

Chapter 2

What Do Sociologists Do?

1) Max is a graduate student in sociology. He has decided to research and find out if unemployment contributes to the problem of spousal abuse. After deciding on his topic and defining the problem, the next step in his research should be to:

- a. choose a research method.
- b. review the literature.
- c. analyze the results.
- d. select a topic.
- e. collect the data.

Answer: b

Diff: 1

Type: MC

Page Reference: 35

Skill: Applied

2) Although establishing rapport with participants is an important concern for researchers, it can sometimes lead to the problem of:

- a. “going native” or getting too close to participants.
- b. invalidating the experiences of women and gay men.
- c. discarding undesirable results.
- d. a narrow focus on structured interviews.
- e. a discrepancy between hypothesis and research method.

Answer: a

Diff: 2

Type: MC

Page Reference: 31

Skill: Factual

3) Laud Humphrey’s research focused on:

- a. the behaviour of radical environmental groups.
- b. anonymous sex among men in public restrooms.
- c. the treatment of restaurant workers.

Part 1 – What is Sociology?

- d. rape as an act of power.
- e. homelessness in Toronto.

Answer: b

Diff: 1

Type: MC

Page Reference: 41

Skill: Factual

- 4) Studying _____ would be considered a legitimate topic for sociological research.
- a. genetics
 - b. psychological dysfunction
 - c. physiological degeneration
 - d. people's disgusting or inappropriate behaviour
 - e. controlled experimental design

Answer: d

Diff: 2

Type: MC

Page Reference: 28, 42

Skill: Factual

- 5) In Humphrey's study, the men who acted as an early warning signal for police were called:
- a. watchdogs.
 - b. guardians.
 - c. look-out queens.
 - d. watchqueens.
 - e. tearoom attendants.

Answer: d

Diff: 1

Type: MC

Page Reference: 41

Skill: Factual

Part 1 – What is Sociology?

6) A[n] _____ predicts a relationship between or among variables.

- a. correlation coefficient
- b. hypothesis
- c. topical statement
- d. assertion
- e. operational definition

Answer: b

Diff: 1

Type: MC

Page Reference: 35

Skill: Factual

7) A[n] _____ is a factor that varies from one case to another.

- a. variable
- b. discriminant
- c. unobtrusive measure
- d. hypothesis
- e. valency

Answer: a

Diff: 1

Type: MC

Page Reference: 35

Skill: Factual

8) Max has formulated a hypothesis that men who are unemployed are more likely to abuse their wives than men that are employed. In this statement, unemployed and employed are termed:

- a. operational definitions.
- b. topics.
- c. variables.
- d. unobtrusive measures.
- e. definitions.

Answer: c

Part 1 – What is Sociology?

Diff: 2

Type: MC

Page Reference: 35

Skill: Applied

9) Data are considered to be _____ when the operational definitions measure what they are intended to measure.

- a. hypothetical
- b. reliable
- c. valid
- d. consistent
- e. replicated

Answer: c

Diff: 1

Type: MC

Page Reference: 36

Skill: Factual

10) John is developing an operational definition to measure the military strength of different nations. He is concerned that his operational definition actually measures what it is intended to measure. John is concerned about the:

- a. accuracy of his hypothesis.
- b. extent his measure varies from one case to the next.
- c. reliability of his measure.
- d. inter-rater consistency of his measures.
- e. validity of his operational definitions.

Answer: e

Diff: 3

Type: MC

Page Reference: 36

Skill: Applied

11) The term _____ refers to the extent to which different studies come up with similar results.

- a. duplication

Part 1 – What is Sociology?

- b. validity
- c. operationalizing
- d. reliability
- e. probability

Answer: d

Diff: 1

Type: MC

Page Reference: 36

Skill: Factual

12) Michael has conducted two studies and the results of his studies show very similar results. This is an example of:

- a. plagiarism.
- b. validity.
- c. reliability.
- d. duplication.
- e. probability.

Answer: c

Diff: 2

Type: MC

Page Reference: 36

Skill: Applied

13) Max wants to test his hypothesis that unemployed men are more likely to commit spousal abuse than men who are employed. He is most likely to use a _____ analysis to test his hypothesis.

- a. descriptive
- b. qualitative
- c. variable
- d. quantitative
- e. discriminant

Answer: d

Diff: 2

Part 1 – What is Sociology?

Type: MC

Page Reference: 36–38

Skill: Applied

14) After research is published, the research "belongs" to the scientific community and the findings are available for:

- a. reification.
- b. validation.
- c. verification.
- d. replication.
- e. reproduction.

Answer: d

Diff: 1

Type: MC

Page Reference: 38

Skill: Factual

15) Jessica has decided to repeat Max's study of spousal abuse to test the findings. This process is known as:

- a. reproduction.
- b. validation.
- c. replication.
- d. reification.
- e. verification.

Answer: c

Diff: 1

Type: MC

Page Reference: 38

Skill: Applied

16) When reading a table, the _____ states the topic of the table.

- a. running head
- b. source
- c. heading

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- d. headnote
- e. title

Answer: e

Diff: 1

Type: MC

Page Reference: 39

Skill: Factual

17) If Frannie, a sociologist, wanted to know how many families decorated the outside of their homes at Christmas time in her town, she would most likely use which type of research method?

- a. A survey
- b. An experiment
- c. Documents
- d. Secondary analysis
- e. Participant observation

Answer: a

Diff: 2

Type: MC

Page Reference: 29–30

Skill: Applied

18) To be able to generalize your findings to a total population, it is important to select a sample that is:

- a. convenient.
- b. representative of the population.
- c. stratified.
- d. a binomial population sample.
- e. valid and reliable.

Answer: b

Diff: 1

Type: MC

Page Reference: 29

Skill: Factual

19) In a _____ sample, everyone in the population has the same chance of being included in the study.

- a. snowball
- b. convenience
- c. random
- d. stratified
- e. cluster

Answer: c

Diff: 1

Type: MC

Page Reference: 29

Skill: Factual

20) Phillip would like to collect information from a large number of people, but only has a limited budget. In order to sample a large number, but to keep the cost low, Phillip will most likely use _____ as a research method.

- a. structured interviews
- b. unstructured interviews
- c. participant observation
- d. secondary analysis
- e. self-administered questionnaires

Answer: e

Diff: 3

Type: MC

Page Reference: 30

Skill: Applied

21) If a researcher wishes to make certain that each question is asked in precisely the same way, they would use _____ as the method of obtaining information.

- a. experiments
- b. interviews
- c. unstructured conversation
- d. participant observation

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e. secondary analysis

Answer: b

Diff: 2

Type: MC

Page Reference: 30–32

Skill: Applied

22) Fred has been hired to conduct consumer research for the Chrysler Corporation. They are interested in finding out if the population in Windsor prefers Chryslers or Toyotas. Fred has drawn his sample from the union membership lists of the Chrysler Corporation and has concluded that people in Windsor overwhelmingly prefer Chryslers to Toyotas. His research is an example of misrepresentation because Fred:

- a. asked biased questions.
- b. did not triangulate his methods.
- c. listed biased choices.
- d. discarded undesirable results.
- e. chose a biased sample.

Answer: e

Diff: 3

Type: MC

Page Reference: 30

Skill: Applied

23) "It is estimated that alcohol is the leading cause of car accidents. In contrast, marijuana accounts for less than 2 percent of the car accidents in Canada. Knowing this, in your opinion, should marijuana be legalized just like alcohol is legalized?" This is an example of a biased:

- a. choice.
- b. response.
- c. sample.
- d. question.
- e. result.

Answer: d

Diff: 2

Type: MC

Page Reference: 30

Skill: Applied

24) There are two advantages to using structured interviews. One advantage is that they are faster to administer; the other is that it is:

- a. easier to code the answers.
- b. easier to capture unanticipated variables.
- c. a way for respondents to answer in their own words.
- d. used to ask sensitive questions.
- e. helpful in establishing rapport.

Answer: a

Diff: 2

Type: MC

Page Reference: 30–31

Skill: Factual

25) Mattie has volunteered at the local crisis center. While she was participating as a volunteer, she was given permission to gather data on the number of women who report being abused and who later participated in counselling. Mattie is using _____ as a method of gathering data.

- a. participant observation
- b. secondary analysis
- c. structured interviews
- d. archival research
- e. content analysis

Answer: a

Diff: 2

Type: MC

Page Reference: 31

Skill: Applied

26) Although participant observation can provide detailed answers to some questions, one major problem with this research method in collecting data is with:

- a. reliability.
- b. validity.

Part 1 – What is Sociology?

- c. spurious correlations.
- d. generalizability.
- e. alpha bias.

Answer: d

Diff: 2

Type: MC

Page Reference: 31

Skill: Factual

27) Mark has been asked to conduct research on the number of military bases that exist in the United States. He needs the answer in a very short time and has little monetary resources to use to conduct the research. Which research method is he most likely to use?

- a. Survey
- b. Unobtrusive measures
- c. Secondary analysis
- d. Participant observation
- e. Content analysis

Answer: c

Diff: 3

Type: MC

Page Reference: 32–33

Skill: Applied

28) If a researcher is using diaries to collect information about the attitudes of rape victims, he or she is using _____ to collect data.

- a. unstructured interviews
- b. unobtrusive measures
- c. documents
- d. participant observation
- e. secondary analysis

Answer: c

Diff: 2

Type: MC

Page Reference: 33

Part 1 – What is Sociology?

Skill: Applied

29) Steve and Naomi are counting the empty whiskey bottles in trash cans to measure the level of whiskey consumption in a town. These researchers are using the _____ method of conducting research.

- a. unobtrusive measures
- b. survey research
- c. participant observation
- d. documents research
- e. secondary analysis

Answer: a

Diff: 2

Type: MC

Page Reference: 33

Skill: Applied

30) If a researcher finds that one variable always precedes the other variable, the preceding variable would be the _____ variable and the variable that changes would be the _____ variable.

- a. experimental; control
- b. primary; secondary
- c. control; experiment
- d. dependent; independent
- e. independent; dependent

Answer: e

Diff: 2

Type: MC

Page Reference: 35

Skill: Applied

31) If an experiment were conducted to examine whether viewing pornography increased the likelihood of committing rape, the number of pornographic films viewed would be considered the _____ variable.

- a. influence
- b. independent

Part 1 – What is Sociology?

- c. dependent
- d. control
- e. experimental

Answer: b

Diff: 2

Type: MC

Page Reference: 35

Skill: Applied

32) Sociologists are interested in the broad features of society and social behaviour, or in the actual workings of a specific group in a natural setting. For this reason, they often use _____ to collect their information.

- a. experiments
- b. obtrusive measures
- c. participant observation
- d. documents
- e. surveys

Answer: c

Diff: 2

Type: MC

Page Reference: 31

Skill: Factual

33) After reviewing the literature, Max has developed the hypothesis that the stress felt by unemployed men increased the probability of spousal abuse. Stress would be considered the _____ variable and spousal abuse would be considered the _____ variable.

- a. dependent; control
- b. primary; secondary
- c. independent; dependent
- d. independent; control
- e. dependent; independent

Answer: c

Diff: 2

Part 1 – What is Sociology?

Type: MC

Page Reference: 35

Skill: Applied

34) The _____ refers to the change in behaviour that can occur when subjects know they are being studied.

- a. Thomas theorem
- b. Hawthorne effect
- c. Peter principle
- d. Humphrey's hypothesis
- e. Henslin probability

Answer: b

Diff: 1

Type: MC

Page Reference: 34

Skill: Factual

35) Mark is conducting a study to determine if people will be receptive to a change in the widget that the Allerton Corporation is selling. His research is an example of:

- a. evaluation research.
- b. action research.
- c. basic research.
- d. clinical research.
- e. marketing research.

Answer: e

Diff: 2

Type: MC

Page Reference: 35

Skill: Applied

36) Toronto Homelessness Action Task Force, created by Mayor Mel Lastman, chose a _____ to first count the homeless and second to suggest remedies.

- a. random sample
- b. snowball sample

Part 1 – What is Sociology?

- c. statistical survey method
- d. binomial population sample
- e. multi-method approach

Answer: e

Diff: 1

Type: MC

Page Reference: 37

Skill: Factual

37) If a researcher were to steal someone else's work, they would be guilty of:

- a. false replication.
- b. plagiarism.
- c. betraying confidentiality.
- d. nepotism.
- e. falsifying the results.

Answer: b

Diff: 1

Type: MC

Page Reference: 38

Skill: Factual

38) Mario Brajuha refused to turn over his research notes to the authorities because:

- a. it would reveal he had made up some of his data.
- b. as an undocumented worker, he would be deported.
- c. of the fear of being imprisoned.
- d. he would be accused of plagiarism.
- e. he wanted to protect his respondents.

Answer: e

Diff: 2

Type: MC

Page Reference: 38, 40

Skill: Factual

Part 1 – What is Sociology?

39) Rik Scarce was put in jail for contempt of court because he refused to answer questions:

- a. that would violate his agreement of confidentiality.
- b. about himself and his work.
- c. about topics related to the raid of research facilities.
- d. about his personal involvement in ALF.
- e. that were embarrassing to himself and his colleagues.

Answer: a

Diff: 1

Type: MC

Page Reference: 40

Skill: Factual

40) A number of sociologists thought that Laud Humphrey's research on tearooms was unethical because:

- a. his study could not be replicated.
- b. he did not identify himself to his subjects as a researcher.
- c. his results were falsified.
- d. he made up his data concerning tea consumption.
- e. some of his writing had been plagiarized.

Answer: b

Diff: 2

Type: MC

Page Reference: 41

Skill: Factual

41) In their research on convicted rapists, Diana Scully and Joseph Marolla discovered that:

- a. most rapists would never rape again.
- b. rapists are not sick or overwhelmed by uncontrollable urges.
- c. rapists are emotionally different from other men.
- d. most rapists are sick.
- e. rapists are motivated by passion.

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Answer: b

Diff: 1

Type: MC

Page Reference: 42

Skill: Factual

42) Which of the following would be a good example of a valid sociological topic?

- a. The study of brain waves in depressed people
- b. The study of factors relating to divorce in Canada
- c. A comparison of brain structures between men and women
- d. The composition of a meteorite
- e. The impact of steroids on athletic performance

Answer: b

Diff: 1

Type: MC

Page Reference: 28

Skill: Applied

43) Researchers who study people without their knowledge that they are being observed use which of the following methods?

- a. Unobtrusive measures
- b. Participant observation
- c. Unstructured interviews
- d. Secondary analysis
- e. Obtrusive measures

Answer: a

Diff: 1

Type: MC

Page Reference: 33

Skill: Factual

44) Operational definitions serve the purpose of:

- a. choosing a research method.
- b. controlling the dependent variable.

Part 1 – What is Sociology?

- c. creating an appropriate research design.
- d. establishing correlation.
- e. measuring variables.

Answer: e

Diff: 2

Type: MC

Page Reference: 35

Skill: Factual

45) Research ethics strictly forbid:

- a. studying controversial topics.
- b. using more than one method per study.
- c. utilizing and citing only one source in a paper.
- d. bringing harm to research subjects.
- e. using more than one sample.

Answer: d

Diff: 1

Type: MC

Page Reference: 38

Skill: Factual

46) A researcher who uses participant observation to study a group of people would most likely be employing:

- a. secondary analysis.
- b. quantitative research methods.
- c. multiple regression analysis.
- d. causal logic.
- e. qualitative research methods.

Answer: e

Diff: 1

Type: MC

Page Reference: 31

Skill: Applied

47) If the funder of a research project is influencing the results of findings of that research, this would be a(n) _____ problem.

- a. methodological
- b. reliability
- c. ethical
- d. correlation
- e. logical

Answer: c

Diff: 1

Type: MC

Page Reference: 38

Skill: Applied

48) C. Wright Mills believed that:

- a. research is of little value.
- b. research without theory is of little value.
- c. theory is of little value.
- d. research should be atheoretical.
- e. neither theory nor research is of any value because the social world can never be properly understood.

Answer: b

Diff: 1

Type: MC

Page Reference: 41

Skill: Factual

49) Any sociological study which uses mathematical formulas and statistics is likely to be:

- a. an experiment.
- b. ethnographic.
- c. quantitative.
- d. valid.
- e. qualitative.

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Answer: c

Diff: 1

Type: MC

Page Reference: 33

Skill: Factual

50) _____ usually occurs first in the research model.

- a. Creating operational definitions
- b. Reviewing the literature
- c. Selecting a topic
- d. Defining the problem
- e. Formulating a hypothesis

Answer: c

Diff: 1

Type: MC

Page Reference: 35

Skill: Factual

51) _____ would be a good example of a research variable.

- a. Hockey
- b. France
- c. World War I
- d. Age
- e. The Great Depression

Answer: d

Diff: 1

Type: MC

Page Reference: 35

Skill: Applied

52) A random sample is one in which:

- a. everyone has a 50% chance of being selected.
- b. only those who have a certain opinion are selected.

Part 1 – What is Sociology?

- c. there is an even distribution of men and women.
- d. selection is based on random categories.
- e. everyone has an equal opportunity of being selected.

Answer: e

Diff: 1

Type: MC

Page Reference: 29

Skill: Factual

53) Sociologists study human behaviour at both the macro and micro level.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 28

Skill: Factual

54) The practices and rituals around tattooing, piercing, and body painting would be of interest to sociologists.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 28

Skill: Factual

55) Sociological research on violence confirms that strangers are responsible for most violence against women and children.

a. True

Part 1 – What is Sociology?

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 28

Skill: Factual

56) Sociological behaviour is based on common sense.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 28

Skill: Factual

57) The first step in research is to conduct a literature review.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 35

Skill: Factual

58) A hypothesis is a statement of the expected relationship between variables according to predictions based on a theory.

a. True

Correct: *Correct*

Part 1 – What is Sociology?

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 2

Type: TF

Page Reference: 35–36

Skill: Factual

59) Reviewing the literature can help us to narrow down the problem by pinpointing particular areas to study.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 2

Type: TF

Page Reference: 35

Skill: Factual

60) Validity is the extent to which different studies come up with similar results.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 2

Type: TF

Page Reference: 36

Skill: Factual

61) Reliability is the extent to which operational definitions measure what they are intended to measure.

a. True

Incorrect: *Incorrect*

b. False

Part 1 – What is Sociology?

Correct: *Correct*

Answer: b

Diff: 2

Type: TF

Page Reference: 36

Skill: Factual

62) Quantitative analysis involves crunching numbers.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 38

Skill: Factual

63) The goal of qualitative analysis is to observe, describe, and interpret people's behaviour.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 3

Type: TF

Page Reference: 34

Skill: Factual

64) When research is published it "belongs" to the scientific community and the findings are available for replication.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Part 1 – What is Sociology?

Answer: a

Diff: 1

Type: TF

Page Reference: 38

Skill: Factual

65) When we repeat a study to test the results, we are involved in duplication.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 38

Skill: Factual

66) In a table, the headnote will explain the topic of the table.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 39

Skill: Factual

67) A random sample means that everyone in the population has the same chance of being included in the study.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Part 1 – What is Sociology?

Diff: 1

Type: TF

Page Reference: 29

Skill: Factual

68) Sociologists strive to ask questions that reduce bias.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 30

Skill: Factual

69) One of the biggest problems with research using the participant observation method is that it is difficult to generalize the findings.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 31

Skill: Factual

70) Secondary analysis is when the researcher conducts a second survey of the same population.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 2

Part 1 – What is Sociology?

Type: TF

Page Reference: 32–33

Skill: Factual

71) The marketing researcher uses quantitative research exclusively.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 35

Skill: Factual

72) An ethical sociological researcher will protect the anonymity of people who provide them with information.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 40–41

Skill: Factual

73) If research is conducted without theory, it is of little value and is simply a collection of unrelated facts.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 2

Type: TF

Part 1 – What is Sociology?

Page Reference: 41

Skill: Factual

74) Scully and Marolla found that most rapists were motivated to commit rape as a crime of passion.

a. True

Incorrect: *Correct*

b. False

Correct: *Incorrect*

Answer: b

Diff: 2

Type: TF

Page Reference: 42

Skill: Factual

75) Sociologists do research on just about every area of human behaviour.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 28

Skill: Factual

76) It is unimportant for researchers to worry about rapport with their respondents; it makes no difference to research results.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 31

Part 1 – What is Sociology?

Skill: Factual

77) Early Canadian community studies utilized participant observation methods and focused on rural Quebec.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 2

Type: TF

Page Reference: 31

Skill: Factual

78) Closed-ended questions may not include all the respondents' opinions and are, therefore, another source of potential research bias.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 3

Type: TF

Page Reference: 30

Skill: Factual

79) Sociological research is removed from the sociologist's personal interests and their access to potential subjects.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 41

Part 1 – What is Sociology?

Skill: Factual

80) Sociological research usually just verifies common notions about the way in which our world works.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 28

Skill: Factual

81) Survey research is thought to be unreliable because it only involves samples of the population being studied.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 2

Type: TF

Page Reference: 30

Skill: Factual

82) Establishing a rapport between the researcher and the person being interviewed is necessary if the answers are particularly sensitive.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 2

Type: TF

Page Reference: 31

Part 1 – What is Sociology?

Skill: Factual

83) When researchers use "secondary analysis" as their research method, they are relying on information that has been previously collected by others.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 32

Skill: Factual

84) When conducting a survey, it is important to include everyone in your target population.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 29

Skill: Factual

85) Laud Humphreys found that, contrary to common sense, coffee was actually consumed in greater quantities in tearooms.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 40–41

Part 1 – What is Sociology?

Skill: Factual

86) List the eight basic steps of scientific research and briefly discuss what is done in each step.

Answer:

Diff: 2

Type: ES

Page Reference: 35–36

Skill: Factual

87) List and explain what the six elements are in a table.

Answer:

Diff: 2

Type: ES

Page Reference: 39

Skill: Factual

88) How do sociologists gather data? Briefly explain the methods.

Answer:

Diff: 3

Type: ES

Page Reference: 28–34

Skill: Factual

89) List the four practices that can distort, misrepresent, or lead to fraudulent research. Briefly explain what each practice is.

Part 1 – What is Sociology?

Answer:

Diff: 3

Type: ES

Page Reference: 30

Skill: Factual

90) Explain the research model in Figure 2.3.

Answer:

Diff: 3

Type: ES

Page Reference: 36

Skill: Factual

91) How do sociologists choose a particular research method?

Answer:

Diff: 2

Type: ES

Page Reference: 33

Skill: Factual

92) What is the role of ethics in sociological research?

Answer:

Diff: 2

Type: ES

Page Reference: 38

Skill: Factual

Part 1 – What is Sociology?

93) What is the relationship between theory and research?

Answer:

Diff: 3

Type: ES

Page Reference: 43

Skill: Conceptual

94) Describe the ethical issues involved in the research of Mario Brajuha.

Answer:

Diff: 1

Type: ES

Page Reference: 38, 40

Skill: Factual

95) Describe the ethical issues involved in the research of Rik Scarce.

Answer:

Diff: 1

Type: ES

Page Reference: 40

Skill: Factual

96) Describe the ethical issues involved in the research of Laud Humphreys.

Answer:

Diff: 2

Type: ES

Page Reference: 40–41

Part 1 – What is Sociology?

Skill: Factual

97) List the eight steps in a research model. Think of a topic of interest to you and explain how you would conduct the research following the eight steps.

Answer:

Diff: 3

Type: ES

Page Reference: 35–36

Skill: Applied

98) List the six ways of conducting research and identify the major strengths and weaknesses of each approach.

Answer:

Diff: 3

Type: ES

Page Reference: 28–34

Skill: Factual

99) Compare and contrast qualitative and quantitative methods of conducting research. Give examples of each.

Answer:

Diff: 3

Type: ES

Page Reference: 29–34

Skill: Applied

100) Discuss the major ethical issues involved in sociological research. Explain why you think each issue is important in conducting research.

Answer:

Part 1 – What is Sociology?

Diff: 3

Type: ES

Page Reference: 38–41

Skill: Factual

101) Describe the practical matters that researchers face in using the survey research method.

Answer:

Diff: 2

Type: ES

Page Reference: 29–30

Skill: Factual

102) Using the research on counting the homeless, explain how sociologists can get into “situations.”

Answer:

Diff: 2

Type: ES

Page Reference: 37

Skill: Applied

103) Describe how a sociologist might engage in marketing research.

Answer:

Diff: 1

Type: ES

Page Reference: 35

Skill: Applied

Part 1 – What is Sociology?

104) Summarize the Hawthorne experiments and explain why this research is important.

Answer:

Diff: 2

Type: ES

Page Reference: 34

Skill: Factual

105) Explain how some researchers “load the dice” when they conduct research. Include examples in your explanation.

Answer:

Diff: 3

Type: ES

Page Reference: 30

Skill: Applied

106) What are the lessons learned from Elton Mayo's experiments, referred to as the Hawthorne effect?

Answer:

Diff: 2

Type: ES

Page Reference: 34

Skill: Factual

107) Describe the ethical issues involved in the research of Mario Brajuha, Rik Scarce, and Laud Humphreys.

Answer:

Part 1 – What is Sociology?

Diff: 3

Type: ES

Page Reference: 38–41

Skill: Factual

108) Describe how an applied sociologist might conduct market research using both qualitative and quantitative methods.

Answer:

Diff: 2

Type: ES

Page Reference: 35

Skill: Applied

109) Explain how diaries might be a useful source of data for sociologists interested in spousal abuse.

Answer:

Diff: 2

Type: ES

Page Reference: 33

Skill: Factual

110) What is secondary analysis and why would a researcher choose this particular method?

Answer:

Diff: 1

Type: ES

Page Reference: 32

Skill: Factual

Part 1 – What is Sociology?

111) Explain how sociologists have made important contributions to our understanding of social problems, and have challenged common sense ideas around why people behave the way that they do. Choose one case that was discussed in Chapter 2 as an example of this.

Answer:

Diff: 3

Type: ES

Page Reference: 42–43

Skill: Factual

112) Explain how sociologists come up with ideal research scenarios only to find themselves faced with real-life problems around conducting research. Choose an example discussed in Chapter 2.

Answer:

Diff: 3

Type: ES

Page Reference: 42

Skill: Factual