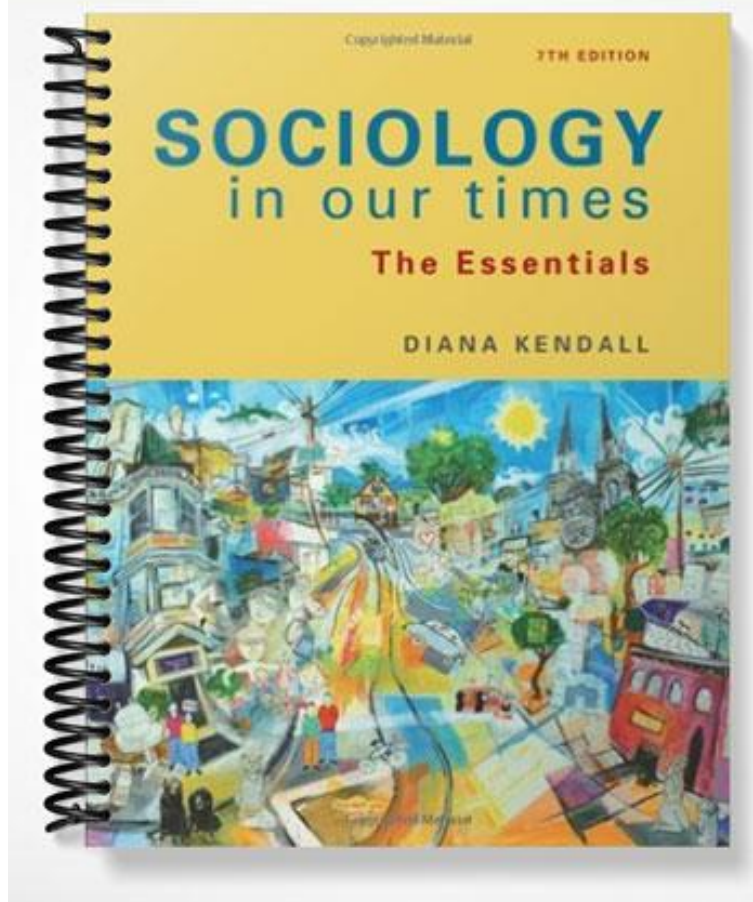


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Chapter 2--Sociological Research Methods

Student: _____

1. Sociologists obtain their knowledge of human behavior through ____, which results in a body of information that helps us move beyond guesswork and common sense in understanding society.
 - A. common sense ideas
 - B. research
 - C. myths
 - D. scientific laws

2. In *Suicide*, sociologist Emile Durkheim documented that a high suicide rate was symptomatic of a(n)
 - A. large-scale social problem.
 - B. isolate individual act.
 - C. large-scale religious bigotry.
 - D. bureaucratic society.

3. A trademark of sociology involves the unmasking of fallacies in the everyday and official interpretations of society. This process is called
 - A. debunking.
 - B. demystifying.
 - C. deductive reasoning.
 - D. reformative.

4. The ____ approach uses religion, customs, habits, traditions, and law to answer important questions. It is based on strong beliefs about what is right and wrong and what "ought to be" in society.
 - A. empirical
 - B. deductive
 - C. inductive
 - D. normative

5. The ____ approach attempts to answer questions through systematic collection and analysis of data. This approach is referred to as the conventional model, or the "scientific method," and is based on the assumption that knowledge is best gained by direct, systematic observation.
 - A. descriptive
 - B. empirical
 - C. normative
 - D. explanatory

6. ____ attempt to describe social reality or provide facts about some group, practice, or event. Studies of this type are designed to find out what is happening to whom, where, and when.
- A. Explanatory studies
 - B. Observational studies
 - C. Descriptive studies
 - D. Evaluative studies
7. A(n) ____ study of suicide might attempt to determine the number of people who recently thought about committing suicide and might include the U.S. Census and the FBI's Uniform Crime Reports.
- A. evaluative
 - B. explanatory
 - C. observational
 - D. descriptive
8. ____ attempt to explain cause-and-effect relationships and to provide information on why certain events do or do not occur.
- A. Explanatory studies
 - B. Observational studies
 - C. Evaluative studies
 - D. Descriptive studies
9. In a(n) ____ study of suicide, sociologists might ask: Why do African American men over age sixty-five have a significantly lower suicide rate than white males in the same age bracket?
- A. descriptive
 - B. explanatory
 - C. evaluative
 - D. observational
10. The relationship between theory and research has been referred to as a continuous cycle. The theory and research cycle consists of two approaches. In the ____ approach, the researcher begins with a theory and uses research to test the theory.
- A. deductive
 - B. normative
 - C. inductive
 - D. explanatory
11. A ____ is a set of logically interrelated statements that attempts to describe, explain, and (occasionally) predict social events.
- A. statement
 - B. theory
 - C. commonsense approach
 - D. testimonial

12. If we use the ____ approach to determine why people commit suicide, we start by formulating a theory about the "causes" of suicide and then test our theory by collecting and analyzing data (such as vital statistics on suicides).
- A. explanatory
 - B. inductive
 - C. normative
 - D. deductive
13. The relationship between theory and research has been referred to as a continuous cycle. The theory and research cycle consists of two approaches. In the ____ approach, the researcher collects information or data (facts or evidence) and then generates theories from the analysis of that data.
- A. normative
 - B. deductive
 - C. inductive
 - D. explanatory
14. Which approach to the *theory-and-research cycle* does the following sequence reflect: (1) Specific observations suggest generalizations, (2) generalizations produce a tentative theory, (3) the theory is tested through the formation of hypotheses, and (4) hypotheses may provide suggestions for additional observations?
- A. explanatory
 - B. deductive
 - C. normative
 - D. inductive
15. Sociologists using the ____ approach to study suicide might start by simultaneously collecting and analyzing data related to suicidal behavior and then generate a theory.
- A. explanatory
 - B. deductive
 - C. normative
 - D. inductive
16. With ____ research, the goal is scientific objectivity, and the focus is on data that can be measured numerically.
- A. qualitative
 - B. observational
 - C. quantitative
 - D. explanatory

17. Researchers in one study examined the effects of church membership, divorce, and migration on suicide rates in the United States and concluded that suicide rates are typically higher where divorce and migration rates are higher and church membership is lower. This is a(n) example of ____.
- A. observational research
 - B. quantitative research
 - C. explanatory research
 - D. qualitative research
18. Eric wants to test his hypothesis that unemployed men are more likely to commit spousal abuse than men who are employed. He is most likely to use a(n) ____ to test his hypothesis.
- A. qualitative approach
 - B. quantitative approach
 - C. discriminant approach
 - D. variable approach
19. With ____ research, interpretative description (words) rather than statistics (numbers) is used to analyze underlying meanings and patterns of social relationships.
- A. qualitative
 - B. observational
 - C. quantitative
 - D. explanatory
20. Researchers in one study systematically analyzed the contents of the notes of suicide victims to determine recurring themes, such as feelings of despair or failure. They hoped to determine if any patterns could be found that would help in understanding why people might kill themselves. This is a(n) example of ____.
- A. explanatory research
 - B. qualitative research
 - C. observational research
 - D. quantitative research
21. Becky would like to conduct a study to determine how women define spousal abuse and the meanings they attach to incidents of abuse. She will most likely use a ____ approach to analyze her results.
- A. qualitative
 - B. discriminant
 - C. quantitative
 - D. factor analysis

22. Tim would like to compare suicide rates between elite athletes and non-athletes. He will most likely use a ____ approach to his study.
- A. qualitative
 - B. quantitative
 - C. conventional
 - D. None of the above.
23. The first step in the "conventional" research model, which focuses on quantitative research, is to
- A. select and define the research problem.
 - B. develop the research design.
 - C. review previous research.
 - D. collect and analyze the data.
24. Which of the following represents a correct sequence of steps in the "conventional" research model?
- A. select and define the research problem, develop the research design, collect and analyze the data, formulate the hypothesis, and draw conclusions and report the findings
 - B. develop the research design, formulate the hypothesis, select and define the research problem, collect and analyze the data, and draw conclusions and report the findings
 - C. select and define the research problem, formulate the hypothesis, develop the research design, collect and analyze the data, and draw conclusions and report the findings
 - D. formulate the hypothesis, select and define the research problem, draw conclusions and report the findings, develop the research design, and collect and analyze the data
25. Sociologist Emile Durkheim selected suicide as a research topic because he wanted to demonstrate the importance of ____ in situations that might appear to be arbitrary acts by individuals.
- A. group genetics
 - B. sociobiology
 - C. society
 - D. deviance
26. Sociologists conducting research may formulate a(n) ____, a statement of the relationship between two or more concepts.
- A. theory
 - B. hypothesis
 - C. variable
 - D. operational definition
27. ____ are the abstract elements representing some aspect of the world in simplified form (such as "social integration" or "loneliness").
- A. Theories
 - B. Principles
 - C. Operational definitions
 - D. Concepts

28. A(n) ____ is any concept with measurable traits or characteristics that can change or vary from one person, time, situation, or society to another. It is the observable and/or measurable counterpart of a concept.
- A. variable
 - B. theory
 - C. hypothesis
 - D. insight
29. In a hypothesis, the researcher considers the ____ to be the cause.
- A. independent variable
 - B. dependant variable
 - C. multiple variable
 - D. control variable
30. Age, sex, race, and ethnicity are often used as ____ variables.
- A. multiple
 - B. dependent
 - C. control
 - D. independent
31. In a hypothesis, the researcher presumes the ____ to *be caused* by another variable.
- A. independent variable
 - B. dependant variable
 - C. multiple variable
 - D. control variable
32. Sociologist Emile Durkheim used the degree of social integration in society to determine its influence on the rate of suicide. In this example, the "degree of social integration" is the ____ variable.
- A. multiple
 - B. dependent
 - C. independent
 - D. control
33. Sociologist Emile Durkheim used the degree of social integration in society to determine its influence on the rate of suicide. In this example, the "rate of suicide" is the ____ variable.
- A. dependent
 - B. control
 - C. independent
 - D. multiple

34. David has developed the hypothesis that the stress felt by unemployed men increases the probability of spousal abuse. Stress would be considered the ____ variable and spousal abuse would be considered the ____ variable.
- A. dependent, independent
 - B. dependent, control
 - C. independent dependent
 - D. independent control
35. Sociologists create a(n) ____, which is an explanation of an abstract concept in terms of observable features that are specific enough to measure the variable.
- A. correlational definition
 - B. operational definition
 - C. policy statement
 - D. interpretative definition
36. Suppose that your goal is to earn an "A" in this sociology course. Your professor may have created a(n) ____, by specifying an "A" as earning a test average of 90 percent or above.
- A. interpretative statement
 - B. qualitative variable
 - C. statement of correlation
 - D. operational definition
37. What does cause suicide? Social scientists cite ____, including rapid social change, economic conditions, hopeless poverty, and lack of religiosity.
- A. singular determination
 - B. multiple determination
 - C. plural association
 - D. multiple causation
38. The "what" or "whom" being studied is referred to as:
- A. units of analysis
 - B. triangulation analysis
 - C. categorical analysis
 - D. causation analysis
39. In developing the research design, you must first consider the ____ and the time frame of the study.
- A. units of analysis
 - B. category
 - C. theory
 - D. principle

40. In sociologist Emile Durkheim's attempt to explain the rates of suicide, ____ was the units of analysis.
- A. individuals
 - B. families
 - C. social groups
 - D. religious organizations
41. ____ studies are based on observations that take place at a single point in time; these studies focus on behavior or responses at a specific moment.
- A. Latitudinal
 - B. Cross-sectional
 - C. Longitudinal
 - D. Cross-reference
42. Using ____ studies, sociologist Emile Durkheim was able to compare suicide rates over a period of time in France and other European nations.
- A. latitudinal
 - B. cross-sectional
 - C. longitudinal
 - D. cross-reference
43. Because he had access to elite football and baseball athletes, Tim studied suicide rates among these ballplayers. Tim engaged in:
- A. random sampling
 - B. operational sampling
 - C. probability sampling
 - D. valid sampling
44. As a researcher you must decide which population - persons about whom you want to be able to draw conclusions - will be observed or questioned. In ____, every member of an entire population being studied has the same chance of being selected.
- A. random sampling
 - B. probability sampling
 - C. scattered sampling
 - D. rotational sampling
45. As a researcher collecting and analyzing data, you would be engaging in ____ if you would place all the names of the population being observed or questioned into a rotating drum and conducting a drawing.
- A. rotational sampling
 - B. scattered sampling
 - C. random sampling
 - D. probability sampling

46. As a researcher you must decide which population - persons about whom you want to be able to draw conclusions - will be observed or questioned. In _____, participants are deliberately chosen because they have specific characteristics.
- A. probability sampling
 - B. scattered sampling
 - C. random sampling
 - D. rotational sampling
47. As a researcher collecting and analyzing data, you would be engaging in _____ if you included such factors as age, sex, race, ethnicity, and educational attainment in deciding what population will be observed or questioned.
- A. rotational sampling
 - B. scattered sampling
 - C. random sampling
 - D. probability sampling
48. _____ is the extent to which a study or research instrument accurately measures what it is supposed to measure.
- A. Validity
 - B. Reliability
 - C. Predictability
 - D. Variability
49. To maintain _____, some sociologists study the relationship between suicide and religion not only in terms of people's specific behaviors (such as frequency of attendance at church services) but also as a set of values, beliefs, or attitudes.
- A. variability
 - B. predictability
 - C. reliability
 - D. validity
50. _____ is the extent to which a study or research instrument yields consistent results when applied to different individuals at one time or to the same individuals over time.
- A. Validity
 - B. Reliability
 - C. Predictability
 - D. Variability

51. Camryn develops a scale to measure job satisfaction among industrial workers. She is especially concerned that the workers in her study will interpret the scale items on her questionnaire in a consistent fashion. Camryn's concern reflects the issue of
- A. the reliability of her measure.
 - B. the representativeness of the sample.
 - C. the accuracy of her hypothesis.
 - D. the validity of her operational definitions.
52. ____ is the process through which data are organized so that comparisons can be made and conclusions drawn.
- A. Theory building
 - B. Hypothesis construction
 - C. Analysis
 - D. Methodology
53. As sociologist Emile Durkheim analyzed his data, he identified all of the following categories of suicide, except:
- A. egoistic
 - B. anomic
 - C. altruistic
 - D. eccentric
54. According to sociologist Emile Durkheim, ____ suicide occurs among people who are isolated from any social group.
- A. egoistic
 - B. anomic
 - C. altruistic
 - D. fatalistic
55. Sociologist Emile Durkheim concluded that ____ suicides were relatively high in Protestant countries in Europe because Protestants believed in individualism and were more loosely tied to the church than were Catholics.
- A. anomic
 - B. egoistic
 - C. fatalistic
 - D. altruistic
56. According to sociologist Emile Durkheim, ____ suicide occurs among individuals who are excessively integrated into society.
- A. egoistic
 - B. anomic
 - C. altruistic
 - D. fatalistic

57. Based on sociologist Emile Durkheim's study, an example of ____ suicide is when military leaders who kill themselves after defeat in battle because they have so strongly identified themselves with their cause that they believe they can not live with defeat.
- A. fatalistic
 - B. egoistic
 - C. anomic
 - D. altruistic
58. ____ research is likely to be used when the research question does not easily lend itself to numbers and statistical methods.
- A. Quantitative
 - B. Qualitative
 - C. Conventional
 - D. Formulation
59. The first step in qualitative research involves the researcher:
- A. beginning with a general approach rather than a highly detailed plan.
 - B. conducting a literature review.
 - C. gaining access to people or other resources that may provide data.
 - D. appropriating funding from a governmental agency.
60. ____ are specific strategies or techniques for systematically conducting research.
- A. Investigative methods
 - B. Research methods
 - C. Theoretical methods
 - D. Experimental methods
61. ____ researchers frequently attempt to study the social world from the point of view of the people they are studying.
- A. Quantitative
 - B. Experimental
 - C. Qualitative
 - D. Correlational
62. ____ researchers generally use surveys, secondary analyses of existing statistical data, and experimental designs.
- A. Qualitative
 - B. Correlational
 - C. Experimental
 - D. Quantitative

63. A(n) ____ is a poll in which the researcher gathers facts or attempts to determine the relationships among facts.
- A. survey
 - B. experiment
 - C. case study
 - D. content analysis
64. Professor Helmicki wishes to describe and compare such things as income, educational level, and type of employment in regard to people's attitudes about a juvenile curfew ordinance that prohibits adolescents from being out on the streets at certain nighttime hours. ____ research would probably be the best research method for professor Helmicki to use.
- A. Content analysis
 - B. Experimental
 - C. Observation
 - D. Survey
65. ____ are persons who provide data for analysis through interviews or questionnaires.
- A. Observers
 - B. Respondents
 - C. Polls
 - D. Control groups
66. ____ are the most widely used research method in the social sciences because they make it possible to study things that are not directly observable (such as people's attitudes and beliefs) and to describe a population too large to observe directly.
- A. Field experiments
 - B. Surveys
 - C. Case studies
 - D. Correlational studies
67. Which of the following methods would most likely be used to study the attitudes of the American public on gun control legalization?
- A. a survey
 - B. an experiment
 - C. observation research
 - D. a case study
68. Survey data are collected by using all of the following, except:
- A. self-administered questionnaires
 - B. group interrogation
 - C. telephone interviews
 - D. face-to-face interviews

69. A(n) ____ is a printed research instrument containing a series of items to which subjects respond.
- A. questionnaire
 - B. interview
 - C. telephone survey
 - D. computer-assisted interview
70. Self-administered questionnaires have certain strengths. Which of the following was not identified as a strength of self-administered questionnaires?
- A. they are relatively simple and inexpensive to administer
 - B. they allow for rapid data collection and analysis
 - C. they have a very high response rate
 - D. they permit respondents to remain anonymous
71. Which of the following is not an advantage of self-administered questionnaires?
- A. They are relatively simple to administer.
 - B. They permit respondents to remain anonymous.
 - C. They are relatively inexpensive.
 - D. They have a low response rate.
72. Interviews have specific advantages. Which of the following was not identified as an advantage of interviews?
- A. the cost and time involved in conducting the interview and analyzing the results
 - B. they are usually more effective in dealing with complicated issues
 - C. they provide an opportunity for face-to-face communication
 - D. when open-ended questions are used, the researcher may gain new perspectives
73. A quicker method of administering questionnaires is the ____, which is becoming an increasingly popular way to collect data.
- A. telephone survey
 - B. interview
 - C. mail-in survey
 - D. "person on the street" interview
74. Which of the following types of research best lends itself to multivariate analysis - research involving more than two independent variables?
- A. experiments
 - B. surveys
 - C. participant observation
 - D. case studies

75. In _____, researchers use existing material and analyze data that were originally collected by others.
- A. primary analysis
 - B. tertiary analysis
 - C. secondary analysis
 - D. manifest analysis
76. Joyce wants to do a study of domestic abuse but lacks the time and money to gather her own data. Consequently, she analyzes data previously gathered by the National Opinion Research Center (NORC) and the Roper Public Opinion Research Center that is related to this topic. In this case, Joyce is conducting
- A. content analysis.
 - B. secondary analysis.
 - C. survey.
 - D. participant observation.
77. _____ is the systematic examination of cultural artifacts or various forms of communication to extract thematic data and draw conclusions about social life.
- A. Content analysis
 - B. Content standardization
 - C. Content validity
 - D. Content reliability
78. Which technique would be used by researchers in studying the treatment of gender in elementary reader books?
- A. case studies
 - B. an experiment
 - C. a survey
 - D. content analysis
79. A student wrote a term paper based on a systematic examination of letters to the editor in the local paper. This type of study illustrates
- A. content analysis.
 - B. an experiment.
 - C. survey research.
 - D. participant observation.
80. Which of the following was identified as a weakness of secondary analysis?
- A. data is readily available and inexpensive
 - B. the researcher often does not collect the data personally and the chances of bias may be reduced
 - C. data may be incomplete, unauthentic, or inaccurate
 - D. use of existing sources makes it possible to analyze longitudinal data to provide a historical context

81. ____ is the study of social life in its natural setting: observing and interviewing people where they live, work, and play.
- A. The survey
 - B. Secondary analysis
 - C. Field research
 - D. The experiment
82. ____ refers to the process of collecting data while being part of the activities of the group that the researcher is studying.
- A. The experiment
 - B. Survey research
 - C. Participant observation
 - D. Secondary analysis
83. Watching students in a college classroom in order to determine the number of times they participated in a class discussion would be an example of ____ field research.
- A. participant observation
 - B. case study
 - C. ethnography
 - D. an experiment
84. Lucy has volunteered at the local crisis center. While she is performing as a volunteer, she is given permission to gather data on the number of women who report being abused, and the number of women who later participated in counseling. Lucy is using ____ as a method of gathering data.
- A. representative sampling
 - B. secondary analysis
 - C. content analysis
 - D. participant observation
85. Most participant observation research takes the form of a(n) ____, which is often an in-depth, multifaceted investigation of a single event, person, or social grouping.
- A. experiment
 - B. content analysis
 - C. case study
 - D. correlational study
86. A(n) ____ is a detailed study of the life and activities of a group of people by researchers who may live with that group over a period of years.
- A. correlational study
 - B. ethnography
 - C. experiment
 - D. content analysis

87. In their research, *Middletown and Middletown in Transition*, sociologists Robert Lynd and Helen Lynd applied ____ research to study the daily lives of town residents for a number of years.
- A. ethnography
 - B. experimental
 - C. content analysis
 - D. survey
88. Sociologist William F. Whyte's classic study of *Street Corner Society* conducted in Boston's low-income Italian neighborhoods was an example of
- A. participant observation.
 - B. content analysis.
 - C. an experiment.
 - D. a survey.
89. A(n) ____ is an extended, open-ended interaction between an interviewer and an interviewee.
- A. ethnography
 - B. unstructured interview
 - C. structured interview
 - D. secondary analysis
90. In ____ sampling, the researcher interviews a few individuals who possess a certain characteristic; these interviewees are then asked to supply the names of others with the same characteristic. This process continues until the sample is an acceptable size and no new information of any significance is being gained.
- A. random
 - B. simple
 - C. stratified
 - D. snowball
91. The term ____ was developed by sociologists Barney Glaser and Anselm Strauss to describe an inductive method of theory construction wherein researchers collect and analyze data simultaneously.
- A. field theory
 - B. grounded theory
 - C. lab theory
 - D. structured theory
92. A(n) ____ is a carefully designed situation in which the researcher studies the impact of certain variables on subjects' attitudes or behavior.
- A. case study
 - B. correlational study
 - C. experiment
 - D. participant observation

93. In an experiment, the ____ contains the subjects who are exposed to an independent variable to study its effect on them.
- A. experimental group
 - B. correlated group
 - C. control group
 - D. deviant group
94. In an experiment, the ____ contains the subjects who are not exposed to the independent variable.
- A. experimental group
 - B. correlated group
 - C. deviant group
 - D. control group
95. If an experiment were conducted to examine whether viewing pornography increased the likelihood of committing rape, the group that did not view pornographic films would be considered the ____ group.
- A. independent
 - B. experimental
 - C. control
 - D. dependent
96. In a ____ experiment, subjects are studied in a closed setting so that researchers can maintain as much control as possible over the research.
- A. field
 - B. laboratory
 - C. natural
 - D. correlated
97. Which of the following is not an major advantage of the controlled experiment?
- A. The researcher's control over the environment
 - B. The researcher's ability to isolate the experimental variable
 - C. The researcher's ability to replicate an experiment several times
 - D. The researcher's ability to analyze behavior in a laboratory setting rather than in a real-life setting
98. Because of particular strengths and weaknesses of all research approaches, researchers often employ multiple research methods and theoretical perspectives. This practice is known as
- A. the duplication factor.
 - B. the Delaney quagmire.
 - C. triangulation.
 - D. the Hawthorne effect.

99. The Code of Ethics of ____ sets forth certain basic standards that sociologists must follow in conducting research.
- A. the American Medical Association
 - B. the National Association for the Advancement of Colored People
 - C. the American Sociological Association
 - D. the American Association of University Professors
100. The American Sociological Association requires that sociologists adhere to all of the following, except:
- A. Researchers must maintain objectivity and integrity in their research findings by disclosing the findings even if they do not support their views.
 - B. Researchers are allowed to use any means necessary in conducting their research projects.
 - C. Researchers must protect confidential information provided by their participants.
 - D. Researchers must acknowledge research collaboration and assistance they receive from others and disclose all sources of financial support.
101. The sociological perspective incorporates theory and research to arrive at a more accurate understanding of the "hows" and "whys" of human social interaction.
- True False
102. People who threaten suicide will not commit suicide.
- True False
103. Sociology involves debunking-the unmasking of fallacies (false or mistaken ideas or opinions) in the everyday and official interpretations of society.
- True False
104. The deductive approach proceeds as follows: (1) theories generate hypotheses, (2) hypotheses lead to observations (data gathering), (3) observations lead to the formation of generalizations, and (4) generalizations are used to support the theory, to suggest modifications to it, or to refute it.
- True False
105. In the inductive approach, the researcher collects information or data (facts or evidence) and then generates theories from the analysis of that data.
- True False
106. Men are more likely than women to attempt suicide.
- True False

107. Sociologist Emile Durkheim emphasized that individual acts of suicide provide better explanations for suicide than do suicide rates.
- True False
108. Variables are the observable and/or measurable counterparts of concepts; for example, "suicide" is a concept and the "rate of suicide" is a variable.
- True False
109. Reliability is the extent to which a study or research instrument accurately measures what it is supposed to measure.
- True False
110. Durkheim's study of suicide is often criticized because his sample size was so small-around 500 cases.
- True False
111. Sociologist Emile Durkheim concluded that single people had proportionately higher suicide rates than married persons because they had a low degree of social integration; he referred to this as anomic suicide.
- True False
112. After collecting and analyzing the data, your first step in drawing conclusions is to return to your hypothesis or research objective to clarify how the data relate both to the hypothesis and to the larger issues being addressed.
- True False
113. Qualitative research is often complex, involves a smaller number of cases, and provides a more holistic picture of some particular social phenomenon or human problem.
- True False
114. Qualitative researchers generally use surveys, secondary analyses of existing statistical data, and experimental designs.
- True False
115. Researchers frequently select a representative sample (a small group of respondents) from a larger population (the total group of people) to answer questions about their attitudes, opinions, or behavior.
- True False

116. Case studies are the most widely used research method in the social sciences because they make it possible to study things that are not directly observable - such as people's attitudes and beliefs - and to describe a population too large to observe directly.
- True False
117. Survey data may be collected by interviews. One weakness of interviews is that people may be influenced by the interviewer's race, age, sex, size, or other attributes in responding to the questions asked.
- True False
118. In tertiary analysis, researchers use existing materials and analyze data that were originally collected by others. Existing data sources include public records, official reports of organizations and government agencies, and surveys conducted by researchers in universities and private corporations.
- True False
119. Content analysis is the systematic examination of cultural artifacts or various forms of communication to extract thematic data and draw conclusions about social life.
- True False
120. Sociologists who are interested in observing social interactions as it occurs primarily use structured surveys.
- True False
121. Ethnographic work involves not only immersing oneself into the group or community that the researcher studies but also engaging in dialogue to learn more about social life through ongoing interaction with others.
- True False
122. Conventional experiments require that subjects be divided into two groups: the control group contains the subjects who are exposed to the independent variable and the experimental group who are not exposed to the independent variable
- True False
123. The Hawthorne effect refers to changes in the subject's behavior caused by the researcher's presence or by the subject's awareness of being studied.
- True False
124. The National Societal Association (NSA) Code of Ethics set forth certain basic standards that sociologists must follow in conducting research.
- True False

125. Laud Humphreys sought to interview the family, friends, and acquaintances of persons killed in single-car crashes that he thought might have been "autocides."

True False

126. Distinguish between common sense and sociological research.

127. Discuss the connection between sociology and scientific evidence by comparing the normative approach with the empirical approach.

128. Describe the theory and research cycle and explain the deductive and inductive approaches.

129. Differentiate between quantitative and qualitative research and give examples of each.

130. Outline the (6) steps of the "conventional" research model.

131. Identify the relationship between concepts and variables and differentiate between dependent and independent variables in a hypothesis.

132. Distinguish between a representative sample and a random sample and explain why sampling is an integral part of quantitative research.

133. Explain why validity and reliability are important considerations in sociological research.

134. Discuss the unique features identified with the qualitative approach.

135. Describe the major types of surveys and indicate their major strengths and weaknesses.

136. Define secondary analysis and discuss the strengths and weaknesses identified with it.

137. Describe the major methods of field research and indicate when researchers are most likely to utilize each of them.

138. Describe the structure of an experiment and distinguish between laboratory and natural experiments.

139. Explain the concept of triangulation. Why should a researcher employ this research method?

140. Describe the major ethical concerns in sociological research.

141. Discuss why sociological research is necessary to go beyond the limitations of commonsense thought.

142. Explain how sociological research is grounded in the scientific tradition.

143. Describe the primary differences between quantitative and qualitative research and give examples of each.

144. Analyze the six steps of the "Conventional" Research Model. Be sure to include a discussion of the terms hypothesis, variable, sampling, validity, and reliability.
145. Describe the secondary research methods outlined in the textbook. Include a discussion of the strengths and weaknesses of secondary analysis of existing data.
146. Describe the components of an experiment and explain how sociologists are able to employ this research method.

147. Summarize the Hawthorne experiments and explain why this research is important.

148. Why is it important to have "ethics" in sociological research?

149. Take a position regarding the ethical implications of sociologist William Zellner's research on "autocides."

150. Take a position regarding the ethical implications of Laud Humphreys' research in "tearooms."

Chapter 2--Sociological Research Methods **Key**

1. B
2. A
3. A
4. D
5. B
6. C
7. D
8. A
9. B
10. A
11. B
12. D
13. C
14. D
15. D
16. C
17. B
18. B
19. A
20. B
21. A
22. A
23. A
24. C
25. C
26. B
27. D
28. A
29. A
30. D

- 31. B
- 32. C
- 33. A
- 34. C
- 35. B
- 36. D
- 37. D
- 38. A
- 39. A
- 40. C
- 41. B
- 42. C
- 43. C
- 44. A
- 45. C
- 46. A
- 47. D
- 48. A
- 49. D
- 50. B
- 51. A
- 52. C
- 53. D
- 54. A
- 55. B
- 56. C
- 57. D
- 58. B
- 59. A
- 60. B
- 61. C
- 62. D
- 63. A
- 64. D

65. B
66. B
67. A
68. B
69. A
70. C
71. D
72. A
73. A
74. B
75. C
76. B
77. A
78. D
79. A
80. C
81. C
82. C
83. A
84. D
85. C
86. B
87. A
88. A
89. B
90. D
91. B
92. C
93. A
94. D
95. C
96. B
97. D
98. C

- 99. C
- 100. B
- 101. TRUE
- 102. FALSE
- 103. TRUE
- 104. TRUE
- 105. TRUE
- 106. FALSE
- 107. FALSE
- 108. TRUE
- 109. FALSE
- 110. FALSE
- 111. FALSE
- 112. TRUE
- 113. TRUE
- 114. FALSE
- 115. TRUE
- 116. FALSE
- 117. TRUE
- 118. FALSE
- 119. TRUE
- 120. FALSE
- 121. TRUE
- 122. FALSE
- 123. TRUE
- 124. FALSE
- 125. FALSE

126. Sociologists obtain their knowledge of human behavior through research, which results in a body of information that helps us move beyond guesswork and common sense in understanding society. The sociological perspective incorporates theory and research to arrive at a more accurate understanding of the "hows" and "whys" of human social interaction. Once we have an informed perspective about social issues we are in a better position to find solutions and make changes. Since much of sociology deals with everyday life, we might think that common sense, our own personal experiences, and the media are the best sources of information. However, our personal experiences are subjective, and much of the information provided by the media comes from sources seeking support for a particular point of view. The content of the media is also influenced by the continual need for audience ratings. We need to be to evaluate the information we receive. This is especially true because the quantity of information available has grown dramatically as a result of the information explosion brought about by computers and by the telecommunications industry.

127. Sociology involves debunking - the unmasking of fallacies (false or mistaken ideas or opinions) in the everyday and official interpretation of society. When answering societal questions, sociologists use either the normative approach or the empirical approach. The normative approach uses, religion, customs, habits, traditions, and law to answer important questions. It is based on strong beliefs about what is right and wrong and what "ought to be" in society. The empirical approach attempts to answer questions through systematic collection and analyses of data. This approach is referred to as the conventional model, or the "scientific method," and is based on the assumption that knowledge is best gained by direct, systematic observation. Most sociologists believe that two basic scientific standards must be met: (1) scientific beliefs should be supported by good evidence or information and (2) these beliefs should be open to public debate and critiques from other scholars, with alternative interpretations being considered. Sociologists typically use two types of empirical studies: descriptive and explanatory. Descriptive studies attempt to describe social reality or provide facts about some group, practice, or event. Studies of this type are designed to find out what is happening to whom, where, and when. By contrast, explanatory studies attempt to explain cause-and-effect relationships and to provide information on why certain events do or do not occur. Sociologists engage in theorizing and conducting research in order to describe, explain, and sometimes predict how and why people will act in certain situations.

128. The relationship between theory and research has been referred to as a continuous cycle. A theory is a set of logically interrelated statements that attempts to describe, explain, and predict social events. A theory attempts to explain why something is the way it is. Research is the process of systematically collecting information for the purpose of testing an existing theory or generating a new one. The theory and research cycle consists of deductive and inductive approaches. In the deductive approach, the researcher begins with a theory and uses research to test the theory. This approach proceeds as follows: (1) theories generate hypotheses, (2) hypotheses lead to observations (data gathering), (3) observations lead to the formation of generalizations, and (4) generalizations are used to support the theory, to suggest modifications to it, or to refute it. In the inductive approach, the researcher collects information or data (facts or evidence) and then generates theories from the analysis of that data. This approach proceeds as follows: (1) specific observations suggest generalizations, (2) generalizations produce a tentative theory, (3) the theory is tested through the formation of hypotheses, and (4) hypotheses may provide suggestions for additional observations.

129. With quantitative research, the goal is scientific objectivity, and the focus is one data that can be measured numerically. It typically emphasizes complex statistical techniques. Most sociological studies on suicide have used quantitative research. They have compared rates of suicide with almost every conceivable variable, including age, sex, race/ethnicity, education, and even sports participation. By contrast, with qualitative research, interpretive description (words) rather than statistics (numbers) is used to analyze underlying meanings and patterns of social relationships. An example of qualitative research is a study in which the researcher systematically analyzed the contents of the notes of suicide victims to determine recurring themes, such as a feeling of despair or failure. Through this study, the researcher would hope to determine if any patterns could be found that would help in understanding why people might kill themselves.

130. The "conventional" research model focuses on quantitative research and includes the following steps: (1) Select and clearly define the research problem (topic), (2) Review previous research - it is important to review the literature to see what others have written about the topic, (3) Formulate the hypothesis - a statement of the relationship between two or more concepts (independent variable and dependent variable) and create an operational definition - an explanation of an abstract concept in terms of observable features that are specific enough to measure the variable, (4) Develop the research design - considering the units of analysis (what or whom is being studied) and the time frame of the study (cross-sectional studies or longitudinal studies), (5) Collect (random sampling and probability sampling) and analyze the data (validity and reliability), and (6) Draw conclusions (noting limitations of the study) and report the findings.

131. Concepts are the abstract elements representing some aspect of the world in simplified form. A variable is any concept with measurable traits or characteristics that can change or vary from one person, time, situation, or society to another. Variables are the observable and/or measurable counterparts of concepts. The most fundamental relationship in a hypothesis is between one or more independent variables and a dependent variable. The independent variable is presumed to cause or determine a dependent variable. Age, sex, race, and ethnicity are often used as independent variables. The dependent variable is assumed to depend on or be caused by the independent variable. For example, sociologist Emile Durkheim used the degree of social integration in society as the independent variable to determine its influence on the dependent variable, the rate of suicide.

132. When collecting and analyzing data, sociologists must decide which population - persons about whom we want to be able to draw conclusions - will be observed or questioned. Then it is necessary to select a sample of people from the larger population to be studied. It is important that the sample accurately represent the larger population. For example, if you arbitrarily selected five students from your sociology class to interview, they probably would not be representative of your school's total student body. However, if you selected five students from the total student body by a random sample, they might be closer to being representative. In random sampling, every member of an entire population being studied has the same chance of being selected. For example, you would have a more representative sample of the total student body if you placed all the students' names in a rotating drum and conducted a drawing. By contrast, in probability sampling, participants are deliberately chosen because they have specific characteristics, possibly including such factors as age, sex, race/ethnicity, and educational attainment.

133. Sociologists must maintain the validity and reliability of the data they collect. Validity is the extent to which a study or research instrument accurately measures what it is supposed to measure. Reliability is the extent to which a study or research instrument yields consistent results when applied to different individuals at one time or to the same individuals over time. An important issue in reliability is the fact that sociologists have found that the characteristics of interviewers and how they ask questions may produce different answers from the people being interviewed. Problems of validity are also linked to how data is analyzed. Analysis is the process through which data are organized so that comparisons can be made and conclusions drawn.

134. Although the qualitative approach follows the conventional research approach in presenting a problem, asking a question, collecting and analyzing data, and seeking to answer the question, it also has several unique features such as: (1) the researcher begins with a general approach rather than a highly detailed plan, flexibility is necessary because of the nature of the research question; (2) the researcher has to decide when the literature review and theory application should take place, initial work may involve redefining existing concepts or reconceptualizing how existing studies have been conducted; (3) the study presents a detailed view of the topic, qualitative research usually involves a smaller number of cases and many variables; (4) access to people or other resources that can provide the necessary data is crucial, many qualitative researchers generate their own data; and (5) appropriate research method(s) are important for acquiring useful qualitative data, qualitative studies are often based on field research such as observation, participant observation, case studies, ethnography, and unstructured interviews.

135. A survey is a poll in which the researcher gathers facts or attempts to determine the relationships among facts. Surveys are often done when the researcher wants to describe, compare, and predict knowledge, attitudes, and behavior. Surveys are the most widely used research method in the social sciences because they make it possible to study things that are not directly observable - such as people's attitudes and beliefs - and to describe a population too large to observe directly. Survey data are collected by using self-administered questionnaires, face-to-face interviews, and/or telephone interviews. Self-administered questionnaires are relatively simple and inexpensive to administer, they allow for rapid data collection and analysis, and they permit respondents to remain anonymous. A major disadvantage is the low response rate. Face-to-face interviews are usually more effective in dealing with complicated issues and provide an opportunity for communication between the interviewer and the respondent. When open-ended questions are used, the researcher may gain new perspectives. A major disadvantage is the cost and time involved in conducting the interview and analyzing the results. Also, people may be influenced by the interviewer's race, age, sex, size, or other attributes in responding to the questions asked. Telephone interviews save time and money. Some respondents may be more honest than when they are facing an interviewer. They also give greater control over data collection and provide greater personal safety for respondents and researchers than do personal encounters. Problems include the increasing number of unlisted telephone numbers, people's widespread use of answering machines, voice mail, and caller ID to filter their incoming telephone calls.

136. Secondary analysis occurs when researchers use existing material and analyze data that were originally collected by others. Existing data sources include public records, official reports of organizations and government agencies, and surveys conducted by researchers. Secondary analysis may involve obtaining raw data collected by other researchers and undertaking a statistical analysis of the data, or it may involve the use of other researchers' existing statistical analyses. Strengths include the following: (1) data are readily available and inexpensive, (2) since the researcher often does not collect the data personally, the chances of bias may be reduced, and (3) the use of existing sources makes it possible to analyze longitudinal data to provide a historical context within which to locate original research. Weaknesses include the following: (1) the data may be incomplete, unauthentic, or inaccurate, (2) the various data from which content analysis is done may not be strictly comparable with one another, and (3) coding this data - sorting, categorizing, and organizing them into conceptual categories - may be difficult.

137. Field research is the study of social life in its natural setting: observing and interviewing people where they live, work, and play. Benefits include: (1) field research includes the following types: participant observation - which refers to the process of collecting data while being part of the activities of the group that the researcher is studying, case studies - which is often an in-depth, multifaceted investigation of a single event, person, or social grouping; ethnography - which is a detailed study of the life and activities of a group of people by researchers who may live with that group over a period of years; and unstructured interviews - which are an extended, open-ended interaction between an interviewer and an interviewee. Field research provide opportunities for researchers to view from the inside what may not be obvious to an outside observer, (2) they are useful when attitudes and behaviors can be understood best within their natural setting or when the researcher wants to study social processes and change over a period of time, (3) they provide a wealth of information about the reactions of people and give us an opportunity to generate theories from the data collected, and (4) research of this type is important for the study of race, ethnicity, and gender because it often includes those who have been previously excluded from studies and provides information on them.

138. An experiment is a carefully designed situation in which the researcher studies the impact of certain variables on subjects' attitudes and behavior. Experiments are designed to create "real life" situations, ideally under controlled circumstances, in which the influence of different variables can be modified and measured. Conventional experiments require that subjects be divided into two groups: an experimental group and a control group. The experimental group contains the subjects who are exposed to an independent variable (the experimental condition) to study its effects on them. The control group contains the subjects who are not exposed to the independent variable. The members of the two groups are matched for similar characteristics so that comparisons may be made between the groups. In the simplest experimental design, subjects are (1) pretested (measured) in terms of the dependent variable in the hypothesis, (2) exposed to a stimulus representing an independent variable, and (3) post-tested (remeasured) in terms of the dependent variable. The experimental and control groups are then compared to see if they differ in relation to the dependent variable, and the hypothesis stating the relationship of the two variables is confirmed or rejected. In a laboratory experiment, subjects are studied in a closed setting so that researchers can maintain as much control as possible over the research. By contrast, natural experiments are real-life occurrences such as floods and other disasters that provide researchers with "living laboratories."

139. There is no one best research method because of the "complexity of social reality and the limitations of all research methodologies." Many sociologists believe that it is best to combine multiple methods in a given study. Triangulation is the term used to describe this approach. Triangulation refers not only to research methods, but also to multiple data sources, investigators, and theoretical perspectives in a study. Multiple data sources include persons, situations, contexts, and time. Multiple methods and approaches provide a wider scope of information and enhance our understanding of critical issues. Many researchers also use multiple methods to validate or refine one type of data by us of another type.

140. Beginning in the 1960s, the U.S. government set up regulations for "the protection of human subjects." Because of scientific abuses in the past, researchers are now mandated to weigh the societal benefits of research against the potential physical and emotional costs to participants. Researchers are required to obtain written "informed consent" statements from the persons they study. The American Sociological Association (ASA) Code of Ethics sets forth certain basic standards that sociologists must follow in conducting research. (1) researchers must endeavor to maintain objectivity and integrity in their research by disclosing their research findings in full and including all possible interpretations of the data (even those interpretations that do not support their own viewpoints), (2) researchers must safeguard the participants' right to privacy and dignity while protecting them from harm, (3) researchers must protect confidential information provided by participants, even when this information is not considered to be "privileged" (legally protected, as in the case between doctor and patient and between attorney and client) and legal pressure is applied to reveal this information, and (4) researchers must acknowledge research collaboration and assistance they receive from others and disclose all sources of financial support. Sociologists are obligated to adhere to this code and to protect research participants.

141. The following are suggested areas for students to address in their essays:

Describe what is meant by commonsense and point out some of its fallacies

Differentiate between commonsense beliefs and scientific reality

Use Durkheim's study of suicide to demonstrate the distinction between commonsense beliefs and scientific reality

Provide some of your own examples to illustrate the difference between commonsense and reality

142. The following are suggested areas for students to address in their essays:

Start by pointing out that sociology attempts to debunk fallacies

Differentiate between the normative approach and the empirical approach

Provide an example of the normative approach and the empirical approach

Differentiate between a descriptive study and an explanatory study

Provide an example of a descriptive study and an explanatory study

Differentiate between the deductive approach and the inductive approach

Describe the four steps in the deductive approach

Describe the four steps in the inductive approach

143. The following are suggested areas for students to address in their essays:

Describe the goal of quantitative research and explain why sociologists use this approach

Provide an example of quantitative research

Describe the objective of qualitative research and explain why sociologists use this approach

Provide an example of qualitative research

144. The following are suggested areas for students to address in their essays:

Explain what is meant by "conventional"

List the six steps of the "Conventional" Research Model

Define the term "hypothesis" and provide an example

Define the term "variable" and provide an example

Differentiate between an independent variable and a dependent variable

Differentiate between a cross-sectional study and a longitudinal study

Compare random sampling with probability sampling

Define the term "validity" and provide an example

Define the term "reliability" and provide an example

145. The following are suggested areas for students to address in their essays:

Define the term "secondary analysis"

Provide examples of existing data sets (statistics)

Describe how the media frames suicide (from Box 2.3)

Describe some of the strengths of secondary analysis

Discuss some of the weaknesses of secondary analysis

146. The following are suggested areas for students to address in their essays:

Define the term "experiment"

Describe the experimental group

Describe the control group

Provide an example of the "cause-and-effect" relationship

Discuss the strengths and weaknesses of an experiment

Provide at least two examples of research studies that lends itself to sociological analysis not provided in the text

147. The following are suggested areas for students to address in their essays:

Describe the setting of the Hawthorne experiment

Identify the purpose of the Hawthorne experiment

Define the "Hawthorne Effect"

Discuss the results of the Hawthorne experiment

Encourage students to include any personal experiences regarding the Hawthorne Effect

148. The following are suggested areas for students to address in their essays:

Identify the association responsible for establishing ethics for sociological research

Explain why it is important to have ethics in sociological research

Describe the four basic standards that sociologists must follow in conducting research

Identify which one of the basic standards is the most important in relation to sociological research

Describe any other ethical principles that should be observed when conducting sociological research

Students should be encouraged to suggest any additions to the ASA Code of Ethics that they believe to be important

149. The following are suggested areas for students to address in their essays:

Describe the research that Zellner conducted

Discuss whether or not you believe this research was ethical

150. The following are suggested areas for students to address in their essays:

Describe the research that Humphrey conducted

Discuss whether or not you believe this research was ethical