

CHAPTER 1 Sociology: Theory and Method

CONCEPT MAP

- I. What Is the “Sociological Imagination”?
 - A. Studying Sociology
 - B. Developing a Global Perspective
 - C. Understanding Social Change
- II. What Theories Do Sociologists Use?
 - A. Early Theorists
 - i. August Comte
 - ii. Herbert Spencer
 - iii. Émile Durkheim
 - iv. Karl Marx
 - v. Max Weber
 - B. Neglected Founders
 - i. Harriet Martineau
 - ii. W. E. B. Du Bois
 - C. Modern Theoretical Approaches
 - i. Symbolic Interactionism
 - ii. Functionalism
 - iii. Conflict Theories
 - iv. Postmodern Theory
 - D. Theoretical Thinking in Sociology
 - E. Levels of Analysis: Microsociology and Macrosociology
- III. What Kinds of Questions Can Sociologists Answer?
- IV. What Are the Steps of the Research Process?
 - A. Define the Research Problem
 - B. Review the Evidence
 - C. Make the Problem Precise
 - D. Work Out a Design
 - E. Carry Out the Research
 - F. Interpret the Results
 - G. Report the Findings
- V. What Research Methods Do Sociologists Use?
 - A. Ethnography
 - i. Advantages and Limitations of Fieldwork
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 - i. Standardized and Open-Ended Questions
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 - D. Comparative and Historical Research
- VI. What Ethical Dilemmas Do Sociologists Face?
- VII. How Does the Sociological Imagination Affect Your Life?

MULTIPLE CHOICE

1. Sociologists recognize that "personal" troubles, if occurring in patterned ways and to large numbers of individuals, reflect
- a. public issues.
 - b. individualized problems.
 - c. anomie.
 - d. organic solidarity.

ANS: A

DIF: Easy

REF: What Is the "Sociological Imagination"? (I)

MSC: Remembering

2. Tori's father loses his job during a time of economic crisis when many people are losing their jobs. Her mother is a skilled daycare worker with years of experience, but like many daycare workers, she cannot find any jobs that pay well. Sociologists would likely see the struggle of Tori's parents as
- a. a personal trouble.
 - b. the fault of Tori's father for not providing for the family.
 - c. the result of a socialist economy.
 - d. a public issue.

ANS: D

DIF: Easy

REF: What Is the "Sociological Imagination"? (I)

MSC: Applying

3. In America, obesity has emerged as a major public health concern. How might a sociologist using the "sociological imagination" examine obesity among teenagers?
- a. by exploring the role that genetic factors play in a teenager's potential to develop obesity
 - b. by speaking to teenagers to understand the role that laziness plays in their eating habits
 - c. by examining obesity rates among teenagers and factors like social class and neighborhood conditions
 - d. by examining how food metabolizes in the bodies of teenagers

ANS: C

DIF: Difficult

REF: What Is the "Sociological Imagination"? (I)

MSC: Analyzing

4. Parents living in Boston noticed that many of their adolescent children regularly became distressed in early September. Based on what you know about adolescent suicides in the United States and Japan, sociologists might attempt to understand this phenomenon by looking into what?
- a. parent–student communication
 - b. genetic predispositions to depression
 - c. students' experiences with bullying
 - d. school lunch programs in Boston

ANS: C

DIF: Difficult

REF: What Is the "Sociological Imagination"? (I)

MSC: Applying

5. Following C. Wright Mills, sociologists refer to breaking free from the immediacy of personal circumstances and putting things in a wider social context as the
- a. materialist conception of history.
 - b. sociological imagination.
 - c. emergence of a double consciousness.
 - d. recognition of self.

ANS: B

DIF: Easy

REF: What Is the "Sociological Imagination"? (I)

MSC: Remembering

6. Jenna and her family lose their home because her parents can no longer pay the mortgage during a time of economic crisis when foreclosures have become a common feature of her country. Jenna would be using a sociological imagination to think about this if she were to
- a. blame her mother for not working hard enough.

- b. wonder why her father does not just find a new job.
- c. consider why her society allows people to be thrown out of their homes.
- d. think about ways she can contribute financially to buying their house back.

ANS: C DIF: Moderate REF: What Is the "Sociological Imagination"? (I)
 MSC: Applying

7. _____ refers to how human societies are reconstructed at every moment by the very "building blocks" that compose them—human beings.
- a. "Survival of the fittest" c. Structuration
 - b. The materialist conception of history d. Social physics

ANS: C DIF: Moderate REF: Studying Sociology (I.A)
 MSC: Remembering

8. Women began entering the workforce in larger numbers in the United States until it eventually became normal, altering women's structural place in society. This is an example of
- a. structuration. c. postmodernism.
 - b. triangulation. d. globalization.

ANS: A DIF: Moderate REF: Studying Sociology (I.A)
 MSC: Applying

9. Which question about the transformations that accompanied industrialization in West would a sociologist be MOST likely to explore?
- a. Which marriage ideals preceded the romantic love ideal, and why did the shift occur?
 - b. What are key differences between an industrial economy and information economy?
 - c. How are ideals of romantic love connected with industrialization?
 - d. How do people manage workplace stress in industrial settings?

ANS: C DIF: Difficult REF: Studying Sociology (I.A) | InQuizitive
 MSC: Applying

10. What is the concept that sociologists use to understand the economic, political, and social interconnectedness of individuals throughout the world?
- a. globalization c. sociological imagination
 - b. structuration d. organic solidarity

ANS: A DIF: Moderate REF: Developing a Global Perspective (I.B)
 MSC: Remembering

11. When Juan drinks his morning coffee, he thinks about its production in Colombia, its transportation through many countries, the taxes and tariffs applied for international commerce, and the diverse array of social relations behind his drink. According to the textbook, one might say that Juan is using a _____ perspective.
- a. bureaucratic
 - b. postmodern
 - c. global
 - d. domestic

ANS: C DIF: Moderate REF: Developing a Global Perspective (I.B)
 MSC: Applying

12. At the height of the most developed traditional civilizations, such as ancient Rome or preindustrial China,
- a. most of the population lived in urban areas.

- b. most people engaged in food production.
- c. most people fell in love.
- d. "falling in love" was a precondition for marriage.

ANS: B DIF: Easy REF: Understanding Social Change (I.C)
 MSC: Remembering

13. Sociology was founded by thinkers who sought to understand the initial impact of transformations that accompanied
- a. the domestication of animals.
 - b. the invention of writing.
 - c. the invention of the printing press.
 - d. industrialization in the West.

ANS: D DIF: Moderate REF: Understanding Social Change (I.C)
 MSC: Remembering

14. According to the textbook, _____ involve(s) constructing abstract interpretations that can be used to explain a wide variety of situations.
- a. factual research
 - b. triangulation
 - c. theories
 - d. formulating hypotheses

ANS: C DIF: Easy REF: What Theories Do Sociologists Use? (II)
 MSC: Remembering

15. Which of the following statements related to the development of sociology is most accurate?
- a. At the start of the Industrial Revolution in Europe, sociology as a scientific discipline had been firmly established.
 - b. Major historical events in the late 1700s and early 1800s forced thinkers to develop new understandings of both the social and natural worlds.
 - c. Questions about human nature and why societies change had largely been solved by the late 1700s.
 - d. The scientific study of human behavior dates back to the Middle Ages.

ANS: B DIF: Moderate REF: Early Theorists (II.A)
 MSC: Understanding

16. _____ invented the word *sociology*.
- a. Karl Marx
 - b. Auguste Comte
 - c. Émile Durkheim
 - d. Max Weber

ANS: B DIF: Easy REF: Auguste Comte (II.A.i)
 MSC: Remembering

17. According to August Comte, what is the proper role of sociology?
- a. to observe human behavior without influencing it
 - b. to study human society scientifically
 - c. to restore religion to its proper central role in human society
 - d. to overthrow the established social order

ANS: B DIF: Easy REF: Auguste Comte (II.A.i) | InQuizitive
 MSC: Remembering

18. Which phrase best represents the beliefs of Herbert Spencer?
- a. "equality for all"
 - b. "survival of the fittest"

- c. “all human history thus far is the history of class struggles”
- d. “the problem of the twentieth century is the problem of the color line”

ANS: B DIF: Moderate REF: Herbert Spencer (II.A.ii)
MSC: Evaluating

19. According to _____, sociology must study social facts—aspects of social life that shape our actions as individuals—in order to become a science.

- a. Karl Marx
- b. Auguste Comte
- c. Émile Durkheim
- d. Max Weber

ANS: C DIF: Easy REF: Émile Durkheim (II.A.iii)
MSC: Remembering

20. Émile Durkheim believed that for a society to function and persist over time, its specialized institutions must work in harmony with each other and function as an integrated whole. He referred to this as

- a. social facts.
- b. social constraint.
- c. ideology.
- d. organic solidarity.

ANS: D DIF: Moderate REF: Émile Durkheim (II.A.iii)
MSC: Remembering

21. Kevon believes that society should be looked at like a body, with each of the parts necessary to the functioning of the whole. His ideas most closely mirror those of which theorist?

- a. Karl Marx
- b. Émile Durkheim
- c. Harriet Martineau
- d. Max Weber

ANS: B DIF: Moderate REF: Émile Durkheim (II.A.iii)
MSC: Understanding

22. What makes a social fact a social constraint?

- a. Any theory that cannot account for the social fact is proven false.
- b. Any society that does not respect the social fact will not survive.
- c. Any group that does not respect the social fact cannot become dominant.
- d. Any person who ignores the social fact will encounter difficulty.

ANS: D DIF: Moderate REF: Émile Durkheim (II.A.iii) | InQuizitive
MSC: Analyzing

23. _____ argued that class struggles were what led to historical progress and development.

- a. Karl Marx
- b. Auguste Comte
- c. Émile Durkheim
- d. Max Weber

ANS: A DIF: Easy REF: Karl Marx (II.A.iv)
MSC: Understanding

24. The ideas of Karl Marx might be criticized for what reason?

- a. He had no analysis of power imbalances.
- b. His focus on class conflict risked minimizing or ignoring other social divisions, such as those around race and gender.
- c. His materialist conception of history relied too much on the ideas people had instead of actual social events.
- d. He paid no attention to how society produced and distributed goods.

ANS: B DIF: Difficult REF: Karl Marx (II.A.iv)

MSC: Analyzing

25. Anita puts forward the idea that under capitalism, working people and their bosses will struggle against each other. From this struggle, a new kind of society will emerge. Her thoughts most closely mirror those of which theorist?
- a. Karl Marx
 - b. Émile Durkheim
 - c. Harriet Martineau
 - d. Max Weber

ANS: A DIF: Easy REF: Karl Marx (II.A.iv)

MSC: Understanding

26. Society, according to Karl Marx, was
- a. a fully functioning grouping of social equals.
 - b. primarily divided by social class.
 - c. primarily divided by race.
 - d. made of parts working together for the benefit of the whole.

ANS: B DIF: Easy REF: Karl Marx (II.A.iv)

MSC: Understanding

27. One of the main ways that Karl Marx differs from Max Weber is that
- a. Marx argued for a scientific study of industrial society.
 - b. Marx argued that industrialization could only take off in the West.
 - c. Marx argued that social change was prompted by economic influences as opposed to ideas or values.
 - d. Marx argued that class struggle causes anomie.

ANS: C DIF: Difficult REF: Max Weber (II.A.v)

MSC: Analyzing

28. Maria believes that contemporary societies are primarily defined by the rise and maintenance of hierarchical bureaucratic forms of organizing large parts of social life. Her ideas most closely match with those of which theorist?

- a. Karl Marx
- b. Émile Durkheim
- c. Harriet Martineau
- d. Max Weber

ANS: D DIF: Moderate REF: Max Weber (II.A.v)

MSC: Understanding

29. The German sociologist Max Weber was highly influential in sociology for his studies of
- a. race relations.
 - b. gender relations.
 - c. bureaucracies.
 - d. suicide.

ANS: C DIF: Easy REF: Max Weber (II.A.v)

MSC: Remembering

30. Max Weber's theoretical contributions might be criticized for
- a. focusing narrowly on the individual.
 - b. not taking into account the role of bureaucracy in modern societies.
 - c. ignoring large social institutions.
 - d. ignoring informal processes in organizations that are common in modern societies.

ANS: D DIF: Difficult REF: Max Weber (II.A.v)

MSC: Analyzing

31. According to the textbook, _____ was the first to turn a sociological eye on previously ignored issues, such as marriage, children, domestic and religious life, and race relations.
- a. Émile Durkheim
 - b. W. E. B. Du Bois
 - c. Harriet Martineau
 - d. George Herbert Mead

ANS: C DIF: Moderate REF: Harriet Martineau (II.B.i)
MSC: Remembering

32. Chris insists that any decent analysis of our social world must include investigations into the lived experiences of women. Chris's ideas match most closely with those of which theorist?
- a. Karl Marx
 - b. Émile Durkheim
 - c. Harriet Martineau
 - d. Max Weber

ANS: C DIF: Moderate REF: Harriet Martineau (II.B.i)
MSC: Understanding

33. _____ coined the term *double consciousness* to refer to the African American experience.
- a. W. E. B. Du Bois
 - b. George Herbert Mead
 - c. Harriet Martineau
 - d. Robert Merton

ANS: A DIF: Easy REF: W. E. B. Du Bois (II.B.ii)
MSC: Remembering

34. Sangeeta argues that African Americans often see themselves through the eyes of white society. Her ideas most closely match with those of which theorist?
- a. Karl Marx
 - b. Émile Durkheim
 - c. Harriet Martineau
 - d. W. E. B. Du Bois

ANS: D DIF: Moderate REF: W. E. B. Du Bois (II.B.ii)
MSC: Understanding

35. According to the textbook, George Herbert Mead reasoned that language allows us to become self-conscious beings—aware of our own individuality. This idea forms the basis of the theoretical perspective known as
- a. symbolic interactionism.
 - b. postmodern theory.
 - c. feminist theory.
 - d. Marxism.

ANS: A DIF: Moderate REF: Symbolic Interactionism (II.C.i)
MSC: Remembering

36. Mohammed believes that studies of human behavior should focus primarily on how we construct meaning through abstract representations. His position is closest to which theoretical perspective?
- a. functionalism
 - b. Marxism
 - c. symbolic interactionism
 - d. feminist theory

ANS: C DIF: Difficult REF: Symbolic Interactionism (II.C.i)
MSC: Understanding

37. Paco has begun using symbolic interaction as a theoretical perspective to think about the role of food in religious ceremonies. What is one possible critique of this approach?
- a. One cannot use symbols to study religious phenomena.
 - b. Symbolic communication does not matter in religious ceremonies.
 - c. Paco runs the risk of missing larger social context by focusing on symbolic communication.
 - d. Religion involves inner meaning rather than symbolic communication between people.

ANS: C DIF: Difficult REF: Symbolic Interactionism (II.C.i)
MSC: Applying

38. Theorists of _____, such as Auguste Comte and Émile Durkheim, compared societies to the workings of a human body.
- a. functionalism
 - b. postmodern theory
 - c. feminist theory
 - d. symbolic interactionism

ANS: A DIF: Moderate REF: Functionalism (II.C.ii)
MSC: Understanding

39. Pierre prefers to think of institutions and human activities by analyzing the relationship of each individual part as it relates to the whole. His way of thinking most closely resembles which theoretical perspective?
- a. functionalism
 - b. Marxism
 - c. symbolic interactionism
 - d. feminist theory

ANS: A DIF: Difficult REF: Functionalism (II.C.ii)
MSC: Understanding

40. Latisha believes that sociologists need to look at both how our institutions were intended to work and the unintentional effects of those institutions. According to the textbook, this is a major part of which theoretical perspective?
- a. feminist theory
 - b. Marxism
 - c. symbolic interactionism
 - d. functionalism

ANS: D DIF: Difficult REF: Functionalism (II.C.ii)
MSC: Applying

41. One possible criticism of functionalism might be that it
- a. fails to emphasize the importance of moral consensus in maintaining order and stability in society.
 - b. ignores society's major institutions.
 - c. ignores latent functions of an activity.
 - d. unduly stresses factors leading to social cohesion at the expense of those producing division and conflict.

ANS: D DIF: Difficult REF: Functionalism (II.C.ii)
MSC: Understanding

42. We might identify one of the latent functions of public schools as
- a. providing low-cost education to the public at large.
 - b. teaching children skills required to function in society.
 - c. training children to obey authority and grow up to become obedient workers.
 - d. teaching children math and science.

ANS: C DIF: Difficult REF: Functionalism (II.C.ii)
MSC: Applying

43. Marxist and feminist theory often have different objects of study. Why are they both considered conflict theories?
- a. They regularly contradict each other.
 - b. Marxists and feminists have both been historically ostracized by academia.
 - c. They both focus on the role of power in shaping society.
 - d. They are often criticized by people of color.

ANS: C DIF: Moderate REF: Conflict Theories (II.C.iii)
MSC: Evaluating

44. A key difference between functionalism and conflict theory is
- functionalism was developed at a time of great social upheaval.
 - functionalism emphasizes cooperation while conflict theory stresses competition.
 - functionalism is an example of microsociology, whereas conflict theory is an example of macrosociology.
 - functionalism stresses the importance of science in the study of sociology.

ANS: B DIF: Difficult REF: Conflict Theories (II.C.iii)
MSC: Analyzing

45. Janice thinks that sociology should be a science used to bring about radical social change, with particular emphasis on power and ideology. Her position most closely aligns with which theoretical perspective?
- functionalism
 - Marxism
 - symbolic interactionism
 - postmodernism

ANS: B DIF: Moderate REF: Conflict Theories (II.C.iii)
MSC: Understanding

46. Sociologists who use _____ as a theoretical perspective argue that women's lives and experiences are central to the study of society.
- functionalism
 - postmodern theory
 - feminist theory
 - Marxism

ANS: C DIF: Easy REF: Conflict Theories (II.C.iii)
MSC: Remembering

47. Maynard believes that studying women's experiences is key to understanding modern Russia. According to the textbook, his beliefs most closely align with which theoretical perspective?
- functionalism
 - Marxism
 - symbolic interactionism
 - feminist theory

ANS: D DIF: Easy REF: Conflict Theories (II.C.iii)
MSC: Understanding

48. Adherents of _____ contend that there are no longer any "grand narratives" or overall conceptions of history or society that make any sense.
- functionalism
 - postmodern theory
 - feminist theory
 - symbolic interactionism

ANS: B DIF: Easy REF: Postmodern Theory (II.C.iv)
MSC: Remembering

49. Marissa rejects the idea that we can make historical claims about society progressively developing. Her idea most mirrors which theoretical perspective?
- functionalism
 - postmodernism
 - symbolic interactionism
 - feminist theory

ANS: B DIF: Moderate REF: Postmodern Theory (II.C.iv)
MSC: Understanding

50. Relative deprivation theory is an example of
- a theoretical approach.

- b. a middle-range theory.
- c. a narrowly focused theory like Durkheim's theory of suicide.
- d. an untestable hypothesis.

ANS: B DIF: Moderate REF: Moderate Theoretical Thinking in Sociology (II.D)
MSC: Applying

51. The study of everyday behavior in situations of face-to-face interaction is usually called
- a. comparative research.
 - b. microsociology.
 - c. quantitative research.
 - d. macrosociology.

ANS: B DIF: Easy
REF: Levels of Analysis: Microsociology and Macrosociology (II.E)
MSC: Remembering

52. Abbey studies how people negotiate personal space when they speak to each other in person by closely observing their behaviors. Her study is an example of
- a. quantitative research.
 - b. microsociology.
 - c. macrosociology.
 - d. survey research.

ANS: B DIF: Moderate
REF: Levels of Analysis: Microsociology and Macrosociology (II.E)
MSC: Applying

53. Jerome looks at how the global economy functions in continental free-trade zones. His studies might be described as
- a. an ethnography.
 - b. microsociology.
 - c. macrosociology.
 - d. survey research.

ANS: C DIF: Moderate
REF: Levels of Analysis: Microsociology and Macrosociology (II.E)
MSC: Applying

54. _____ is the use of systematic methods of empirical investigation, the analysis of data, theoretical thinking, and the logical assessment of arguments to develop a body of knowledge about a particular subject matter.
- a. Science
 - b. Theorizing
 - c. Statistics
 - d. Random sampling

ANS: A DIF: Easy
REF: What Kinds of Questions Can Sociologists Answer? (III) MSC: Remembering

55. Camilo wants to see whether people in France react the same way to authority as people in the United States. He will likely develop what kind of research question?
- a. factual question
 - b. comparative question
 - c. developmental question
 - d. theoretical question

ANS: B DIF: Easy
REF: What Kinds of Questions Can Sociologists Answer? (III) MSC: Applying

56. Florence is interested in researching how men's lives have changed as women have increasingly entered the workforce. What kind of research question will she be formulating?
- a. factual question
 - b. comparative question
 - c. developmental question
 - d. theoretical question

ANS: C DIF: Easy
REF: What Kinds of Questions Can Sociologists Answer? (III) MSC: Applying

57. What is the basic concern behind a developmental question?
- Did this happen everywhere?
 - Has this happened over time?
 - What happened?
 - What underlies this phenomenon?

ANS: B DIF: Easy
REF: What Kinds of Questions Can Sociologists Answer? (III) | InQuizitive
MSC: Understanding

58. Dr. Jun is a sociologist studying first responders in major disasters. Why would Dr. Jun want to ask a factual question?
- to explain why certain professionals are helpful in certain disaster situations
 - to track the growth in the first responder profession over time
 - to identify how many first responders are present at certain kinds of disasters
 - to compare first responder experiences at different types of disasters

ANS: C DIF: Difficult
REF: What Kinds of Questions Can Sociologists Answer? (III) | InQuizitive
MSC: Applying

59. Farhang begins his research knowing he wants to compare and contrast the lives of gay and straight teenagers. After some consideration, he decides that he will focus on the differences in self-esteem between gay and straight teenagers. What part of the research process is Farhang in?
- defining the research problem
 - working out a design
 - reviewing the evidence
 - interpreting the results

ANS: A DIF: Easy REF: Define the Research Problem (IV.A)
MSC: Applying

60. Which factor makes something not only a problem but also a puzzle?
- a lack of information
 - a relevance to social policy
 - a gap in our understanding
 - a proposed solution

ANS: C DIF: Easy REF: Define the Research Problem (IV.A) | InQuizitive
MSC: Understanding

61. Sally has come up with an interesting research question about the behaviors of people who have just achieved what they see as major success in their lives. She finds and investigates as much existing literature on the question as she can find. What part of the research process is Sally in?
- defining the research problem
 - working out a design
 - reviewing the evidence
 - interpreting the results

ANS: B DIF: Easy REF: Review the Evidence (IV.B)
MSC: Applying

62. Hunches about the nature of the problem can sometimes be turned into definite _____, or educated guesses about what is going on.
- data
 - hypotheses
 - truth claims
 - analyses

ANS: C DIF: Easy REF: Make the Problem Precise (IV.C)
MSC: Remembering

63. Harpreet wants to research differences in attitudes toward globalization between people from the United States and Colombia. She is creating a survey instrument to give to people from both regions. What part of the research process is she in?
- defining the research problem
 - working out a design
 - reviewing the evidence
 - interpreting the results

ANS: C DIF: Moderate REF: Work Out a Design (IV.D)
MSC: Applying

64. After working out a design, what is the next step of the sociological research process?
- defining the research problem
 - making the problem precise
 - reviewing the evidence
 - carrying out the research

ANS: D DIF: Easy REF: Carry Out the Research (IV.E)
MSC: Remembering

65. Sarah has been collecting intensive interviews with women who organize in grassroots movements for wages for housework. Now she is looking over the interviews and trying to find common themes within them. What part of the research process is she in?
- defining the research problem
 - reviewing the evidence
 - working out a design
 - interpreting the results

ANS: D DIF: Easy REF: Interpret the Results (IV.F)
MSC: Applying

66. Allen participated in religious rituals with members of the Church of Jesus Christ of Latter-day Saints for two years. He kept field notes of his experiences, identified major themes within the notes, wrote a paper about his process and results, and submitted the paper to a major research journal. What part of the research process is he in?
- defining the research problem
 - reviewing the evidence
 - reporting the findings
 - interpreting the results

ANS: C DIF: Easy REF: Report the Findings (IV.G)
MSC: Applying

67. Identify which of the following research methods is qualitative.
- An observer takes notes on the nonverbal behavior of members of a focus group for car commercials.
 - The number of people in a large gathering is recorded.
 - Each person in a sample group is recorded as being either a U.S. citizen or a citizen of another country.
 - A researcher compares countries' currency rates.

ANS: A DIF: Moderate

68. In a(n) _____, the sociologist works or lives with members of a group, organization, or community and perhaps participates directly in its activities as part of the research process.
- a. ethnographic study
 - b. historical/comparative study
 - c. survey research study
 - d. experiment

ANS: A

DIF: Easy

REF: Ethnography (V.A)

MSC: Remembering

69. Michelle has spent the past year among a subculture of twentysomethings who all listen to the same kind of music. She spends time with them, participates in their events, and observes their interactions and behaviors. All the while, she records what she witnesses in her field notebook. What kind of sociological research best describes what Michelle is doing?
- a. survey research
 - b. experimental research
 - c. ethnography
 - d. comparative research

ANS: C

DIF: Moderate

REF: Ethnography (V.A)

MSC: Applying

70. Jennifer wants to collect rich data about the lives of Native Americans who live on reservations. She wants to be able to not only document their lived reality but also to describe it as closely as possible. The best method of research for this kind of study would be
- a. survey research.
 - b. experimental research.
 - c. ethnography.
 - d. comparative research.

ANS: C

DIF: Moderate

REF: Advantages and Limitations of Fieldwork (V.A.i)

MSC: Applying

71. Elise collects data on homeless people in New York City by widely distributing structured questionnaires. What kind of sociological research best describes what she is doing?
- a. survey research
 - b. experimental research
 - c. ethnography
 - d. comparative research

ANS: A

DIF: Easy

REF: Surveys (V.B)

MSC: Applying

72. If sociologists wanted to study how young people got involved in the Black Lives Matter movement, what method would they likely use?
- a. Surveys, because they could link this information with social network analysis.
 - b. Experiments, so they could reproduce the conditions in a lab.
 - c. Comparative, since Black Lives Matter is a global social movement.
 - d. Historical, so they could rely on archival material.

ANS: A

DIF: Difficult

REF: Surveys (V.B)

MSC: Applying

73. What is a characteristic of fixed-choice questions?
- a. They usually provide more detailed information than open-ended questions.
 - b. Respondents express their views in their own words.
 - c. They are considered qualitative data.
 - d. Answers are easier to compare than answers to open-ended questions.

ANS: D

DIF: Easy

REF: Surveys (V.B)

MSC: Understanding

74. From the sample sizes listed below, choose the minimum sample size that will give a very accurate indication of the attitudes and voting intentions of the entire population.
- 2,000 to 3,000
 - 20,000 to 30,000
 - 200,000 to 300,000
 - 2 million to 3 million

ANS: A DIF: Moderate REF: Sampling (V.B.ii)

MSC: Understanding

75. Identify which of the following is an example of random sampling method.
- A journalist approaches a table at a political event and asks everyone at the table their opinion of the host organization.
 - A focus group, made up of volunteers, is asked what they think of three videos promoting water conservation.
 - A health insurer uses a computer-generated random list of plan members to conduct a quality-control review.
 - An administrative assistant sends a survey about her company's new product to everyone on a subscriber's mailing list.

ANS: C DIF: Moderate REF: Sampling (V.B.ii) | InQuizitive

MSC: Applying

76. A(n) _____ enables a researcher to test a hypothesis under highly controlled conditions established by the investigator.
- ethnographic study
 - experiment
 - quantitative study
 - psychological method

ANS: B DIF: Easy REF: Experiments (V.C)

MSC: Remembering

77. Why would the development of a social movement like 2017's #MeToo Movement be incredibly difficult to study using experimental methods?
- Experiments take too long to conduct.
 - Experiments require controlled conditions established by a researcher.
 - Sociologists who use experiments are usually more politically conservative.
 - Activists regularly refuse to participate in experiments.

ANS: B DIF: Moderate REF: Experiments (V.C)

MSC: Analyzing

78. Wesley conducts research that involves meeting with subjects in a controlled setting. He treats some subjects kindly but behaves rudely to others. He notes how the different groups react to his behavior to make inferences about how people react to kindness and rudeness in certain situations. His research would best be described as
- survey research.
 - experimental research.
 - ethnography.
 - comparative research.

ANS: B DIF: Moderate REF: Experiments (V.C)

MSC: Applying

79. Doug notices in his sample studies that marijuana users are much more likely to report using heroin than people who do not use marijuana. He concludes that marijuana must be a gateway drug—a drug that leads to the use of harder substances. What's wrong with Doug's conclusion?

- a. His sample data does not demonstrate causality.
- b. Marijuana users cannot be trusted to report their behavior honestly and accurately.
- c. Doug could never really know without trying marijuana himself and seeing whether it leads to heroin use.
- d. Marijuana users would likely be afraid of needles because they are used to smoking their drug of choice.

ANS: A DIF: Moderate REF: Experiments (V.C)
 MSC: Evaluating

80. Max studies marriage rituals in Sweden, India, China, and South Africa to note similarities and differences in the ceremonies. His research would best be described as
- a. survey research.
 - b. experimental research.
 - c. ethnography.
 - d. comparative research.

ANS: D DIF: Easy REF: Comparative and Historical Research (V.D)
 MSC: Applying

81. Laud Humphreys's studies on tearooms were controversial because he
- a. was completely honest with his research subjects.
 - b. studied society to make it better.
 - c. used deception in his research.
 - d. focused on gay men.

ANS: C DIF: Easy
 REF: What Ethical Dilemmas Do Sociologists Face? (VI) MSC: Remembering

82. _____ is when the research study ends, and the investigator discusses with the subjects their concerns and acknowledges whether strategies such as deception were used.
- a. Informed consent
 - b. Debriefing
 - c. IRB review
 - d. Triangulation

ANS: B DIF: Easy
 REF: What Ethical Dilemmas Do Sociologists Face? (VI) MSC: Remembering

83. Identify which of the following is a major reason why sociologists would take part in efforts to achieve social change.
- a. The study of what is best for society is a question only sociology can address.
 - b. Sociology aims to be rigorously scientific in its account of human group behavior.
 - c. It would be odd if, having studied a social problem, a sociologist had no opinion on the solution.
 - d. Because of their research methods, sociologists are able to completely remove their personal biases from their suggestions for change.

ANS: C DIF: Difficult
 REF: How Does the Sociological Imagination Affect Your Life? (VII) | InQuizitive
 MSC: Understanding

SHORT ANSWER

1. In two to three sentences, define sociology and how it differs from psychology.

ANS:

The response should define *sociology* as a science that typically studies humans and human behavior in groupings of some sort. This can be juxtaposed in any number of ways to psychology as a discipline because psychology has a tendency to study humans *as individuals*. The best responses might mention personal troubles being the typical realm of psychology and public issues being the realm of sociology.

DIF: Moderate REF: What Is the "Sociological Imagination"? (I)
MSC: Understanding

2. In a paragraph, use your sociological imagination to analyze the prevalence of online harassment. How at risk are young people? Are there differences by gender? Are adults who identify as LGBTQ at risk? Why do think so many have been cyberbullied?

ANS:

Students might discuss the 2017 survey conducted by the Pew Research Center that found that four in ten Internet users have experienced online harassment. With respect to age, students might mention that roughly two-thirds of Internet users between the ages of eighteen and twenty-nine have been the target of online harassment, with 41 percent having experienced severe harassment online, including stalking, physical threats, sexual harassment, or sustained harassment. With respect to gender, students might mention that the study also detected strong gender differences: Young women are much more likely than their male counterparts to experience certain forms of online harassment, including sexual harassment (21 percent vs. 9 percent) (Duggan 2017). With respect to young adults who identify as LGBTQ, students might mention that in a survey of more than 10,500 LGBTQ students between the ages of thirteen and twenty-one, nearly half reported having been cyberbullied in the last year (Kosciw 2016). With respect to explaining these findings, answers will vary.

DIF: Difficult REF: What Is the "Sociological Imagination"? (I)
MSC: Analyzing

3. In a short paragraph, use your sociological imagination to think about the social processes that go into writing an essay for a college course. What is involved?

ANS:

The response to this question could cover a couple of points. First, it should address social aspects of writing an essay by talking about social and institutional processes that go into the process. For example, essay writing is typically done on a computer, so students might talk about what makes the computers in their laps (or on their desks) possible. This could include free-trade agreements, mining for rare materials, low-paid workers in mostly underdeveloped countries assembling parts, and so on. Second, the response might also focus on the social processes behind getting ideas—learning from a teacher, who learned from someone else; discussing ideas with colleagues or fellow students; refining the contents of the essay through debate; and so on. Of course, essays could also cover a bit of both of these—the point is to place the activity into a wider social context.

DIF: Moderate REF: What Is the "Sociological Imagination"? (I)
MSC: Applying

4. In a short paragraph, describe how Karl Marx would analyze the contemporary United States.

ANS:

Answers should focus on power and class divisions within our society but could take positive or negative turns (or both) depending on the narrative the student constructs. For example, from a negative perspective, students may focus on the middle-class squeeze, increasing income inequality, the rise of corporate personhood and power, the merging of state and corporate power, and so on. From a positive perspective, students might focus on the development of minimum-wage laws, greater access to health care, increased social mobility (certainly when compared with Marx's time), and social provisions for the poor, such as welfare, food stamps, and the like.

DIF: Moderate

REF: Karl Marx (II.A.iv)

MSC: Applying

5. W. E. B. Du Bois and Harriet Martineau are the two neglected founders mentioned in the textbook. In a short paragraph, what might this neglect tell us about the history of sociology as a discipline?

ANS:

Responses to this question should intertwine the identities of the theorists (an African American and a woman) with what those theorists studied and added to the sociological literature (largely, studies of African Americans' and women's experiences). This analysis gives us a number of details about the discipline that students might mention: (1) it was largely developed and systematized in Europe, so many of the founders of the science are European; (2) it reflects the patriarchal roots of most sciences, founded by men and largely focusing on men's experiences; (3) it reflects the bias that a legacy of racism has left us with—with only one African American theorist added as an afterthought and largely remembered for studying African Americans. These kinds of responses could be argued in a number of ways but should reflect an understanding of gendered and racialized power, even within the sociological canon.

DIF: Moderate

REF: Harriet Martineau (II.B.i)

MSC: Analyzing

6. In three to five sentences, consider how a sociologist influenced by symbolic interactionism might explain gender in the contemporary United States.

ANS:

This could take a variety of interesting turns, but answers should focus on symbols and how we collectively construct meaning. Students might focus on how masculinity and femininity are communicated through toys, media, entertainment, and such. Similarly, they might also focus on interactions between people and how approval and disapproval signal that certain kinds of gendered behaviors are "normal," whereas others are deviant. Students might also question the very categories of *man* and *woman* and look at how historical processes shape our understanding of available categories. The larger point, however, should be how those social processes of communication teach us how to do gender "properly," according to societal standards.

DIF: Difficult

REF: Symbolic Interactionism (II.C.i)

MSC: Analyzing

7. In three to five sentences, explain the manifest and latent functions of public schools in the United States.

ANS:

Students should focus on the intended purposes of public schools to explain the manifest functions. They might mention providing free education for all citizens regardless of access to wealth, setting standards for basic educational levels for all citizens, keeping our citizens educated to be able to compete with other countries, and instilling certain values into members of our society, to name a few examples. Latent functions, in contrast, will focus on unintended consequences of public schooling. Here, students might mention training children to be obedient to people in positions of authority, offering unequal educational access because of unequal funding of public schools, and providing a sort of free babysitter for parents who are working.

DIF: Difficult

REF: Functionalism (II.C.ii)

MSC: Applying

8. In a short paragraph, consider how ideology is used to justify the actions of the powerful in American society.

ANS:

Students will answer in a variety of ways, largely depending on their own ideological allegiances. Responses should show how groups or individuals with social power use dominant ideas to maintain that power. One possible response might be the way that faith in markets and the free market system allows wealthy people to continue to get wealthier without allowing for examinations into alternatives to the existing system. Another might point out that ideas that normalize the state's role in the economy—and by extension, our lives—get in the way of market processes that could lead to a more efficient allocation of resources. Similar ideological understandings undergird other power relations, such as those that arise about gender, race, sexuality, ability, age, and so on. The larger point is that students should demonstrate that there are ideas in place that keep those relations of domination and subordination intact.

DIF: Difficult

REF: Conflict Theories (II.C.iii)

MSC: Analyzing

9. What is the difference between microsociology and macrosociology? List one example of each. Your answer should be a paragraph in length.

ANS:

Responses to this question might be rather short, and justifiably so. Microsociology refers to studies of everyday behavior among people, and macrosociology focuses on larger social systems and institutions, as well as investigations into their development. Creative students might show how these things interrelate (i.e., everyday human behaviors reproduce social institutions, and social systems influence everyday human behaviors). Examples of microsociology should focus on those everyday processes that constitute much of life as we immediately recognize it, such as how people interact, facial (and other symbolic) cues, household conflicts, and so on. Examples of macrosociology should include investigations into large-scale institutions, such as the capitalist economy and the state, or how those institutions came to exist.

DIF: Moderate

REF: Levels of Analysis: Microsociology and Macrosociology (II.E)

MSC: Analyzing

10. What are two advantages and two disadvantages of ethnographic fieldwork? Your answer should be a paragraph in length.

ANS:

Generally, the strength of ethnographic fieldwork is that it produces rich data about complex social processes. The researcher experiences these social processes with his or her body, which means that broader social processes at work that would otherwise be left uncovered can be identified. However, ethnography is limited in that it can be used only to study small groups (i.e., a given researcher could not do participant observation with an entire nation). Similarly, ethnographic fieldwork is not generalizable to larger populations.

DIF: Moderate

REF: Advantages and Limitations of Fieldwork (V.A.i)

MSC: Analyzing

11. What is one strength and one limitation of surveys as a research method? Your answer should be a paragraph in length.

ANS:

The strength of surveys is that they allow researchers to collect information from large numbers of respondents. Because the data collected can (generally) be quantified, surveys also allow for precise measures and comparisons between groups or people. Surveys, however, are limited in that data collected may often be superficial—particularly with a bad research design. Standardized survey responses might gloss over important differences that intensive, qualitative interviews might uncover. Finally, surveys also contain the danger of people claiming beliefs and attitudes that they do not actually hold.

DIF: Moderate

REF: Surveys (V.B)

MSC: Analyzing

12. State a particular research problem. (For example, does the use of social media lower self-esteem?) Using your example to illustrate each step, discuss how you will complete the seven research steps. Your answer should be one paragraph in length.

ANS:

Answers will vary. Students should state the seven steps to doing sociological research, explaining how each step applies to their research question. Here is an example:

1. Define the research problem: Does the use of social media lower self-esteem?
2. Review the evidence: I will review the available evidence related to social media and self-esteem.
3. Make the problem precise: A clear formulation of the research problem may be "Will those that use social media for longer amounts of time have lower levels of self-esteem?"
4. Work out a design: The survey method will be used to collect the data.
5. Carry out the research: Carry out the plan developed in step 4.
6. Interpret the results: The data will be analyzed, testing the hypothesis that those that use social media more often will have lower levels of self-esteem.
7. Report the findings: The research report, usually published as a book or an article in a scholarly journal, will provide an account of the research question, methods, findings, and implications of the findings for social theory, public policy, or practice.

DIF: Difficult

REF: What Are the Steps of the Research Process? (IV)

MSC: Applying