

Introduction: The Sociological Perspective

Test Bank

Multiple Choice

1. *Second Thoughts* explains our resistance to the sociological perspective by citing _____.

- A. our cultural emphasis on “me”
- B. our preference for certain rather than probable answers
- C. our innumeracy
- D. All of these choices are correct.

Ans: D

2. Ruane and Cerulo attribute our resistance to the sociological eye to _____.

- A. our culture’s “social” bias
- B. our preference for “certain” over probable answers
- C. the staid quality of social life
- D. All of these choices are correct.

Ans: B

3. A major takeaway from the introduction is that conventional wisdom often fails us because _____.

- A. it is advice out of context
- B. the situation giving rise to the advice may not be generalizable
- C. the advice may not transcend specific circumstances or experiences
- D. All of these choices are correct.

Ans: D

4. Sociologists are interested in learning more about _____.

- A. social context
- B. individual motives
- C. social statics
- D. All of these choices are correct.

Ans: A

5. Michael Moss talks about the “bliss point” of food which refers to _____.

- A. the point when our eating washes away our troubles
- B. the precise amount of sweetness that makes foods most appealing to us
- C. the point when our brains signal happiness
- D. None of these choices are correct.

Ans: B

6. According to *Second Thoughts*, which of the following account(s) for resisting the sociological perspective?

- A. our rejection of commonsense approaches to understanding
- B. our preference for the “me, me, me” focus
- C. our brains being hardwired to reject the social
- D. All of these choices are correct.

Ans: B

7. According to *Second Thoughts*, our current obesity crisis is in large measure due to _____.

- A. lack of individual self-discipline
- B. Earl Butz’ food policies
- C. a genetic disorder
- D. our love affair with the food network

Ans: B

8. According to *Second Thoughts*, our current obesity crisis is the result of _____.

- A. changes in school budgets and curriculum
- B. lifestyle changes that see more of us sedentary
- C. changes in food production policies dating back to the 1970s
- D. All of these choices are correct.

Ans: D

9. A self-fulfilling prophecy refers to the process whereby _____.

- A. that which we think is true becomes true
- B. if we can imagine it, it is possible
- C. we see the “social” in everything
- D. we are what we eat

Ans: A

10. The maxim “If we define situations as real, they are real in their consequences” is most consistent with _____.

- A. the structural functional paradigm
- B. the order paradigm
- C. the conflict paradigm
- D. a self-fulfilling prophecy

Ans: D

11. The sociological imagination refers to _____.

- A. the ability to think outside the box
- B. the ability to see the intersection between the personal, social, and historical
- C. creative problem-solving
- D. concept mapping

Ans: B

12. The sociological imagination _____.

- A. shows the influence of personal, historical, and social forces on our private lives
- B. allows individuals to look at life from a psychological perspective
- C. becomes less and less necessary as society becomes more technologically driven
- D. helps us understand and solve our “troubles.”

Ans: A

13. A cultural value is best thought of as a _____.

- A. belief
- B. sentiment about what is right or wrong
- C. morally charged idea
- D. positive ideology

Ans: B

Essay 1: Numbers Don't Lie

Multiple Choice

1. In “Numbers Don't Lie,” the Bradley effect shows us that _____.

- A. respondent dishonesty can be a problem with survey research
- B. field workers sometimes “go native”
- C. people involved in experiments will often change their behaviors to please the researchers
- D. polls are never wrong

Ans: A

2. In “Numbers Don't Lie,” the Roper research on the Holocaust indicates that _____.

- A. the wording of questions can significantly alter survey findings
- B. most surveys are well done
- C. field work is more trustworthy than surveys
- D. interviews produce better data than questionnaires

Ans: A

3. A representative sample _____.

- A. consists of every single unit of the population
- B. is one elected by the total population
- C. permits accurate inferences about the overall population
- D. is one selected to speak for the entire population

Ans: C

4. A representative sample is one that _____.

- A. includes every known social group
- B. “mirrors” the diversity found in the population
- C. includes social minorities
- D. is handpicked

Ans: B

5. A valid measure is _____.

- A. one that has stood the test of time
- B. one that accurately documents the research concept
- C. a measure that is consistent over time
- D. a measure that is embraced by the public

Ans: B

6. In a word, reliable measures are _____.

- A. consistent
- B. valid
- C. accurate
- D. value-free

Ans: A

7. The term “survey” _____.

- A. is synonymous with the term experiments
- B. refers to any scientific data collection strategy
- C. is an appropriate synonym for “study”
- D. is a data collection strategy that relies on asking questions

Ans: D

8. A dyad is _____.

- A. a group characterized by division
- B. an oppositional group
- C. a two-person group
- D. any small group without a leader

Ans: C

9. The tendency to judge other cultures by the standards of one’s own is called _____.

- A. cultural relativism
- B. ethnocentrism
- C. egocentrism
- D. relativity

Ans: B

10. In the language of research, a population refers to _____.

- A. all citizens of the United States
- B. the total collection of elements under investigation
- C. a subset of the group we are studying
- D. our research topic

Ans: B

11. The ordering of survey questions can _____.

- A. distract respondents from information most relevant to their answers

- B. prime respondents to answer questions in a certain way
- C. preclude making the survey boring
- D. None of these choices are correct.

Ans: B

12. Operationalization refers to _____.

- A. being out in the field
- B. ordering questions on a survey
- C. how a researcher defines and measures the concept or variable of interest
- D. None of these choices are correct.

Ans: C

True/False

1. The ordering of survey questions can influence respondents' answers.

Ans: T

2. According to Ruane and Cerulo, people's attitudes about things like the Holocaust or euthanasia can be biased by the wording of survey questions.

Ans: T