM: Higher Order

REF: page 31

84. A sociologist seeking to determine why Aboriginal peoples in Canada have such high suicide rates would most likely conduct what kind of study?
- explanatory
 - informational
 - normative
 - descriptive

ANS: A

MSC: BLM: Higher Order

REF: page 31

SCENARIO-BASED QUESTIONS

Scenario 1

Read the following scenario and answer the questions that follow.

Lisa is a student in the sociology department at a large university, known for doing research using representative sampling. She is writing her graduate thesis on altruism, and has decided to focus her research on blood donation habits in Canada. Specifically, she would like to test her theory that the socioeconomic status of a community strongly impacts the success of its blood donation programs using a quantitative research design. Lisa has told her advisor that she is planning to request participation from staff and users of the blood donation centres in several Ontario communities.

85. What kind of study is Lisa undertaking?
- explanatory
 - informational
 - normative
 - descriptive

ANS: A

MSC: BLM: Higher Order

REF: page 31

86. Which variable is the dependent one?
- blood donors
 - Ontario
 - altruism
 - socioeconomic status

ANS: C

MSC: BLM: Higher Order

REF: page 32

87. Which variable is the independent one?
- a. blood donors
 - b. Ontario
 - c. altruism
 - d. socioeconomic status

ANS: D

MSC: BLM: Higher Order

REF: page 32

88. Which of the following terms best describes the research cycle that Lisa's study follows?
- a. reductive
 - b. deductive
 - c. inductive
 - d! both deductive and inductive

ANS: B

MSC: BLM: Higher Order

REF: page 32

89. What research method is Lisa most likely to select?
- a. case study
 - b. unstructured interview
 - c. survey using self administered questionnaires
 - d. experiment

ANS: C

MSC: BLM: Higher Order

REF: page 39-40

TRUE/FALSE

1. The normative approach is based on the assumption that knowledge is best gained by direct, systematic observation.

ANS: F

REF: page 29

2. Descriptive studies are designed to find out what is happening to whom, where, and when.

ANS: T

REF: page 31

3. The theory and research cycle consists of deductive and inductive approaches.

ANS: T

REF: page 31

4. The qualitative research model begins with the selection and definition of the research problem.

ANS: F

REF: page 34-35

5. The dependent variable is presumed to cause the independent one.

ANS: F

REF: page 36

6. Determining an operational definition for a variable is usually a simple and straightforward process.

ANS: F

REF: page 33

7. All social research makes use of hypotheses.

ANS: F

REF: page 32-34

8. Reliability is the extent to which a study or research instrument accurately measures what it is supposed to measure.

ANS: F

REF: page 33

9. IQ tests are accepted as being valid and reliable measures of intelligence.

ANS: F

REF: page 34

10. Reactivity is when subjects change their behaviour in response to knowing they are being studied.

ANS: T

REF: page 39

11. The major advantage of the controlled experiment is the researcher's control over the environment and the ability to isolate the experimental variable.

ANS: T

REF: page 38-39

12. Experiments are limited in scope, as only a small number of variables can be manipulated.

ANS: T

REF: page 39

13. Self-administered questionnaires are relatively simple and inexpensive to administer.

ANS: T

REF: page 40

14. The major disadvantage of interviews is their lack of effectiveness in dealing with complicated issues.

ANS: F

REF: page 40

15. A simple random sample is chosen by chance.

ANS: T

REF: page 41

16. Secondary analysis is referred to as “obtrusive” research because it includes a variety of reactive research techniques.

ANS: F

REF: page 47

17. Books, graffiti, and television programs can all be sources of data for secondary analysis.

ANS: T

REF: page 48

18. A weakness of secondary analysis is that the data are hard to obtain and quite expensive to use.

ANS: F

REF: page 48

19. Participant observation involves collecting systematic observations while being part of the activities of the group being studied.

ANS: T

REF: page 43

20. In participant observation studies, researchers must decide whether to let people know they are being studied.

ANS: T

REF: page 45

21. Most participant observation research takes the form of a case study.

ANS: T

REF: page 44

22. Questions in unstructured interviews quite often are derived from the answers to previous questions.

ANS: T

REF: page 45

23. Field research provides opportunities for researchers to view from the inside what may not be obvious to an outside observer.

ANS: T

REF: page 43

24. One goal of feminist research is to try to objectify women's experiences in order to translate them into pure research data.

ANS: F

REF: page 48-49

25. Researchers are required by a code of ethics to weigh the societal benefits of research against the potential costs to participants.

ANS: T

REF: page 51

ESSAY

1. List and describe the five different ways of knowing the world.

ANS: Answers will vary

2. Compare and contrast the quantitative and qualitative research models.

ANS: Answers will vary

3. Identify the main features of experiments and discuss the key strengths and weaknesses of using experimental methods.

ANS: Answers will vary

4. Explain what is unique about feminist research methods.

ANS: Answers will vary

5. Using examples, outline several of the key ethical issues that sociologists face in conducting research.

ANS: Answers will vary