

Chapter 01: An Introduction to Sociology in the Global Age

Test Bank

MULTIPLE CHOICE

1. Many news sources attribute the beginning of the Tunisian revolution and the Arab Spring to the death of Mohamed Bouazizi, who set himself on fire before a government office as a form of protest. In the textbook, Ritzer says that sociologists would:
 - a. agree. Bouazizi's act is the underlying cause of the Arab Spring.
 - b. disagree and attribute the revolution to a counterreaction by the government.
 - c. disagree. Political and economic preconditions led to Arab Spring.
 - d. mostly focus on how society influenced Bouazizi's behavior.

ANS: C PTS: 1 DIF: Hard REF: 1–2

OBJ: LO 1–4 Explain sociology's approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: A Sociology of Revolutions and Counterrevolutions COG: Application

2. Mohamed Bouazizi's public suicide was a spark that set in motion the revolution in Tunisia, which spread throughout much of the Middle East. The author uses this to demonstrate what important lesson that can be learned from studying sociology?
 - a. Individual thought and action is influenced by groups, culture, and society
 - b. Social changes often start slow but spread rapidly
 - c. Individuals are responsible for pushing society toward greater freedom
 - d. Social change that starts out strong often loses momentum

ANS: A PTS: 1 DIF: Hard REF: 2

OBJ: LO 1–4 Explain sociology's approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: A Sociology of Revolutions and Counterrevolutions COG: Application

3. An important lesson in sociology exemplified by the introductory story about how the Arab Spring began is to show the impact that an individual can have on societal structures and processes. The idea that a person can impact large-scale structures is called:
 - a. public sociology
 - b. mediated interaction
 - c. the butterfly effect
 - d. the sociological imagination

ANS: C PTS: 1 DIF: Medium REF: 2

OBJ: LO 1–4 Explain sociology's approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: A Sociology of Revolutions and Counterrevolutions COG: Comprehension

4. The introduction of mobile phones, and their widespread use by individuals all over the world, has influenced all kinds of factors, including car accident rates, dinner etiquette, and how freshman college students communicate with their parents. This is an example of:
 - a. McDonaldization
 - b. the butterfly effect
 - c. the Hawthorne effect
 - d. the sociological imagination

ANS: B PTS: 1 DIF: Hard REF: 2

OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: A Sociology of Revolutions and Counterrevolutions COG: Application

5. The mass introduction of high-speed internet has allowed people around the world to obtain information faster than ever before. It has influenced many factors around the globe, including how people meet through networks and how often people can communicate. Sociology would point to high-speed internet as an example of:
- the butterfly effect
 - the social change effect
 - commodification
 - globalization

ANS: A PTS: 1 DIF: Hard REF: 2–3

OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: A Sociology of Revolutions and Counterrevolutions COG: Application

6. Sociology is the systematic study of:
- the way people are influenced by groups
 - the way people influence one another
 - organizations and social structures
 - the way people are affected and affect social structures and processes

ANS: D PTS: 1 DIF: Easy REF: 2–3

OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: A Sociology of Revolutions and Counterrevolutions COG: Knowledge

7. The main focus of sociology is:
- to study and explain what motivates individual behaviors
 - to study the way people are influenced by groups or organizations
 - to study how people affect and are affected by social structures and social processes
 - to study the organizations that people create

ANS: C PTS: 1 DIF: Medium REF: 4

OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: The Changing Nature of the Social World—and Sociology

COG: Comprehension

8. Sociology was founded in the eighteenth and nineteenth century, when the study of _____ became a special focus of attention.
- the United States
 - the Industrial Revolution
 - the nuclear family
 - the decline of religion

ANS: B PTS: 1 DIF: Medium REF: 3

OBJ: LO 1–1 Identify major social changes since the 1880s studied by sociologists.

TOP: The Changing Nature of the Social World—and Sociology

COG: Comprehension

9. In the United States, manufacturing has _____ since the middle of the twentieth century, signaling a move out of the _____ age.
- decreased; industrial
 - decreased; preindustrial
 - increased; preindustrial
 - increased; agrarian

ANS: A

PTS: 1

DIF: Medium

REF: 3

OBJ: LO 1–1 Identify major social changes since the 1880s studied by sociologists.

TOP: The Changing Nature of the Social World—and Sociology

COG: Comprehension

10. The postindustrial age began around the middle of the twentieth century, but transitioned into the _____ at the beginning of the twenty-first century.
- social age
 - cyber age
 - space age
 - information age

ANS: D

PTS: 1

DIF: Medium

REF: 4

OBJ: LO 1–1 Identify major social changes since the 1880s studied by sociologists.

TOP: The Changing Nature of the Social World—and Sociology

COG: Comprehension

11. _____ sociology collaborates outside of academia with practical problems, addressing a wide range of social issues that concern local, national, and global groups.
- Reform
 - Pragmatist
 - Public
 - Contemporary

ANS: C

PTS: 1

DIF: Medium

REF: 5

OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: Sociologists as Bloggers and Public Sociologists

COG: Comprehension

12. Sociologists are interested in the development of a new “_____” economy, where businesses such as Uber, Airbnb.com, and others are a growing model for providing services using technology.
- postindustrial
 - Google
 - sharing
 - technocratic

ANS: C

PTS: 1

DIF: Medium

REF: 5

OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.

TOP: Globalization

COG: Comprehension

13. In which period do more people of both genders perform free labor?
- The industrial age

- b. The postindustrial age
- c. The information age
- d. The postmodern age

ANS: C PTS: 1 DIF: Medium REF: 4
OBJ: LO 1–1 Identify major social changes since the 1880s studied by sociologists.
TOP: The Changing Nature of the Social World—and Sociology
COG: Analysis

14. According to the author, George Ritzer, no social change is as important today as _____.
- a. social movements
 - b. globalization
 - c. climate change
 - d. the growth of inequality

ANS: B PTS: 1 DIF: Medium REF: 5
OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.
TOP: Globalization COG: Analysis

15. As globalization takes place, the movement of products and people of the world becomes more _____.
- a. monitored
 - b. regulated
 - c. unequal
 - d. fluid

ANS: D PTS: 1 DIF: Medium REF: 6
OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.
TOP: Globalization COG: Comprehension

16. During the increase of globalization, what effect has social structures had on the flow of products and information?
- a. Social structures typically enable better global flows
 - b. Social structures are typically designed to impede global flows
 - c. Social structures exist to both increase and limit global flows
 - d. Social structures have little effect on the flow of products and information

ANS: C PTS: 1 DIF: Medium REF: 7
OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.
TOP: Globalization COG: Analysis

17. When globalization increases negative flows, such as spreading diseases or pollution, it is called:
- a. terrorism
 - b. deviant globalization
 - c. hypercapitalism
 - d. antiglobalizaion

ANS: B PTS: 1 DIF: Medium REF: 7
OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.
TOP: Globalization COG: Analysis

18. Starting in the 1950s, developed countries with capitalist economies began to shift from _____ to _____.
- production; consumption
 - manufacturing; providing services
 - working class; middle class
 - affluence; recession

ANS: A PTS: 1 DIF: Medium REF: 8

OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.

TOP: Consumption COG: Comprehension

19. The rise in credit card debt from 1969 to the present day is used as evidence of what trend?
- The increased globalization of the economy
 - The increase of economic technology in the postindustrial age
 - The dramatic increase in personal consumption among Americans
 - The increasing divide between income and living expenses

ANS: C PTS: 1 DIF: Hard REF: 8

OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.

TOP: Consumption COG: Application

20. The iPhone has been purchased by millions of people and has revolutionized the ways phones function in society. This shows that increased consumption patterns:
- support the way capitalism weeds out good and bad products
 - influences not just the economy but also culture
 - is more likely to sort the rich from the poor
 - have their greatest influence on the young generation

ANS: B PTS: 1 DIF: Hard REF: 8

OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.

TOP: Consumption COG: Application

21. McDonald's, blue jeans, and Pizza Hut are now found in countries all over the world. This is an example of the effects of:
- cultural lag
 - globalization
 - cultural relativity
 - McDonaldization

ANS: B PTS: 1 DIF: Medium REF: 6

OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.

TOP: Globalization COG: Comprehension

22. McDonaldization is a concept that describes:
- the process of globalization
 - the creation of rational systems that can guide mass production
 - the way that cultural diffusion happens
 - the creation of an unskilled and low paid underclass of workers

ANS: B PTS: 1 DIF: Medium REF: 9

OBJ: LO 1–3 Describe what we mean by the McDonaldization of society.

TOP: McDonaldization COG: Comprehension

23. There are four defining characteristics of McDonaldization. Which of the following is NOT one of these characteristics?
- Efficiency
 - Calculability
 - Control
 - Expansion

ANS: D PTS: 1 DIF: Medium REF: 9
OBJ: LO 1–3 Describe what we mean by the McDonaldization of society.
TOP: McDonaldization COG: Analysis

24. One of the four defining characteristics of McDonaldization is predictability. What does predictability refer to here?
- The ability to predict the future growth of the company
 - The ability to predict one's experience across different settings
 - The ability to predict where the product will spread
 - The ability to predict who will buy the product

ANS: B PTS: 1 DIF: Medium REF: 9
OBJ: LO 1–3 Describe what we mean by the McDonaldization of society.
TOP: McDonaldization COG: Analysis

25. One of the biggest challenges for sociologists who want to participate in public sociology is:
- to compete with "pop sociology" sources effectively
 - to find available avenues outside of academic journals where sociology can be shared
 - to preserve the integrity of one's ideas rather than have them "McDonaldized"
 - to find ways to make sociological phenomena relevant to real people

ANS: C PTS: 1 DIF: Hard REF: 12
OBJ: LO 1–3 Describe what we mean by the McDonaldization of society.
TOP: Public Sociology: George Ritzer and the McDonaldization of Society
COG: Application

26. When it comes to the digital world, which of the following questions IS LEAST LIKELY to be a research interest of sociology:
- Who has internet access around the world?
 - How can social networking sites increase interaction between people?
 - How does the increase in technology affect cognitive growth of teenagers?
 - How do smart phones affect the norms of eating in a restaurant?

ANS: C PTS: 1 DIF: Hard REF: 13–14
OBJ: LO 1–4 Explain sociology's approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.
TOP: The Digital World COG: Application

27. Dr. Ritzer presents three main concerns as the centerpiece for his text. These concerns are:
- globalization, consumption, and the digital world
 - globalization, global economics, and the Internet
 - capitalism, industrialism, and the Information Age
 - the industrial revolution, the agricultural revolution, and the information revolution

ANS: A PTS: 1 DIF: Medium REF: 14

OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.

TOP: Globalization, Consumption, the Digital World, and You COG: Comprehension

28. As a college student, the choices in how to obtain your education are affected by which main sociological issue(s) that Dr. Ritzer presents in his text?
- Globalization
 - Mediated interaction
 - Consumption
 - Three interrelated themes of globalization, consumption, and the digital world

ANS: D PTS: 1 DIF: Hard REF: 14

OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.

TOP: Globalization, Consumption, the Digital World, and You COG: Application

29. *The Power Elite* was written by:

- Auguste Comte
- C. Wright Mills
- Karl Marx
- Émile Durkheim

ANS: B PTS: 1 DIF: Easy REF: 14

OBJ: LO 1–1 Identify major social changes since the 1880s studied by sociologists.

TOP: Biographical bits: C. Wright Mills COG: Knowledge

30. _____ was a social reformist who focused on the relationships between the military and influential leaders of major corporations.

- Auguste Comte
- Karl Marx
- C. Wright Mills
- Émile Durkheim

ANS: C PTS: 1 DIF: Easy REF: 15

OBJ: LO 1–1 Identify major social changes since the 1880s studied by sociologists.

TOP: Biographical bits: C. Wright Mills COG: Knowledge

31. _____ is the ability to look at the social world from different perspectives.

- Sociological imagination
- Mediated interaction
- Social constructionism
- Public sociology

ANS: A PTS: 1 DIF: Easy REF: 15

OBJ: LO 1–4 Explain sociology's approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: The Sociological Imagination COG: Knowledge

32. Many people believe that when they get laid off from their job they are alone, but many soon come to realize that this is a result of the current recession. They are able to connect their _____ troubles to _____ issues.

- public; private
- individualistic; common

- c. secret; overt
- d. private; public

ANS: D PTS: 1 DIF: Medium REF: 16

OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: Private Troubles and Public Issues COG: Comprehension

33. _____ is a sociologist who argued that a money economy is significant because it speeds up consumption and also allows people to consume more than they otherwise would.
- a. C. Wright Mills
 - b. Auguste Comte
 - c. Georg Simmel
 - d. Karl Marx

ANS: C PTS: 1 DIF: Easy REF: 16

OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: The Sociological Imagination COG: Knowledge

34. A 2011 White House report describes how women are more likely than men to work in positions that are more poorly paid within the same occupational field—an example is that women are more likely to be dental hygienists than dentists, or legal assistants rather than lawyers. Many women might feel that this is a personal shortcoming, but it also affects society because women who might contribute a great deal to a field are in limiting roles. This is an example of:
- a. the globalization of inequality as applied to women
 - b. McDonaldisation of society as it applies to women
 - c. the effects of the social construction of reality
 - d. the links between private troubles and public issues using sociological imagination

ANS: D PTS: 1 DIF: Hard REF: 17

OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: Private Troubles and Public Issues COG: Application

35. A researcher who is studying the issues within a local school district realizes that these problems are occurring in the majority of public school districts within the United States. This researcher is connecting _____ to _____ social phenomena.
- a. local; global
 - b. micro; macro
 - c. private; public
 - d. agency; structure

ANS: B PTS: 1 DIF: Hard REF: 17

OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: The Micro–Macro Relationship COG: Application

36. If a researcher, deciding to study crime within a specific community, chooses to interview residents to gain some insight into the problem, he/she would be utilizing _____ analysis.
- micro
 - macro
 - public
 - organic

ANS: A PTS: 1 DIF: Medium REF: 17–18

OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: The Micro–Macro Relationship COG: Comprehension

37. _____ is often considered one of the earliest important sociologists who studied the link between micro and macro issues when he studied workers in the capitalistic economic systems.
- Karl Marx
 - Auguste Comte
 - Georg Simmel
 - C. Wright Mills

ANS: A PTS: 1 DIF: Easy REF: 18

OBJ: LO 1–6 Evaluate the ways in which sociological knowledge differs from common sense.

TOP: The Micro–Macro Relationship COG: Knowledge

38. In his theory of violence, contemporary sociologist Randall Collins includes both individuals who must have skills to carry out violent interactions and the materials and resources that an organization must equip themselves with in order to carry out violence. His theory includes both _____ and _____ components.
- public; private
 - global; local
 - agency; structural
 - micro; macro

ANS: D PTS: 1 DIF: Medium REF: 18

OBJ: LO 1–6 Evaluate the ways in which sociological knowledge differs from common sense.

TOP: The Micro–Macro Relationship COG: Comprehension

39. _____ is the significance of the individual to have the capacity to influence the shape of society and culture.
- Empowerment
 - Agency
 - Social construction
 - Efficacy

ANS: B PTS: 1 DIF: Easy REF: 19

OBJ: LO 1–6 Evaluate the ways in which sociological knowledge differs from common sense.

TOP: The Agency–Structure Relationship COG: Knowledge

40. According to sociologist Erving Goffman, individuals are _____ because they can disrupt and destroy the structures in which they participate.
- chaos agents

- b. communists
- c. dangerous giants
- d. delusional

ANS: C PTS: 1 DIF: Easy REF: 19
 OBJ: LO 1–6 Evaluate the ways in which sociological knowledge differs from common sense.
 TOP: The Micro–Macro Relationship COG: Knowledge

41. If a researcher, choosing to study poverty within a major city, chooses to focus on the relationship between social class and level of poverty, he/she would be utilizing a _____ analytical approach.
- a. Micro
 - b. Macro
 - c. Dangerous giant
 - d. Social construction

ANS: B PTS: 1 DIF: Hard REF: 17
 OBJ: LO 1–6 Evaluate the ways in which sociological knowledge differs from common sense.
 TOP: The Micro–Macro Relationship COG: Application

42. According to Erving Goffman, the Vietnam War protestors would be considered _____ as they realized their power to create change and affect the entire society.
- a. dangerous giants
 - b. the power elite
 - c. social constructionists
 - d. communists

ANS: A PTS: 1 DIF: Medium REF: 19
 OBJ: LO 1–5 Differentiate between sociology’s two possible purposes, science and social reform.
 TOP: The Agency–Structure Relationship COG: Comprehension

43. The power of clothing designers to influence what fashions women wear has been analyzed as a form of encouraging women to engage in a project of ongoing body discipline. This is an example of:
- a. agency–structure analysis
 - b. social constructionism
 - c. sociological imagination
 - d. social reform

ANS: B PTS: 1 DIF: Medium REF: 21
 OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.
 COG: Comprehension

44. Advertisers of various products are constantly trying to understand how people utilize their product and influence the tastes of individuals who will perpetuate their products as “cool.” This is an example of:
- a. the sociological imagination
 - b. the social construction of reality
 - c. the dramaturgical effect
 - d. the sociological effect of reality

ANS: B PTS: 1 DIF: Medium REF: 20

OBJ: LO 1–4 Explain sociology's approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: The Social Construction of Reality COG: Comprehension

45. Often times, when people visit doctors' offices, there are pictures on the wall meant to have a "calming" effect on the patients. Patients view the pictures and feel more comfortable about the visit because they may imagine they are visiting one of the places in the pictures. This is an example of:
- the butterfly effect
 - the social construction of reality
 - the Sapir-Whorf hypothesis
 - the sociological imagination

ANS: B PTS: 1 DIF: Medium REF: 20

OBJ: LO 1–4 Explain sociology's approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: The Social Construction of Reality COG: Comprehension

46. Sports teams and governmental hierarchies are two examples of _____.
- social classes
 - social structures
 - social systems
 - social organizations

ANS: B PTS: 1 DIF: Medium REF: 21

OBJ: LO 1–1 Identify major social changes since the 1880s studied by sociologists.

TOP: Social Structures and Processes COG: Comprehension

47. Every society has a certain _____ which dictates how that society's institutions are organized and which roles need to be filled within those organizations.
- organizational structure
 - social structure
 - governing body
 - social construction

ANS: B PTS: 1 DIF: Medium REF: 21

OBJ: LO 1–4 Explain sociology's approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: Social Structures and Processes COG: Comprehension

48. _____ invented the term *sociology*.
- Émile Durkheim
 - Auguste Comte
 - Jane Addams
 - Friederich Engels

ANS: B PTS: 1 DIF: Medium REF: 21

OBJ: LO 1–4 Explain sociology's approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: Social Structures and Processes COG: Comprehension

49. Today, more people communicate via e-mail than in person. This is an example of the changing _____ that are taking place.
- a. social processes
 - b. procedures
 - c. cognitive processes
 - d. All of the above

ANS: A PTS: 1 DIF: Medium REF: 21

OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: Social Structures and Processes COG: Comprehension

50. There is a continuum that runs from the most microscopic of social phenomena to the most macroscopic of social realities, with phenomena at roughly the midpoint of this continuum best thought of as _____ realities.
- a. intermediate
 - b. in-between
 - c. halfway
 - d. meso

ANS: D PTS: 1 DIF: Medium REF: 18

OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: The Micro–Macro Relationship COG: Comprehension

51. There is a division in sociology between those who advocate for a _____ approach to social problems and those who advocate for a _____ approach.
- a. public; private
 - b. pure science; social reform
 - c. statistical; narrative
 - d. personal; community

ANS: B PTS: 1 DIF: Medium REF: 21

OBJ: LO 1–5 Differentiate between sociology’s two possible purposes, science and social reform.

TOP: Sociology’s Purpose: Science or Social Reform? COG: Comprehension

52. Polygamy is practiced in some parts of the world, such as Africa and Saudi Arabia. Monogamy is the dominant form of marital relations in the United States. Many people believe that polygamy and monogamy are deviant practices because they are not using:
- a. cultural diffusion
 - b. the sociological imagination
 - c. resourcefulness
 - d. the sociological vision

ANS: B PTS: 1 DIF: Medium REF: 15

OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: The Sociological Imagination COG: Analysis

53. Bullfighting is a popular sport in Spain: however, many Americans think of bullfighting in a negative light due to the brutality of the sport. However, if these Americans looked at bullfighting from the perspective of the Spaniards, they would understand that this is part of their culture and is a tradition. They would be using their:
- a. cultural resourcefulness
 - b. intellectual reasoning
 - c. sociological imagination
 - d. None of the above

ANS: C PTS: 1 DIF: Hard REF: 15

OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: The Sociological Imagination COG: Application

54. Many companies outside of the United States, such as those in China, manufacture goods that are shipped to American companies. Americans then purchase these goods and use them for various purposes. This is an example of:
- a. cultural lag
 - b. globalization
 - c. consumption
 - d. diffusion

ANS: B PTS: 1 DIF: Hard REF: 6

OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.

TOP: Globalization COG: Application

55. A(n) _____ might study a society’s cultural aspects, such as looking at a specific tribe and its practices—what they eat, how they organize families, how they use resources—in detail.
- a. psychologist
 - b. anthropologist
 - c. geographer
 - d. political scientist

ANS: B PTS: 1 DIF: Medium REF: 22

OBJ: LO 1–6 Evaluate the ways in which sociological knowledge differs from common sense.

TOP: Sociology, the Other Social Sciences, and Common Sense

COG: Analysis

56. How is sociology different from commonsense understandings of the social world?
- a. Sociology is intentional and common sense is not
 - b. Sociology is systematic and rigorous; common sense is not
 - c. Sociology requires sampling large portions of the population
 - d. Sociology focuses only on questions of scientific relevance

ANS: B PTS: 1 DIF: Medium REF: 23

OBJ: LO 1–6 Evaluate the ways in which sociological knowledge differs from common sense.

TOP: Sociology, the Other Social Sciences, and Common Sense

COG: Analysis

TRUE/FALSE

57. In the transition to an information economy, more people of both genders perform labor for free.
- a. True
 - b. False

ANS: T PTS: 1 DIF: Medium REF: 4
OBJ: LO 1–1 Identify major social changes since the 1880s studied by sociologists.
TOP: The Changing Nature of the Social World—and Sociology
COG: Comprehension

58. Sociology focuses on the ways in which the social world is continually changing.
- a. True
 - b. False

ANS: T PTS: 1 DIF: Easy REF: 4
OBJ: LO 1–1 Identify major social changes since the 1880s studied by sociologists.
TOP: Globalization COG: Knowledge

59. Migration of people and products is a new trend that defines the global age.
- a. True
 - b. False

ANS: F PTS: 1 DIF: Medium REF: 6
OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.
TOP: Globalization COG: Comprehension

60. In the global age, borders between European countries increased, while borders between countries in other parts of the world relaxed.
- a. True
 - b. False

ANS: F PTS: 1 DIF: Medium REF: 7
OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.
TOP: Globalization COG: Comprehension

61. There are negative types of globalization, such as terrorism and sex trafficking.
- a. True
 - b. False

ANS: T PTS: 1 DIF: Easy REF: 4
OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.
TOP: Globalization COG: Knowledge

62. The number of women who are involved in sex trafficking has decreased each year.
- a. True
 - b. False

ANS: F PTS: 1 DIF: Easy REF: 10
OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.
TOP: Globalization: Sex Trafficking COG: Knowledge

63. Human trafficking benefits from globalization but is illegal worldwide.

- a. True
- b. False

ANS: T PTS: 1 DIF: Medium REF: 10

OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.

TOP: Globalization: Sex Trafficking COG: Comprehension

64. Despite the recession, excessive consumption has continued at a steady pace, making it unlikely that we will soon enter a “postconsumption age.”

- a. True
- b. False

ANS: F PTS: 1 DIF: Medium REF: 13

OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.

TOP: Critiquing Consumption COG: Comprehension

65. Many people now consider work and production less important than consumption.

- a. True
- b. False

ANS: T PTS: 1 DIF: Easy REF: 8

OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.

TOP: Consumption COG: Knowledge

66. An example of mediated interaction would be communicating over the Internet in a chat room.

- a. True
- b. False

ANS: T PTS: 1 DIF: Medium REF: 14

OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.

TOP: The Digital World COG: Comprehension

67. Concepts from sociology’s early days continue to be applicable and still are applied to social issues by contemporary sociologists.

- a. True
- b. False

ANS: T PTS: 1 DIF: Medium REF: 21

OBJ: LO 1–6 Evaluate the ways in which sociological knowledge differs from common sense.

TOP: Social Structures and Processes COG: Comprehension

68. The sociological imagination can help people make the connection between public issues and private troubles.

- a. True
- b. False

ANS: T PTS: 1 DIF: Easy REF: 15

OBJ: LO 1–6 Evaluate the ways in which sociological knowledge differs from common sense.

TOP: The Sociological Imagination COG: Knowledge

69. Macroanalysis involves focusing on the influence of groups and organizations.

- a. True
- b. False

ANS: T PTS: 1 DIF: Easy REF: 21
OBJ: LO 1–6 Evaluate the ways in which sociological knowledge differs from common sense.
TOP: Social Structures and Processes COG: Knowledge

70. Sociologists do not engage in social reform; the job of the sociologist is only to engage in “pure science” research.

- a. True
- b. False

ANS: F PTS: 1 DIF: Medium REF: 21
OBJ: LO 1–5 Differentiate between sociology’s two possible purposes, science and social reform.
TOP: Sociology’s Purpose: Science or Social Reform? COG: Comprehension

71. The social science fields differ from one another, but sociology is the field that gives the broadest possible view of society and its interrelationships.

- a. True
- b. False

ANS: T PTS: 1 DIF: Medium REF: 23
OBJ: LO 1–6 Evaluate the ways in which sociological knowledge differs from common sense.
TOP: Sociology, the Other Social Sciences, and Common Sense
COG: Comprehension

72. Auguste Comte wrote a book that discusses the dynamics of the power elite.

- a. True
- b. False

ANS: F PTS: 1 DIF: Easy REF: 15 | 20
OBJ: LO 1–1 Identify major social changes since the 1880s studied by sociologists.
TOP: Biographical bits: Auguste Comte COG: Knowledge

73. Sociologists who engage in pure science believe sociology should be studied in order to change society for the better.

- a. True
- b. False

ANS: F PTS: 1 DIF: Medium REF: 21
OBJ: LO 1–6 Evaluate the ways in which sociological knowledge differs from common sense.
TOP: Sociology’s Purpose: Science or Social Reform? COG: Comprehension

74. Sociology is one of the humanities, such as history and communication.

- a. True
- b. False

ANS: F PTS: 1 DIF: Easy REF: 22
OBJ: LO 1–6 Evaluate the ways in which sociological knowledge differs from common sense.
TOP: Sociology, the Other Social Sciences, and Common Sense
COG: Knowledge

ESSAY

75. Select one of two social issues—gay marriage or legalization of marijuana. Indicate your selection in your answer. Explain the types of questions a sociologist would ask to explore the micro and macro levels of analysis.

ANS:

Varies. Microanalysis should include speaking with individuals about their thoughts and actions. Macroanalysis should include sociological analysis at a large, social-structural scale that might look at how groups work together, which organizations are involved, the role of the government in policy, cultures, societal opinions, or how the laws vary in different parts of the world.

PTS: 1

DIF: Hard

REF: 22

OBJ: LO 1–6 Evaluate the ways in which sociological knowledge differs from common sense.

TOP: Social Structures and Processes

COG: Application

76. In his text, George Ritzer defines globalization as an increased flow of people, products, and processes around the world. Consider the way that globalization affects your experience of college education. Describe how one product or process has changed the experience of college education for you through the effects of globalization. Give concrete factors describing why the product or process you describe is part of globalization.

ANS:

Varies. Students may point to their mobile phones, access to internet, online courses, or the skills they must learn in college as part of the globalization process. They should mention details about how that item was subject to flows. Best answers will contrast that with prior times to show that globalization has changed the experience for the current generation.

PTS: 1

DIF: Hard

REF: 8

OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.

TOP: Globalization

COG: Application

77. Describe the differences and similarities between the two purposes of sociology: pure science and social reform. Do you believe that sociology should focus more on pure science or social reform? Explain your stance.

ANS:

Varies. The student should point out that sociologists are divided on this point. Those who believe in the role of sociology as pure science believe we need to understand the social world better before we try to change it, if, in fact, we intervene at all. It may be that using knowledge to try to reform society will affect society adversely or distort behaviors in unforeseen ways. Those who believe in social reform believe that it is a responsibility of those who learn about social inequalities to intervene in order to create a more just world. Without these informed advocates, the elite get to determine the rules of the game. Students may select either as valid choices for how they think sociology should interact with the world, but they should provide some justification for their answer.

PTS: 1

DIF: Medium

REF: 15–16

OBJ: LO 1–5 Differentiate between sociology’s two possible purposes, science and social reform.

TOP: Sociology’s Purpose: Science or Social Reform?

COG: Analysis

78. Consider the issue of student debt in the current educational environment in the lens of “the sociological imagination.” How might you use the sociological imagination to understand different aspects of the increase in student loan debt in the twenty-first century? First, describe what it means to use a sociological imagination; then apply this to the student debt crisis.

ANS:

Varies but might include the point that sociological imagination links personal troubles with public issues. They may point out that individual students take on debt and may see it as their own personal problem or failing until they connect it to the enormous debt shared by an entire generation, affecting their choices and influencing their purchasing ability in ways that affect the entire economy.

PTS: 1

DIF: Hard

REF: 15–16

OBJ: LO 1–4 Explain sociology’s approach to studying social life, including using the sociological imagination and examining the relationship between private troubles and public issues.

TOP: The Sociological Imagination

COG: Application

79. U.S. consumption greatly increased at the end of the twentieth century, but since the recession, there are some indications that we may be entering a postconsumption age. What types of benefits and problems does a postconsumption age raise for U.S. society? Offer at least one specific example of something that would improve or decline as a result of lowered consumption.

ANS:

Varies but may include that less consumption means dead malls, fewer jobs, and a declining standard of living, and include examples such as the emptying of housing or commercial spaces, fewer new items to purchase, or other limitations to consumer goods. Some benefits might include an improved environment and an improvement to work-life balance.

PTS: 1

DIF: Medium

REF: 11–13

OBJ: LO 1–2 Explain why sociologists today focus on trends in globalization and consumption.

TOP: Consumption

COG: Analysis

80. Explain the concept of McDonaldization. Why is it called “McDonaldization”? What are the four characteristics that define this process? Describe concretely how each of the four characteristics worked in fast food.

ANS:

Varies but should include that McDonaldization is a process of rationalization but has irrational consequences. This process rationalizes through four characteristics: 1. Efficiency. Quickest and least costly means to achieve the desired end. In fast food, it means every hamburger is created with no wasted movements or ingredients and served in a fast-food window; 2. Calculability. Everything in the process is assigned a cost. This means that how quickly a burger is produced, the time it takes to assemble, and every item on the burger is accounted for; 3. Predictability. Each experience is identical regardless of location. McDonald's is the same everywhere; and 4. Control. Machines or equipment allow owners/managers to limit what employees can do and requires less skill by the employee, who usually only follows steps. The employee can then be paid less. Example: the use of the French-fry machine, which is on a timer and requires no judgment on the part of the worker.

PTS: 1 DIF: Medium REF: 9
OBJ: LO 1–3 Describe what we mean by the McDonaldization of society.
TOP: McDonaldization COG: Analysis