

TEST BANK



CHAPTER 2
SOCIOLOGICAL RESEARCH

MULTIPLE CHOICE

1. David is studying the behavior of fans seated in the stands during college football games. David conducts this research in the stadium, the natural setting for football games. This is an example of _____.
- a. Survey Research
 - b. Field Research
 - c. Secondary Data Analysis
 - d. An Experiment

(Application; answer: b; page 36)

2. Throughout the course of his research investigation, Farzan measured his variables the same way each and every time. This means that Farzan's research can be trusted or that it is:
- a. Reliable
 - b. Valid
 - c. Ethical
 - d. Objective

(Application; answer: a; page 33)

3. Dr. Yi's research examines how attitudes towards the U.S. government have changed over a 30 year period. Dr. Yi's project is an example of a(n) _____ study.
- a. Longitudinal
 - b. Cross-Sectional
 - c. Comparative
 - d. All of the Above

(Application; answer: a; page 33)

4. Saima suggests that the higher a person's income, the more likely he/she is to vote in local elections. This suggestion of how these variables relates is a(n):
- a. Theory
 - b. Cohort
 - c. Hypothesis
 - d. Sample

(Application; answer: c; page 32)

5. Erika smokes a pack of cigarettes every day. Her research examines the impact that smoking has on perceived attractiveness in college students. Although Erika thinks that smoking makes her more attractive than her non-smoking peers, she does not allow her personal biases to prejudice her research. This suggests that Erika's study has:
- Causation
 - Objectivity
 - Validity
 - Reliability

(Application; answer: b; page 31)

6. Lila is studying the relationship that develops between drug users and drug dealers. Lila wants to understand the behaviors and attitudes of the subjects from the actors' point of view. According to Max Weber, this is:
- Correlation
 - Causation
 - Reliability
 - Verstehen

(Application; answer: d; page 31)

7. Michelle is examining the eating habits of college students at the local university. She uses the quantitative data of food sales purchased with a student identification card as well as qualitative data from in-depth interviews with local students. By using multiple approaches Michelle is engaging in:
- Objectivity
 - Triangulation
 - Correlation
 - Operationalization

(Application; answer: b; page 42)

8. At the annual meeting of the American Sociological Association, hundreds of sociologists will share the findings of their investigations. The presenters will be discussing:
- Reliability
 - Validity
 - Social Research
 - Cohorts

(Application; answer: c; page 32)

9. Yoshimi goes to the mall to ask shoppers their views on the issue of abortion. Yoshimi is questioning anybody that will stop to talk to her. As such, this is an example of a(n):
- Random Sample
 - Sample of Convenience
 - Oversample
 - Population

(Application; answer: b; page 35)

10. Jessica is interested in the number of females in leadership positions in Fortune 500 companies. Jessica's research is:
- A Case Study
 - Qualitative
 - Ethnographic
 - Quantitative

(Application; answer: d; page 41)

11. Carlos is studying the relationship between cheating and divorce among couples in Georgia. All of the couples have the same household income. As such, income is a(n):
- Independent Variable
 - Dependent Variable
 - Control Variable
 - None of the Above

(Application; answer: c; page 31)

12. Amina has analyzed the transportation needs of workers living in the low-income section of town. She presents her findings to the Southeastern Pennsylvania Transportation Authority. This is an example of:
- Triangulation
 - Needs Assessment
 - Operationalization
 - Ethnography

(Application; answer: b; page 42)

13. Professor Pettigrew's class will be conducting social research. Their first step is to:
- Review the Literature
 - Develop a Hypothesis
 - Decide on a Topic
 - Collect Data

(Application; answer: c; page 32)

14. Lance Johnson is conducting research on the employment-seeking skills of homeless people in Chicago. Lance poses as a volunteer at a homeless shelter so that he can study homeless people in their natural environment. This is an example of which type of field research?
- Participant Observation
 - Case Study
 - Ethnography
 - None of the Above

(Application; answer: a; page 37)

15. Imani is conducting research on car accidents in the U.S. Imani finds that as the number of hours that local bars stay open increases, the number of car accidents also increases. When bars stay open later, people have the opportunity to drink more before driving. As such, the relationship between car accidents and bar hours involves a:
- Positive Correlation
 - Negative Correlation
 - Spurious Correlation
 - None of the Above

(Application; answer: a; page 32)

16. Dr. Lergo selected a sample of 250 long-distance truck drivers in the U.S. and interviewed them on their interactions with prostitutes at truck stops. Dr. Lergo takes the findings from the sample and applies them to all long-distance truck drivers in the U.S. This is an example of:
- Oversampling
 - Triangulation
 - Operationalization
 - Generalization

(Application; answer: d; page 35)

17. Dr. Crumbly measured student success using grade point average (GPA). Because GPA actually measures student success, Mr. Crumbly's research has:
- Reliability
 - Validity
 - Ethics
 - Objectivity

(Application; answer: b; page 33)

18. Bobby wants to ensure that his sample looks like the population that he is studying. Bobby should use:
- Oversampling
 - Triangulation
 - A Random Sample
 - A Case Study

(Application; answer: c; page 35)

19. Corey wants to survey prisoners about their experience with violence inside the penitentiary. In Corey's study, prisoners are the:
- Population
 - Independent Variable
 - Dependent Variable
 - Cohort

(Application; answer: a; page 35)

20. Rosa's research examines the physical fitness behavior of pregnant women at a single point in time. Rosa's research is an example of a _____ study.
- Longitudinal
 - Cross-sectional
 - Comparative
 - All of the Above

(Application; answer: b; page 33)

21. Tawanda just learned that there are numerous processes used by researchers to find information, Tawanda just learned about _____.
- Ethics
 - Samples
 - Research Designs
 - Cohorts

(Application; answer: c; page 31)

22. Jason wants to know if student grade point average (GPA) is impacted by being involved in a romantic relationship. In Jason's study, GPA is the:
- Independent Variable
 - Dependent Variable
 - Control Variable
 - None of the Above

(Application; answer: b; page 31)

23. Hadassah develops a comprehensive and systematic explanation of male domination of females across the globe. Her explanations results in the development of testable predictions concerning violence, housework, income, and power in male-female relationships. Hadassah's explanation is an example of a(n):
- Sample
 - Cohort
 - Theory
 - Hypothesis

(Application; answer: c; page 32)

24. Professor Joftis is teaching his students about the scientific procedures that sociologists use to conduct research and develop knowledge about a particular topic. Professor Joftis is discussing:
- Objectivity
 - Correlation
 - Research Methods
 - Variables

(Application; answer: c; page 30)

25. Serena is conducting a research project on a student who takes classes during the day and works as a stripper during the night. This detailed investigation of a single person that is carried out in order to shed light on a complex issue is an example of which type of field research?
- Participant Observation
 - Case Study
 - Ethnography
 - None of the Above

(Application; answer: b; page 37)

26. Barbara states that the average age of the full-time employees at the University is 33. The average is also the:
- Mean
 - Mode
 - Median
 - None of the Above

(Application; answer: a; page 38)

27. Muhammad is conducting research on the relationship between education and fertility. Muhammad finds that the more education a woman has, the fewer children she is likely to have because educated women spend much of their childbearing years in school or climbing the career ladder. This suggests that there is a _____ between education and fertility.
- Positive Correlation
 - Spurious Correlation
 - Negative Correlation
 - None of the Above

(Application; answer: c; page 32)

28. The sale of Christmas trees and the number of suicides are increasing. The increase in Christmas tree sales and death by suicide are probably both explained by the holiday season. During this time of year, a large number of people purchase trees to decorate their homes. Also, during this season, a large number of people become depressed and commit suicide. This suggests that there is a _____ between Christmas tree sales and suicide.
- Positive Correlation
 - Negative Correlation
 - Spurious Correlation
 - None of the Above

(Application; answer: c; page 32)

29. The Student Health Care Center is conducting research on the use of prescription medications by 250 students over a period of 4 years. The students used in this longitudinal study are called a(n):
- Cohort
 - Independent Variable
 - Dependent Variable
 - None of the Above

(Application; answer: a; page 33)

30. Okim wants to know about the movie viewing habits of Asian-Americans. Because Asian-Americans represent such a small portion of the American population, Okim should take a bigger sample of Asian-Americans. This means that Okim should use _____.
- Random Sampling
 - Oversampling
 - Generalization
 - Triangulation

(Application; answer: b; page 35)

31. The grade point average (GPA) of students participating in an experiment on academic achievement rose over the course of the academic year. The students worked harder to do better in school because they knew they were being studied. This is an example of :
- Selection Effects
 - The Hawthorne Effect
 - Central Tendency
 - Parsimony

(Application; answer: b; page 36)

32. Ronnie interviewed 35 prostitutes in North Philadelphia in an effort to gain an understanding of the social perspectives and cultural values of street walkers. This is an example of which type of field research?
- Ethnography
 - Participant Observation
 - Case Study
 - None of the Above

(Application; answer: a; page 37)

33. Quincy is conducting research on how males and females are portrayed in story books for children. He reads the children stories looking for themes suggesting that females depend on men to care for them and save them. This type of qualitative research is called:
- Secondary Data Analysis
 - Participant Observation
 - Ethnography
 - Content Analysis

(Application; answer: d; page 41)

34. Takaya is conducting research on the stigma of obesity in America. He is currently studying relevant academic articles and information. Takaya is in which stage of social research?
- Develop a Hypothesis
 - Review the Literature
 - Collect Data
 - Analyze Results

(Application; answer: b; page 32)

35. Naomi analyzes data collected by the government in the 2000 Census to understand the living arrangements of the elderly. This is an example of:
- Experiments
 - Field Research
 - Survey
 - Secondary Data Analysis

(Application; answer: d; page 37)

36. Lorenzo's hypothesis suggests that the more religious a teen-ager is, the less likely they are to have sexual intercourse before marriage. Lorenzo measures religiosity by the number of times a week a person prays and sexual experience by the number of sexual partners that a person has had. By turning the abstract concepts into something measurable, Lorenzo is involved in:
- Operationalizing
 - Theorizing
 - Oversampling
 - Triangulation

(Application; answer: a; page 32)

37. Dr. Wilfredo Mercado was awarded a \$3,000 grant to study the drinking behavior of college faculty. Because he has a limited budget, Dr. Mercado is extremely reluctant to use his resources. This unwillingness is an example of:
- Oversampling
 - Triangulation
 - Central Tendency
 - Parsimony

(Application; answer: d; page 33)

38. Garret is interested in the speeding practices of student drivers. He selects 700 students as a subset of the group that he is interested in studying. The 700 students that Garret selects make up a(n):
- Population
 - Parsimony
 - Variable
 - Sample

(Application; answer: d; page 35)

39. Dr. Mead studied parenting behavior in Canada, Japan, India and France to evaluate them against one another. This is an example of a _____ study.
- Longitudinal
 - Cross-Sectional
 - Comparative
 - All of the Above

(Application; answer: c; page 33)

40. Norton is conducting research that involves interviewing people about their shoplifting experiences. This is an example of which type of social research investigation?
- Participant Observation
 - Case Study
 - Secondary Data Analysis
 - Survey

(Application; answer: d; page 35)

41. Lois is making a list of the monthly income levels for a group of women participating in the Displaced Homemakers Program. The most common value in the list of numbers is the:
- Median
 - Mode
 - Mean
 - None of the Above

(Application; answer: b; page 38)

42. Tanisha is reading about the system of values that guides the behavior of sociologists. Tanisha is reading about sociologists':
- Cohort
 - Ethics
 - Sample
 - Objectivity

(Application; answer: b; page 40)

43. Ricardo is exploring the academic achievement of children in loving families. Because 'loving families' is impossible to measure, it is a:
- Variable
 - Concept
 - Cohort
 - Research Design

(Application; answer: b; page 32)

44. Melissa is using the research method that reduces the time spent on data collection. Melissa is using:
- Surveys
 - Field Research
 - Experiments
 - Secondary Data Analysis

(Application; answer: d; page 37)

45. Eddie wants to know if participating in sports at school influences the self-esteem of teen-aged girls. In Eddie's study, participating in sports is the:
- Independent Variable
 - Dependent Variable
 - Control Variable
 - None of the Above

(Application; answer: a; page 31)

ESSAY

46. Explain the purpose of the independent variable, dependent variable, and control variable. Develop an example of a research project and identify each variable.

(Synthesis, page 31)

47. Explain the similarities and differences between causation and correlation. Discuss the 3 types of correlation.

(Comprehension, page 32)

48. Compare and contrast hypothesis and theory.

(Analysis, page 32)

49. Discuss the 6 steps of social research.

(Comprehension, pages 32-39)

50. Compare and contrast reliability and validity.

(Analysis, page 33)

51. Define field research and discuss the three common methods.

(Comprehension, pages 36-37)

52. Differentiate the three measures of central tendency.

(Comprehension, page 38)

53. Explain the pros and cons of the four different research methods used in social research.

(Synthesis, page 37)

54. Discuss objectivity and verstehen. Develop an example in which a researcher employs these concepts.

(Synthesis, page 31)

55. Discuss the similarities and differences in comparative studies, cross-sectional studies and longitudinal studies.

(Comprehension, page 33)

56. Discuss the author's use of triangulation in the Tearoom Trade study.

(Analysis, *Tearoom Trade*, pages 26-30)

57. Discuss the sample used in the Tearoom Trade study. Compare and contrast the lifestyles of the four classes of participant types.

(Analysis, *Tearoom Trade*, pages 111-129)

58. Explain the advantages of using public restrooms for homoerotic activity. What would a symbolic interactionist suggest about the advantages?

(Analysis, *Tearoom Trade*, pages 150-154)

59. Discuss the author's social policy recommendations concerning tearooms. Explain the evidence that the author used to make such recommendations. What would a conflict theorist say about the recommendations?

(Analysis, *Tearoom Trade*, pages 163-166)

60. Explain the ethical problems with the tearoom trade study. Discuss misrepresentation, confidentiality, and consequentiality.

(Analysis, *Tearoom Trade*, pages 170-172)

TRUE/FALSE

61. Symbolic interactionists prefer qualitative data. T F

(Knowledge; answer: T; page 41)

62. Reliable means the research can be trusted. T F

(Knowledge; answer: T; page 33)

63. Dependent variables are kept constant in experiments. T F

(Knowledge; answer: F; page 31)

64. Most sociological research follows the ASA style. T F

(Knowledge; answer: T; page 39)

65. Two researchers can look at the same data and come to different conclusions. T F

(Knowledge; answer: T; page 42)

66. Samples are usually as large as possible. T F

(Knowledge; answer: F; page 35)

67. Non-numerical data is qualitative data. T F

(Knowledge; answer: F; page 41)

68. Participant observation increases the chances of the Hawthorne effect. T F

(Knowledge; answer: F; page 37)

69. Most data in sociology comes from cross-sectional studies. T F

(Knowledge; answer: T; page 33)

70. Correlation is a relationship between cause and effect.

T F

(Knowledge; answer: F; page 32)

SHORT ANSWER

71. The process of using multiple approaches to study a phenomenon is called _____.

(Knowledge; answer: triangulation; page 42)

72. A(n) _____ is a comprehensive and systematic explanation of events that lead to testable predictors.

(Knowledge; answer: theory; page 32)

73. _____ studies use data from different sources to evaluate them against each other.

(Knowledge; answer: comparative; page 33)

74. Turning abstract ideas into something measureable is called _____.

(Knowledge; answer: operationalizing; page 32)

75. _____ variables are kept constant in experiments.

(Knowledge; answer: control; page 31)

76. A _____ is an investigation of the opinions or experiences of a group of people by asking them questions.

(Knowledge; answer: survey; page 35)

77. The _____ is the midpoint in a distribution of numbers.

(Knowledge; answer: median; page 38)

78. In a _____ relationship, one condition leads to a certain consequence.

(Knowledge; answer: causal; page 32)

79. The ability to conduct research without allowing personal biases or prejudices to influence you is called _____.

(Knowledge; answer: objectivity; page 31)

80. _____ variables are the responses to the manipulated variables.

(Knowledge; answer: dependent; page 31)

81. A group of subjects randomly chosen from a defined population is a _____.

(Knowledge; answer: random sample; page 35)

82. _____'s idea of verstehen suggested that sociologists step out of their own shoes and into their subject's shoes when conducting research.

(Knowledge; answer: Max Weber; page 31)

83. The mean, mode, and median are measures of _____.

(Knowledge; answer: central tendency; page 38)

84. Data that others have already collected or published is called _____.

(Knowledge; answer: secondary data; page 37)

85. The target group from which a researcher wants information is called the _____.

(Knowledge; answer: population; page 35)

86. _____ studies look at one event in a single point in time.

(Knowledge; answer: cross-sectional; page 33)

87. _____ are the scientific procedures that sociologists use to conduct research and develop knowledge about a particular topic.

(Knowledge; answer: research methods; page 30)

88. A _____ involves a suggestion about how variables relate.

(Knowledge; answer: hypothesis; page 32)

89. The likelihood that a non-representative sample may lead to inaccurate results is called _____.

(Knowledge; answer: selection effects; page 35)

90. _____ is an indication that one factor might be the cause for another factor.

(Knowledge; answer: correlation; page 32)

91. _____ assures that you're actually measuring what you set out to measure.

(Knowledge; answer: validity; page 33)

92. _____ variables are deliberately manipulated in experiments.

(Knowledge; answer: independent; page 31)

93. An analysis that studies the needs of a specific group and presents the results in a written statement is a(n) _____.

(Knowledge; answer: needs assessment; page 42)

94. _____ studies include data from cohort observations over time

(Knowledge; answer: longitudinal; page 33)

95. The average is also called the _____.

(Knowledge; answer: mean; page 38)