

Student name: _____

1) Erving Goffman's pioneering exploration of how advertisements portray women as dependent upon men is an example of

- A) census analysis.
- B) content analysis.

- C) survey research.
- D) participation observation.

2) Which of the following statements is TRUE about feminist sociologists' contributions?

- A) They tend to involve and consult their subjects less often than other researchers.
- B) They are typically more reluctant to seek change than other researchers.
- C) They have contributed to a greater global

- awareness within sociology.
- D) They have difficulty maintaining value neutrality due to the subject of their research.

3) One way to ensure that a sample is representative of the broader population from which it is taken is to ensure that every member of the population has an equal chance of being selected in the sample.

- ☐ true
- ☐ false

4) An artificially created situation that allows a researcher to manipulate variables is known as a(n)

- A) experiment.
- B) research design.

- C) replication.
- D) survey.

5) Which of the following would be considered a valid measure of an individual's intelligence?

- A) the individual's employment
- B) None of the answer choices are correct.
- C) the researcher's opinion

D) the individual's level of education

6) In which type of sample does each member of the entire population have the same chance of being selected?

- A) a Roper sample
- B) an index sample

C) a quota sample
D) a random sample

7) Which of the following would be considered the independent variable in the statement "People who live in poverty have shorter life expectancies than wealthier citizens"?

- A) level of income
- B) quality of life

C) life expectancy
D) source of income

8) Which of the following is NOT incorporated into the basic principles of the code of ethics for sociology?

- A) respect for subjects' privacy
- B) disclosure of sources of financial support
- C) acknowledgment of research collaboration

D) a required number of data sources

⊙ true

10) A sociologist attends meetings at all the schools and churches in his community over several years, and meets as many residents as he can for the purpose of exploring all facets of the community's social life. He then compiles a

- A) content analysis.
- B) secondary analysis.

detailed description of the community. He is conducting a(n)

- C) ethnography.
- D) quantitative study.

11) Which of the following is TRUE about Shulamit Reinharz?

- A) She refused to classify herself as a feminist scholar.
- B) She argued that sociologists cannot hope to achieve value neutrality as long as racism exists.
- C) She described the American Sociological Association's Code of Ethics as sexist.

D) She argued that sociological research should be open to drawing on relevant research by non-sociologists.

12) What is the scientific method? Briefly describe the five basic steps that comprise the scientific method. What are the benefits and drawbacks of using the scientific method to

study sociological phenomena?

13) A variable is

- A) the extent to which a measure provides consistent results.
- B) the unintended influence that observers or experiments can have on their subjects.
- C) a speculative statement about the relationship

between two traits.

D) a measurable trait or characteristic that is subject to change under different conditions.

14) If you were interested in studying the relationship between date and acquaintance rape victims and the

- A) create a hypothesis.
- B) define a problem to study.
- C) choose a research design.

characteristics of the rapist, your first step would be to

- D) conduct interviews.

15) The causal variable that brings about change is known as a(n)

- A) operational variable.
- B) dependent variable.
- C) spurious variable.

- D) independent variable.

16) Which of the following is included in the code of ethics for sociology?

- A) using appropriate research techniques
- B) All of the answer choices are correct.
- C) maintaining integrity in research

- D) remaining unbiased and non-discriminatory

17) The results of an interview may be influenced by

- A) Both answers are correct.
- B) the race of the interviewer.
- C) the gender of the interviewer.

- D) Neither answer is correct.

18) If a sociologist uses information gathered by the United States Census Bureau in a study, that sociologist is performing

- A) an experiment.
- B) participant observation.

- C) a secondary analysis.
- D) a questionnaire.

19) The midpoint, or number that divides a series of values into two groups of equal numbers of values, is referred to as the

- A) median.
- B) mean.

- C) mode.
- D) percentage.

20) Developing an effective research design is important because it directly influences both the amount of time needed to collect the data and the

- A) cost of the project.
- B) purpose of the project.
- C) general interest in the study.

- D) ethics of the study.

21) In order to provide information that is useful, open-ended survey questions

- A) must be worded accurately and without bias.
- B) must require a yes or no answer.
- C) should be varied for each respondent.

- D) should contain the answer that will confirm the study.

22) Secondary analysis includes a variety of research techniques that

A) utilize participant observation to collect information and data.

B) use previously collected and publicly accessible information and data.

C) conduct surveys in order to obtain information for a

study.

D) use control groups to assess the effects of variables in an experiment.

23) Which of the following is TRUE about a research design?

A) It is a detailed plan or method for scientifically obtaining data.

B) It is a speculative statement about the relationship between two or more variables.

C) It is an indicator of attitudes, behavior, or characteristics of people or organizations.

D) It is a specific explanation of an abstract concept that allows researchers to measure the concept.

24) To what extent is the type of research design adopted likely to be influenced by the sociological perspective of the researcher, and to what extent by the nature of the research question being asked?

25) While sociologists use a variety of different approaches to the study of social phenomena, they all accept that value-neutrality is essential in the interpretation of data.

☐ true

☐ false

26) After the 1989 *Valdez* disaster, the Exxon Corporation sought out many experts, including sociologists, to study jury deliberations. Which of the following was a major ethical

- A) Jury members might have their privacy violated.
- B) Results of the studies might not be kept confidential.
- C) Researchers might not be able to secure the

concern for these sociologists?

required number of research sources.

D) Funding from Exxon might influence the results of the studies.

27) Which number would be considered the mode of the following: 10-10-9-9-8-8-7-7-7-6-5?

- A) 7
- B) 5

- C) 8
- D) 10

28) A research measure that provides consistent results is considered

- A) a scale.
- B) an index.

- C) valid.
- D) reliable.

29) Defining a sociological problem involves

- A) decades of experience in the field and research into other theories.
- B) the creation of new social theory.
- C) extensive field study and use of the scientific

process.

D) clarifying the concepts you want to learn more about.

30) The relationship between variables in which a change in one leads to a change in the other is known as

- A) a correlation.

B) causal logic.

C) an index.

D) observation.

31) A sociologist decides to study the interaction among students in the college's computer center. When the students realize they are under observation, they become shy and

reserved in their interactions. This is an example of

A) replication.

B) the Hawthorne effect.

C) secondary analysis.

D) value neutrality.

32) Of the two main types of survey instrument—the face-to-face interview and the questionnaire—the use of a questionnaire is likely to generate the higher response rate

because it allows more time for the respondent to respond.

☐ true

☐ false

33) To conduct a cross-cultural study of job discrimination against women, a sociologist interviews 75 women between the ages of 20 and 40 in an American city, and 75 women in the same age group in a Canadian city. This study would be classified as

A) a content analysis.

B) participant observation.

C) a secondary analysis.

D) a survey.

34) Feminist sociologists

A) have little impact outside of feminist academic circles.

B) view work and family as unimportant topics.

- C) are generally considered to be biased.
- D) view work and family as interrelated topics.

35) One important goal of applying the scientific method to the study of society is to ensure that the researchers' own values and opinions are allowed to influence the results.

- ☐ true
- ☐ false

36) The relationship between two variables in which a change in one coincides with a change in the other is known as a(n)

- A) operational definition.
- B) index.

- C) scale.
- D) correlation.

37) If x causes y, then by definition, x must be correlated with y.

- ☐ true
- ☐ false

38) Sociologists performing research

A) tend to combine laboratory experiments and field work.

B) tend to use both laboratory experiments and field work, but not in conjunction with each other.

C) tend to use laboratory experiments as their primary method of gathering data about a study.

D) tend not to use laboratory experiments because the information fails to capture the subtleties of field work.

39) Joyce Ladner's *The Death of White Sociology* called

A) the rising number of African American sociologists.

B) the tendency of mainstream sociology to investigate the lives of African Americans only in the context of social problems.

C) the tendency of White sociologists to view African

attention to

Americans as inferior.

D) the tendency of mainstream sociologists to avoid investigating the lives of White Americans in reference to social problems.

40) Valid research measures

A) are always independent, rather than dependent, variables.

B) always provide consistent results.

C) are typically ambiguous when put into words.

D) accurately reflect the phenomenon under study.

41) Rik Scarce's jail experience in 1993 revealed the potential consequences of

A) raiding a university laboratory.

B) forging transcripts.

C) maintaining the confidentiality of sources.

D) "snitching" on university administrators.

42) Sociological studies have indicated that people who are married are less likely to commit suicide than people who are divorced. In this example, marital status is a(n)

A) hypothesis.

B) dependent variable.

C) index.

D) independent variable.

43) The scientific method

- A) hinders the objectivity of scientists.
- B) enables researchers to prove their ideas are correct.
- C) maximizes consistency in research.

D) ensures value neutrality.

44) An operational definition is

- A) a relationship between two variables whereby a change in one coincides with a change in the other.
- B) a speculative statement about the relationship between two variables.
- C) the extent to which a measure provides consistent results.

D) the transformation of an abstract concept into indicators that are observable and measurable.

45) Explain the difference between correlation and causation. Give an example of two variables that are correlated but not causally connected. Which is more

important to establish, correlation or causation? Explain your answer.

46) When researching a concept, why do sociologists conduct a review of the available literature?

- A) to refine the problem under study
- B) to clarify possible techniques to be used in collecting data

C) to eliminate or reduce avoidable mistakes
D) All of the answer choices are correct.

47) Which of the following would be LEAST likely to be used in formulating an operational definition for a study on

racial bias in the workplace?

A) racial

discrimination lawsuits filed in court

B) the narrative of a single person describing an incident of employment discrimination

C) racial discrimination complaints to the Equal Employment Opportunities Commission

D) racial discrimination complaints to human resources directors at Fortune 500 companies

48) In the hypothesis "the more socially integrated a person, the less likely that person is to commit suicide," level

- Ⓐ true
- Ⓑ false

of social integration is the independent variable.

49) Which of the following BEST describes theories?

A) They are our most informed explanations of what happens and why.

B) They are objective statements that are known to be factually true.

C) They are testable statements about the relationship

between two or more variables.

D) They are measurable traits that are subject to change under different conditions.

50) Researchers who use sociological observation to collect data do so by either watching a group or by

- A) directly participating in a group.
- B) reading literature about a group.
- C) giving questionnaires to a group.

D) interviewing members of a group.

51) If researchers wanted to examine the opinions of people listed in a city directory, they might call every tenth or fiftieth or hundredth name listed. This would constitute a

A) random sample.

B) control variable.

C) scale.

D) quota sample.

52) There are various types of research design that researchers can use, including surveys, observation, experiments, and existing sources/secondary analysis. Evaluate the strengths and weaknesses of each of these designs using real world examples to illustrate. Which, in your view, provides the most powerful framework to conduct research?

53) The number calculated by adding a series of values and then dividing by the number of values is referred to as the

A) mean.

B) mode.

C) median.

D) percentage.

54) Which of the following can serve as a variable in a study?

A) ethnic background

B) age

C) All of the answer choices are correct.

D) marital status

55) Sociologists consider secondary analysis to be

A) a nonreactive form of research.

B) more reliable than other forms of research.

C) an outdated

mode of research.

D) more valid than other forms of research.

56) Surveys most often represent _____ research, which collects and reports data primarily in numerical form.

- A) qualitative
- B) quantitative

- C) descriptive
- D) ethnographic

57) A factor held constant to test the relative impact of the independent variable is known as a

- A) cross-tabulation.
- B) control variable.

- C) dependent variable.
- D) correlation.

58) A researcher studies adolescent attitudes about senior citizens by analyzing depictions of the elderly in the lyrics of popular music and the articles found in teen magazines. This is an example of

- A) content analysis.
- B) replication.

- C) an experiment.
- D) survey research.

59) If x is correlated with y, then by definition, x must be the cause of y.

- Ⓐ true
- Ⓑ false

60) Once a researcher has been accepted into a group, a major challenge of participant observation is

- A) collecting enough useful information.

- B) finding a group to study.

- C) maintaining objectivity.
- D) obtaining funding.

61) The initial obstacle participant observers encounter is

- A) gaining acceptance into an unfamiliar group.
- B) determining which group will be the experimental group.
- C) maintaining their objectivity when studying people

face-to-face.

- D) formulating the sequence of questions in an interview.

62) The statement "Women who receive welfare are less likely than other women to have babies" is an example of

- A) a research design.
- B) an operational definition.

- C) a hypothesis.
- D) causal logic.

63) Research that relies on what sociologists observe in the field and naturalistic settings, and that often focuses on small groups and communities, is referred to as

- A) quantitative research.
- B) qualitative research.
- C) ethnographic research.

- D) experimental research.

64) Which of the following is TRUE about Devah Pager's research?

- A) It found that the race of applicants had a more significant effect than did their purported criminal records.
- B) It was hampered by the Hawthorne effect.
- C) It found that most convicts released from prison each year are White.

- D) It found that White ex-convicts have a harder time becoming employed than blacks with no criminal records.

65) If the same questionnaire about income and education is given to the same person at two different times, and nothing significant has changed between the two times, the responses should be the same, and if they are not, the questionnaire can

- Ⓐ true
- Ⓑ false

best be described as invalid.

66) Which of the following is TRUE of sociology?

A) It focuses on identifying biological differences that affect relationships.

B) It represents a conversation between theory and research.

C) Its theories rely primarily on common sense assumptions.

D) It is conducted primarily in a lab setting.

67) The race of a criminal offender is associated with the frequency with which capital punishment is administered. In this example, capital punishment would be considered the

- A) dependent variable.
- B) index.

C) independent variable.

D) hypothesis.

68) According to value neutrality, investigators have an ethical obligation to accept research findings even when the

- A) their own personal views
- B) All of the answer choices are correct.
- C) widely accepted beliefs

data run counter to which of the following?

D) theoretically based explanations

69) A testable statement about the relationship between two or more variables is

- A) research design.
- B) hypothesis.
- C) sample.
- D) correlation.

70) An inherent problem in using secondary sources of data is that

- A) the data are plagued with statistical errors.
- B) all of the analysis has been completed by an initial research team.
- C) researchers may be more careless when using

someone else's data.

D) researchers may not find the exact data needed for their research.

71) The statement "People who live in poverty have shorter life expectancies than wealthier citizens" is an example of

- A) the Hawthorne effect.
- B) a dependent variable.

C) a hypothesis.
D) an independent variable.

72) In exploring the relationship between education level and income, which of the following factors is LEAST likely

- A) ethnicity
- B) social network connections

to influence the correlation between the two?

C) political party
D) parents' income level

73) Why is it important for researchers to use random samples of a given population? Define the term random, and suggest ways in which randomness can be achieved.

74) For the purposes of data analysis, the most important quality of a sample is that it is representative of the population from which it is drawn.

- ☐ true
- ☐ false

75) In an experiment, the group that is NOT exposed to the independent variable is called the

- A) representative group.
- B) study group.
- C) control group.
- D) experimental group.

Answer Key

Test name: SOC2020 Author: Witt 6th ch2

- 1) B
- 2) C
- 3) TRUE
- 4) A
- 5) B
- 6) D
- 7) A
- 8) D
- 9) TRUE
- 10) C
- 11) D
- 13) D
- 14) B
- 15) D
- 16) B
- 17) A
- 18) C
- 19) A
- 20) A

- 21) A
- 22) B
- 23) A
- 25) FALSE
- 26) D
- 27) A
- 28) D
- 29) D
- 30) B
- 31) B
- 32) FALSE
- 33) D
- 34) D
- 35) FALSE
- 36) D
- 37) TRUE
- 38) B
- 39) B
- 40) D
- 41) C
- 42) D

- 43) C
- 44) D
- 46) D
- 47) B
- 48) TRUE
- 49) A
- 50) A
- 51) A
- 53) A
- 54) C
- 55) A
- 56) B
- 57) B
- 58) A
- 59) FALSE
- 60) C
- 61) A
- 62) C
- 63) B
- 64) A
- 65) FALSE

66) B

67) A

68) B

69) B

70) D

71) C

72) C

74) TRUE

75) C