

In this revision of the test bank, I have updated all of the questions to reflect changes in *Sociology, 14th edition*. There is also a new system for identifying the difficulty of the questions. In earlier editions, the questions were tagged in one of three ways: factual (rote memorization), conceptual (dealing with key concepts), and applied (application of sociological knowledge to a situation). In this revision, the questions are now tagged according to the six levels of learning that help organize the text. Think of these six levels as moving from lower-level to higher-level cognitive reasoning. The six levels are:

REMEMBER: a question involving recall of key terms or factual material

UNDERSTAND: a question testing comprehension of more complex ideas

APPLY: a question applying sociological knowledge to some new situation

ANALYZE: a question requiring identifying elements of an argument and their interrelationship

EVALUATE: a question requiring critical assessment

CREATE: a question requiring the generation of new ideas

The **123 questions** in this chapter's test bank are divided into four types of questions.

True/False questions are the least demanding. As the table below shows, all of these questions fall within the lowest three levels of cognitive reasoning ("Remember," "Understand," and "Apply"). **Multiple-choice questions** span a broader range of skills (although more than half are at the lowest two levels of difficulty, they range from "Remember" to "Evaluate"). Short answer questions also span a broad range of skills (from "Understand" to "Evaluate"). Finally, essay questions are the most demanding, with 80 percent at the three highest levels of cognitive reasoning ("Analyze," "Evaluate," and "Create").

Types of Questions

Easy to Difficult Level of Difficulty

	True/False	Mult Choice	Short Answer	Essay	Total Qs
Remember	21 (54%)	29 (45%)	0	0	50
Understand	15 (38.5%)	9 (14%)	3 (30%)	1 (10%)	28
Apply	3 (7.5%)	11 (17%)	1 (10%)	1 (10%)	16
Analyze	0	9 (14%)	2 (20%)	2 (20%)	13
Evaluate	0	6 (9%)	4 (40%)	3 (30%)	13
Create	0	0	0	3 (30%)	3
	39	64	10	10	123

CHAPTER 2: SOCIOLOGICAL INVESTIGATION

TRUE/FALSE QUESTIONS

1. Two simple requirements that underlie the process of sociological investigation are (1) looking at the world using the sociological perspective and (2) becoming curious and asking questions.
(REMEMBER; answer: T; page 27)
2. The sociologist recognizes that there are various kinds of “truth.”
(REMEMBER; answer: T; pages 27-28)
3. Empirical evidence is what people in a society agree is true.
(REMEMBER; answer: F; page 27)
4. Science is a logical system that is based on intuition and insight.
(REMEMBER; answer: F; page 27)
5. Empirical evidence refers to what we can verify with our senses.
(REMEMBER; answer: T; page 27)
6. A positivist approach assumes that an objective reality exists “out there.”
(REMEMBER; answer: T; page 29)
7. The mean is always a better statistical measure than the mode or the median.
(UNDERSTAND; answer: F; page 30)
8. Reliability refers to the quality of consistency in measurement.
(REMEMBER; answer: T; page 30)
9. Validity refers to actually measuring what you want to measure.
(REMEMBER; answer: T; page 30)
10. A variable that is changed by another variable is called the “independent variable.”
(REMEMBER; answer: F; page 31)
11. A variable that causes change in another variable is called the “dependent variable.”
(REMEMBER; answer: F; page 31)
12. When two variables are statistically related, a cause-and-effect relationship exists.
(UNDERSTAND; answer: F; pages 31-32)
13. A false correlation between two variables caused by a third variable is described as a “spurious” correlation.
(UNDERSTAND; answer: T; page 31)

14. Natural scientists often have an easier time than social scientists when identifying cause-and-effect relationships.
(UNDERSTAND; answer: T; page 32)
15. Sociologists always achieve complete personal objectivity in their work.
(UNDERSTAND; answer: F; pages 32-33)
16. Max Weber urged sociologists to strive toward the goal of being value-free.
(REMEMBER; answer: T; page 32)
17. Replication is one way to assess the accuracy of existing research.
(REMEMBER; answer: T; page 33)
18. The logic and methodology of science guarantee that sociological research will result in objective, absolute truth.
(UNDERSTAND; answer: F; pages 32-33)
19. Interpretive sociology focuses less on action itself and more on the meaning people attach to their actions.
(REMEMBER; answer: T; page 33)
20. Scientific sociologists make use of what Max Weber called “*verstehen*” in order to make sense of their surroundings.
(REMEMBER; answer: F; page 33)
21. Interpretive sociology considers subjective feelings to be a source of bias.
(UNDERSTAND; answer: F; page 33)
22. Critical sociology studies society and tries to bring about social change.
(REMEMBER; answer: T; page 34)
23. Karl Marx founded the critical orientation in sociology.
(REMEMBER; answer: T; page 34)
24. Gender blindness is the problem of failing to consider the importance of gender in sociological research.
(UNDERSTAND; answer: T; page 35)
25. Sociological research can never be harmful to subjects.
(UNDERSTAND; answer: F; page 35)
26. Carrying out research on Hispanic people, Asian people, or people of any distinctive ethnicity or category demands that researchers be sensitive to how subjects will interpret their words and actions.
(APPLY; answer: T; page 36)

27. To identify cause-and-effect relationships, it is usually necessary to exercise experimental control of variables.
(UNDERSTAND; answer: T; pages 36-37)
28. The very act of observing people may affect their behavior.
(REMEMBER; answer: T; page 37)
29. A random sample is likely to represent the population from which it is drawn.
(UNDERSTAND; answer: T; page 38)
30. Just walking up to people on the street is a convenient and correct way to generate a random sample.
(APPLY; answer: F; page 38)
31. A survey is a research method in which subjects respond to a series of statements or questions.
(REMEMBER; answer: T; page 38)
32. A closed-ended questionnaire format generally makes it easier to analyze research data compared to an open-ended questionnaire format.
(UNDERSTAND; answer: T; page 39)
33. Conducting interviews with 100 college students in a course would take no more time than having them all complete a questionnaire when they come to class.
(APPLY; answer: F; pages 39-40)
34. Participant observation is a research method by which researchers stand back from a setting, watch from a distance, and then carefully record the behavior of others.
(UNDERSTAND; answer: F; page 41)
35. Participant observation research is usually explanatory, which means that it identifies cause and effect relationships.
(UNDERSTAND; answer: F; pages 41-43)
36. The use of existing data and documents makes most historical research possible.
(REMEMBER; answer: T; pages 43-44)
37. Baltzell found that a surprisingly large number of high-achieving people in our country's history came from the Boston area.
(REMEMBER; answer: T; page 44)
38. Inductive logical thought turns theory into testable hypotheses.
(REMEMBER; answer: F; page 45)

39. “Statistical evidence” may or may not be the same as truth.
(UNDERSTAND; answer: T; page 46)

MULTIPLE-CHOICE QUESTIONS

40. Lois Benjamin’s research on the life experiences of high-achieving African Americans suggests that
- a. race has little to do with the life experiences of successful people.
 - b. racism remains a burden even among privileged African Americans.
 - c. race is now more of a barrier to African Americans than ever before in U.S. history.
 - d. racism mainly affects lower-class African Americans.

(REMEMBER; answer: b; page 26)

41. Science can be defined as a
- a. logical system that bases knowledge on direct, systematic observation.
 - b. belief based on faith in ultimate truth.
 - c. belief based on a society’s traditions.
 - d. logical system that bases truth on political goals.

(REMEMBER; answer: a; page 27)

42. Sociologists use the term “empirical evidence” to refer to
- a. information that is based on a society’s traditions.
 - b. information that squares with common sense.
 - c. information we can verify with our senses.
 - d. information that most people agree is true.

(REMEMBER; answer: c; page 27)

43. The sociological perspective reveals that
- a. “common sense” is usually pretty close to the truth.
 - b. much of what passes for “common sense” in the United States turns out to be at least partly wrong.
 - c. most people in the United States readily see how society shapes our lives.
 - d. “common sense” is not very popular in the United States.

(UNDERSTAND; answer: b; pages 27-28)

44. Which of the following terms is defined in the text as “a mental construct that represents some aspect of the world in a somewhat simplified form”?
- a. variable
 - b. operationalization
 - c. measurement
 - d. concept

(REMEMBER; answer: d; page 29)

45. Imagine that you were going to measure the age of a number of respondents taking part in a survey. As you record the data, you are using the concept “age” as
- a. a theory.
 - b. a hypothesis.
 - c. a variable.
 - d. an axiom.

(APPLY; answer: c; page 29)

46. If you were trying to measure the “social class” of various people, you would have to keep in mind that
- a. it is necessary to specify exactly what you are measuring.
 - b. you must measure “social class” in every way possible.
 - c. there is no way to measure “social class.”
 - d. everyone agrees on what “social class” means.

(APPLY; answer: a; page 29)

47. What process involves deciding exactly what is to be measured when assigning value to a variable?
- a. operationalizing
 - b. reliability
 - c. conceptualizing
 - d. validity

(REMEMBER; answer: a; page 29)

48. What is the term for the value that occurs most often in a series of numbers?
- a. the mean
 - b. the mode
 - c. the median
 - d. the standard deviation

(REMEMBER; answer: b; page 30)

49. What term refers to the arithmetic average of a series of numbers?
- a. the mean
 - b. the mode
 - c. the median
 - d. the correlation

(REMEMBER; answer: a; page 30)

50. What term refers to the value that occurs midway in a series of numbers (that is, the middle case)?
- a. the mean
 - b. the mode
 - c. the median
 - d. the correlation

(REMEMBER; answer: c; page 30)

51. Examine the following series of numbers: 1, 2, 3, 4, 10. What is the median value?
- a. 1
 - b. 2
 - c. 3
 - d. 4

(ANALYZE; answer: c; page 30)

52. In the process of measurement, reliability refers to
- a. whether you are really measuring what you want to measure.
 - b. how dependable the researcher is.
 - c. whether or not everyone agrees with the study's results.
 - d. whether repeating the measurement yields consistent results.

(REMEMBER; answer: d; page 30)

53. Which of the concepts listed below refers to measuring exactly what one intends to measure?
- a. congruence
 - b. validity
 - c. repeatability
 - d. reliability

(REMEMBER; answer: b; page 30)

54. With regard to the process of measurement, which of the following statements is true?
- a. For measurement to be reliable, it must be valid.
 - b. For measurement to be valid, it must be reliable.
 - c. All measurement is both reliable and valid.
 - d. Measurement cannot be both reliable and valid.

(ANALYZE; answer: b; page 30)

55. A theory states that increasing a person's formal higher education results in increased earnings over the individual's lifetime. In this theory, "higher education" is the
- a. independent variable.
 - b. dependent variable.
 - c. correlation.
 - d. effect.

(ANALYZE; answer: a; page 31)

56. Two variables are said to display correlation if
- a. they are caused by the same factor.
 - b. one occurs before the other.
 - c. both measure the same thing.
 - d. they vary together.

(UNDERSTAND; answer: d; page 31)

57. An apparent, although false, association between two variables that is caused by a third variable is called
- a. a spurious correlation.
 - b. an unproven correlation.
 - c. an unreliable correlation.
 - d. an invalid correlation.

(REMEMBER; answer: a; page 31)

58. The ability to neutralize the effect of one variable in order to assess the relationship between two other variables is called
- a. making the correlation spurious.
 - b. making the correlation reliable.
 - c. control.
 - d. causing the correlation.

(REMEMBER; answer: c; page 31)

59. Which of the following is true about cause-and-effect relationships in the social world?
- a. Most patterns of behavior have a single cause.
 - b. Most patterns of behavior are random and have no cause at all.
 - c. Most patterns of behavior are caused by many factors.
 - d. Sociologists are not able to reach conclusions about cause and effect.

(ANALYZE; answer: c; pages 31-32)

60. Three of the following statements below are part of the definition of a cause-and-effect relationship. Which statement is NOT a part of the definition?
- a. Both variables must be shown to be independent.
 - b. The independent variable must come before the dependent variable in time.
 - c. The two variables must display correlation.
 - d. There must be no evidence that the correlation is spurious.

(UNDERSTAND; answer: a; page 32)

61. The ideal of objectivity means that a researcher must
- a. not personally care about the topic being studied.
 - b. try to adopt a stance of personal neutrality toward the outcome of the research.
 - c. study issues that have no value to society as a whole.
 - d. carry out research that will encourage desirable social change.

(UNDERSTAND; answer: b; page 32)

62. The sociologist who called on his colleagues to be “value-free” in the conduct of their research was
- a. Karl Marx.
 - b. Emile Durkheim.
 - c. Herbert Spencer.
 - d. Max Weber.

(REMEMBER; answer: d; page 32)

63. Imagine that you are repeating research done by someone else in order to assess the accuracy. You are doing which of the following?
- a. replication
 - b. objectification
 - c. reliability
 - d. scientific control

(APPLY; answer: a; page 33)

64. Sociologists cannot precisely predict any person's behavior because
- a. human behavior is highly complex and has many causes.
 - b. social patterns that are found in one time and place may not be found in others.
 - c. humans may respond to the presence of an observer in unexpected ways.
 - d. All of these are correct.

(UNDERSTAND; answer: d; page 33)

65. Interpretive sociology is sociology that
- a. focuses on action.
 - b. sees an objective reality "out there."
 - c. focuses on the meaning people attach to behavior.
 - d. seeks to bring about change.

(REMEMBER; answer: c; page 33)

66. Which of the following is true about scientific sociology?
- a. It focuses on the meaning people attach to behavior.
 - b. It seeks to bring about desirable social change.
 - c. It favors qualitative data.
 - d. It favors quantitative data.

(REMEMBER; answer: d; page 33)

67. Which of the following statements about critical sociology is true?
- a. Critical sociology focuses on the meaning people attach to behavior.
 - b. Critical sociology seeks to bring about desirable social change.
 - c. Critical sociology endorses the principle of being value-free.
 - d. Critical sociology is based on Weber's principle of *verstehen*.

(REMEMBER; answer: b; page 34)

68. Critical sociology can best be described as a(n) _____ approach.
- a. activist
 - b. scientific
 - c. qualitative
 - d. value-free

(ANALYZE; answer: a; page 34)

69. In making judgments about how society should be improved, the _____ approach in sociology rejects Max Weber's goal that researchers should be value-free.
- interpretive
 - critical
 - scientific
 - positivist

(ANALYZE; answer: b; page 34)

70. Read the following four statements describing the link between sociology's methodological approaches and its theoretical approaches. Which of the statements is correct?
- Scientific methodology is most closely linked to structural-functional theory.
 - Interpretive methodology is linked to social-conflict theory.
 - Critical methodology corresponds to the symbolic-interaction theory.
 - There is no link between any of the theoretical and methodological approaches.

(ANALYZE; answer: a; pages 34-35)

71. Qualitative research has special appeal to investigators who favor which theoretical approach?
- the structural-functional approach
 - the symbolic-interaction approach
 - the social-conflict approach
 - the social-exchange approach

(ANALYZE; answer: b; page 34)

72. Which German word meaning "understanding" was used by Max Weber to describe his approach to sociological research?
- Gemeinschaft*
 - Gesellschaft*
 - Verstehen*
 - Verboten*

(REMEMBER; answer: c; page 33)

73. If you have been criticized for "androcentricity" in your research, you are being criticized for
- overgeneralizing your results.
 - ignoring gender entirely.
 - doing the research from a male perspective.
 - using double standards in your research.

(APPLY; answer: c; page 35)

74. If you read a study that draws conclusions about all of humanity based on research using only males as subjects, you would correctly point to the problem called
- a. androcentricity.
 - b. overgeneralization.
 - c. gender blindness.
 - d. using double standards.

(APPLY; answer: b; page 35)

75. You are doing research and you never stop to think about the possible importance of gender. Your work could be criticized for the problem called
- a. androcentricity.
 - b. overgeneralization.
 - c. gender blindness.
 - d. employing double standards.

(APPLY; answer: c; page 35)

76. All of the following statements—except for one—are guidelines for ethical research endorsed by the American Sociological Association. Which one is NOT one of the ASA’s guidelines for ethical research?
- a. Researchers must always perform their research several times in order to ensure its accuracy.
 - b. Researchers must disclose their sources of funding for the research.
 - c. Researchers must protect the privacy of subjects taking part in a research project.
 - d. Researchers must ensure the safety of subjects taking part in a research project.

(UNDERSTAND; answer: a; pages 35-36)

77. If you were to conduct sociological research that closely follows the logic of science, which research method would you most likely use?
- a. interviews
 - b. the experiment
 - c. questionnaires
 - d. participant observation

(APPLY; answer: b; pages 36-37)

78. “A statement of a possible relationship between two or more variables” is the definition of which concept?
- a. theory
 - b. correlation
 - c. spurious correlation
 - d. hypothesis

(REMEMBER; answer: d; page 37)

79. Three researchers wish to test the effects of playing soft music during an exam on the test performance of their sociology students. They conduct an experiment in which one test-taking class hears music and another does not. In experimental terms, the class hearing the music is called
- a. the placebo.
 - b. the control group.
 - c. the experimental group.
 - d. the dependent variable.

(APPLY; answer: c; page 37)

80. What term refers to any change in a subject's behavior that is caused by the awareness of being studied?
- a. invalid response
 - b. unreliable response
 - c. the Stanford effect
 - d. the Hawthorne effect

(REMEMBER; answer: d; page 37)

81. What research method was used in Philip Zimbardo's study, the "Stanford County Prison"?
- a. an experiment
 - b. a survey
 - c. participant observation
 - d. secondary analysis

(REMEMBER; answer: a; page 37)

82. Which research method asks subjects to respond to a series of items in a questionnaire or an interview?
- a. secondary research
 - b. participant observation
 - c. an experiment
 - d. a survey

(REMEMBER; answer: d; page 38)

83. A small number of people that are used to represent a much larger population is called a
- a. target group.
 - b. sample.
 - c. closed-format group.
 - d. sampling frame.

(REMEMBER; answer: b; page 38)

84. In a questionnaire, asking respondents to identify their income level from a number of possible categories represents which of the following?
- a. a closed-ended question format
 - b. an open-ended question format
 - c. an interview question format
 - d. a qualitative question format

(UNDERSTAND; answer: a; page 39)

85. In a questionnaire, the question, “Please state your opinions about the likelihood of another major terrorist attack at home,” is an example of which of the following?
- a. closed-ended format
 - b. open-ended format
 - c. experimental design
 - d. dependent variable

(APPLY; answer: b; page 39)

86. One disadvantage of conducting interviews is that this research method
- a. does not permit follow-up questions.
 - b. does not allow subjects’ answers to be detailed.
 - c. results in a very low response rate.
 - d. may easily allow the researcher to influence subjects’ responses.

(EVALUATE; answer: d; pages 39-40)

87. From a research point of view, what is the problem with the question, “Do you think that the government should spend less on defense and spend more on health care?”
- a. Most people will have no opinion on these issues.
 - b. The question may spark an emotional response.
 - c. Two different questions are being asked, so that a simple “yes” or “no” may distort the subject’s actual opinion.
 - d. The question asks for a personal opinion, which involves a value judgment.

(ANALYZE; answer: c; pages 39-40)

88. Lois Benjamin’s investigation of racism may be criticized because
- a. her sample included as many white people as African Americans.
 - b. she conducted her interviews over the telephone.
 - c. her sample may not be representative of all African Americans.
 - d. people cannot respond to questions they find painful.

(EVALUATE; answer: c; pages 40-41)

89. Lois Benjamin’s research shows that interviews
- a. take a lot of time to complete.
 - b. must always be conducted in a laboratory.
 - c. do not allow the researcher to ask follow-up questions.
 - d. do not require face-to-face contact with subjects.

(UNDERSTAND; answers: a; pages 43-44)

90. William Foote Whyte's study of Cornerville (*Street Corner Society*) used which sociological research method?
- a. experiment
 - b. survey
 - c. participant observation
 - d. secondary analysis
- (REMEMBER; answer c; page 42)
91. William Foote Whyte's study of Cornerville (*Street Corner Society*) showed that
- a. Cornerville was a liberal community and home to many Harvard students.
 - b. Cornerville was a very dangerous slum.
 - c. Cornerville was a complex community that did not fit any simple stereotypes.
 - d. a Harvard sociologist was unable to work in a low-income community.
- (REMEMBER; answer: c; page 42)
92. You wish to conduct an exploratory and descriptive study of people in a particular neighborhood. You have plenty of time, but you have little money or other resources. What research method should you use?
- a. an experiment
 - b. a survey
 - c. participant observation
 - d. secondary analysis
- (APPLY; answer: c; pages 42-43)
93. A researcher doing participant observation may often "break in" to a setting more easily with the help of a
- a. key informant.
 - b. research assistant.
 - c. bigger budget.
 - d. longer questionnaire.
- (REMEMBER; answer: a; page 42)
94. E. Digby Baltzell's historical study, *Puritan Boston and Quaker Philadelphia*, illustrates which research method?
- a. the experiment
 - b. the survey
 - c. participant observation
 - d. secondary analysis
- (REMEMBER; answer: d; pages 43-44)

95. E. Digby Baltzell's study, *Puritan Boston and Quaker Philadelphia*, showed that a very high number of "top achievers" listed in the *Dictionary of American Biography* came from
- a. the South.
 - b. Pennsylvania.
 - c. Massachusetts.
 - d. Philadelphia.

(REMEMBER; answer: c; page 44)

96. Inductive logical thought involves
- a. turning theories into hypotheses suitable for testing.
 - b. selecting a research method based on available resources.
 - c. doing research about the past.
 - d. transforming specific observations into general theory.

(REMEMBER; answer: d; page 45)

97. Deductive logical thought involves
- a. turning theories into hypotheses suitable for testing.
 - b. selecting a research method based on available resources.
 - c. doing research about the past.
 - d. transforming specific observations into general theory.

(REMEMBER; answer: a; page 45)

98. Which sociological research method is most likely to produce quantitative data that will identify cause-and-effect relationships?
- a. the experiment
 - b. the survey
 - c. participant observation
 - d. secondary analysis

(APPLY; answer: a; page 42)

99. Which sociological research method is best used to study what cannot be directly observed, such as attitudes and values, among large numbers of people?
- a. the experiment
 - b. the survey
 - c. participant observation
 - d. secondary analysis

(EVALUATE; answer: b; page 44)

100. Which sociological research method provides the best chance to understand social behavior in a natural setting?
- a. the experiment
 - b. the survey
 - c. participant observation
 - d. secondary analysis

(EVALUATE; answer: c; page 44)

101. Which sociological research method is likely to be the most difficult to replicate (repeat)?
- a. the experiment
 - b. the survey
 - c. participant observation
 - d. secondary analysis

(EVALUATE; answer: c; page 44)

102. Which sociological research method saves the time and expense of data gathering, but the researcher has no control over possible data bias?
- a. the experiment
 - b. the survey
 - c. participant observation
 - d. secondary analysis of existing sources

(EVALUATE; answer: d; page 44)

103. Which of the following is a way in which people can mislead others with statistics?
- a. People select the data they present.
 - b. People interpret the data to lead their readers to a desired conclusion.
 - c. People use graphs to “spin” the truth.
 - d. All of these are correct.

(UNDERSTAND; answer: d; page 46)

SHORT ANSWER QUESTIONS

104. How does a researcher transform a concept into a variable?
- (APPLY; page 29)

105. Thinking about measuring a variable, how is reliability different from validity? Which concept implies the other?
- (UNDERSTAND; page 30)

106. List the three conditions that are required to establish cause and effect in social scientific research.
- (UNDERSTAND; page 32)

107. What is a spurious correlation?
- (UNDERSTAND; page 31)

108. What did Max Weber mean by “value-free” research? Do you think researchers can be value-free? Should they try? Explain.
- (EVALUATE; page 32)

109. What are the essential differences between scientific sociology, interpretive sociology, and critical sociology?
(ANALYZE; pages 29-35)
110. Provide one strength and one limitation of each of the major research methods described in this chapter: experiment, survey, participant observation, and secondary analysis.
(EVALUATE; pages 36-45)
111. Define both inductive logical thought and deductive logical thought. How does sociological research make use of both types of thought? Provide an example of each.
(ANALYZE; page 45)
112. If you were doing a research project for your sociology class in which you were trying to discover how students assess the benefits of taking a sociology class, which research method might you use? Why?
(EVALUATE; pages 36-45)
113. How do positivist sociology, interpretive sociology, and critical sociology deal with the issue of subjectivity in a different way?
(EVALUATE; pages 32-34)

ESSAY QUESTIONS/TOPICS FOR SHORT PAPERS

114. What makes science a special “way of knowing”? What are important traits of scientific sociology? How does interpretive sociology differ from scientific sociology?
(ANALYZE)
115. How does critical sociology differ from scientific sociology? What are the differences in terms of the basic image of society as well as the goals of research? Does one approach evaluate society more than the other? If so, how? Do you favor one approach over the other? If so, why?
(EVALUATE)
116. None of the major methods of sociological research—experiment, survey, participant observation, and secondary research—is better than any other in an absolute sense, but each is suitable for addressing a certain type of question or situation. Explain why this is true and develop brief illustrations of the type of questions that would lead a researcher to select one method over the others.
(CREATE)
117. How does inductive logical thought differ from deductive logical thought? How can a researcher benefit from using both kinds of thinking?
(ANALYZE)

118. Outline the ten steps in the process of carrying out sociological investigation. You may use the format presented in the text; that is, what specific questions must be answered as a researcher moves along?

(UNDERSTAND)

119. How and why is gender important in research? What are some of the problems in research that involve gender? How about race and ethnicity? Why might a researcher need to take race and ethnicity into account when planning research with a specific category of people?

(EVALUATE)

120. What are some of the dangers of sociological research to subjects? Explain why the discipline has developed ethical guidelines to guide research. What are three specific problems with research that ethical guidelines address?

(EVALUATE)

121. Why is it necessary for researchers to understand the social characteristics of the people they are studying? What problems could arise if a researcher started to study the Amish, Korean Americans, or some other distinctive category of people and had no understanding of their way of life?

(APPLY)

122. Based on your own interests, identify a research question that you would like to investigate. State the question, identify an appropriate research method, and point to any challenges or issues that you would have to resolve in order to complete such a project.

(CREATE)

123. Should sociologists try to be objective? Develop a positivist sociological response to this question and also a critical sociological response. Which of the two responses comes closer to your own personal views? Why?

(CREATE)

Name _____

Quick Quiz: Chapter 2

Sociological Investigation

Multiple Choice:

1. Critical sociology can best be described as a(n) _____ approach.
 - a. activist
 - b. scientific
 - c. qualitative
 - d. value-free
2. Qualitative research appeals to investigators who favor which theoretical approach?
 - a. the structural-functional approach
 - b. the symbolic-interaction approach
 - c. the social-conflict approach
 - d. All of these are correct.
3. A researcher doing participant observation may “break in” to a setting more easily with the help of a
 - a. key informant.
 - b. research assistant.
 - c. bigger budget.
 - d. All of these are correct.
4. The sociologist who called on his colleagues to be value free was
 - a. Karl Marx.
 - b. Emile Durkheim.
 - c. Herbert Spencer.
 - d. Max Weber.
5. In making judgments about how society should be improved, the _____ approach in sociology rejects Max Weber’s goal that researchers be value-free.
 - a. interpretive
 - b. critical
 - c. scientific
 - d. positivist
6. William Foote Whyte’s study of Cornerville (*Street Corner Society*) used which sociological research method?
 - a. experiment
 - b. survey
 - c. participant observation
 - d. secondary analysis
7. Which German word meaning “understanding” was used by Max Weber to describe his approach to sociological research?
 - a. Gemeinschaft.
 - b. Gesellschaft.
 - c. Verstehen.
 - d. Verboten.

True/False

- _____ 8. A positivist approach assumes that reality exists “out there.”
- _____ 9. Natural scientists often have an easier time than social scientists in identifying cause-and-effect relationships.

Short Answer

10. List the three conditions that are required to establish cause and effect in social scientific research.

Name _____

Quick Quiz: Chapter 2
Sociological Investigation

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