

Chapter 1 The Sociological Perspective

1.1 True/False Questions

- 1) The corners of life that people occupy such as jobs, income, education, gender, age, and race are referred to as the social imperative.

Answer: FALSE

Diff: 1 Page Ref: 2

Skill Level: Know the Facts

LO: 1.1 Explain why both history and biography are essential for the sociological perspective.

Topic/A-head: The Sociological Perspective

- 2) Applying the scientific method to the social world is called empiricism.

Answer: FALSE

Diff: 2 Page Ref: 4

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 3) Herbert Spencer believed the most capable and intelligent members of a society would survive while the weak and "less fit" would die, thus improving society, in a master plan that he called "survival of the fittest."

Answer: TRUE

Diff: 2 Page Ref: 5

Skill Level: Understand the Concepts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 4) Karl Marx thought of himself as a classical sociologist, a label that greatly influenced his theories on class conflict.

Answer: FALSE

Diff: 1 Page Ref: 5

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 5) Emile Durkheim identified the degree of social integration as the primary variable to explain different rates of suicide within different European nations.

Answer: TRUE

Diff: 1 Page Ref: 6

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 6) According to Max Weber, the "sign" Calvinists looked for as an indication they were saved was their successful investment in capital.

Answer: TRUE

Diff: 1 Page Ref: 7

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 7) Frances Perkins, a sociologist, won the Nobel Prize for her work with the homeless in Hull-House.

Answer: FALSE

Diff: 1 Page Ref: 8, 11

Skill Level: Know the Facts

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

- 8) Despite her acclaimed research on social life, until recently Harriet Martineau was best known for translating Comte's works on sociology into English.

Answer: TRUE

Diff: 1 Page Ref: 8

Skill Level: Know the Facts

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

- 9) Booker T. Washington was the first African American to earn a doctorate degree from Harvard University.

Answer: FALSE

Diff: 1 Page Ref: 8

Skill Level: Know the Facts

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

- 10) C. Wright Mills urged American sociologists to concentrate on social reform, developing the concept of the power elite to illustrate how top leaders of business, politics, and the military were an imminent threat to American freedom.

Answer: TRUE

Diff: 2 Page Ref: 11

Skill Level: Understand the Concepts

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

- 11) According to the principles of symbolic interactionism, symbols not only allow relationships to exist, they also allow society to exist.

Answer: TRUE

Diff: 2 Page Ref: 13-14

Skill Level: Understand the Concepts

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 12) Sociologists who use the functionalist perspective stress how industrialization and urbanization have undermined the traditional functions of the family.

Answer: TRUE

Diff: 2 Page Ref: 16

Skill Level: Understand the Concepts

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 13) Sociologist Lewis Coser pointed out that conflict is most likely to develop among people who are in close relationships.

Answer: TRUE

Diff: 2 Page Ref: 18

Skill Level: Know the Facts

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 14) Commonsense ideas are the best topics to choose for sociological research, because they represent "what everyone knows."

Answer: FALSE

Diff: 1 Page Ref: 20

Skill Level: Know the Facts

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

- 15) The first step in the research model is to formulate a hypothesis.

Answer: FALSE

Diff: 1 Page Ref: 20

Skill Level: Know the Facts

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

- 16) When an instrument measures what it is intended to measure, it is considered to possess the quality of reliability.

Answer: FALSE

Diff: 1 Page Ref: 21

Skill Level: Know the Facts

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

- 17) The individuals that are intended to represent the population to be studied are referred to as the sample.

Answer: TRUE

Diff: 1 Page Ref: 24

Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 18) The mean is commonly the most representative measure of the average when comparing scores in a distribution.

Answer: FALSE

Diff: 2 Page Ref: 24

Skill Level: Understand the Concepts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 19) A multiple-choice exam is an example of a test structure composed of closed-ended questions.

Answer: TRUE

Diff: 1 Page Ref: 25

Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 20) "Research bias" and "research fraud" are concepts that can be used interchangeably because they are virtually identical.

Answer: FALSE

Diff: 2 Page Ref: 26

Skill Level: Understand the Concepts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 21) In order to establish rapport with a sample while researching sensitive and personal issues, the researcher should begin by asking emotional and personal questions so he or she can relate to the respondents.

Answer: FALSE

Diff: 3 Page Ref: 27

Skill Level: Apply What You Know

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 22) One of the liabilities in using the participant observation as a research method is that findings are difficult to generalize.

Answer: TRUE

Diff: 1 Page Ref: 27

Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 23) Researchers are violating people's privacy when gathering information from Facebook because the Internet is technically a private domain.

Answer: FALSE

Diff: 2 Page Ref: 30

Skill Level: Apply What You Know

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 24) For an independent variable to be the cause of an event, it must precede that which is changed (the dependent variable).

Answer: TRUE

Diff: 1 Page Ref: 29-30

Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 25) Interviewer bias may occur because of a researcher's sex, race, or perceived ethnicity.

Answer: TRUE

Diff: 3 Page Ref: 30

Skill Level: Apply What You Know

LO: 1.7 Explain how gender is significant in sociological research.

Topic/A-head: Gender in Sociological Research

- 26) When utilizing correlations to assess variables related to human behavior, the researcher will seldom find either a perfect positive correlation or a perfect negative correlation.

Answer: TRUE

Diff: 2 Page Ref: 31

Skill Level: Understand the Concepts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 27) If two variables have a perfect correlation, they will be represented by a correlation coefficient of zero.

Answer: FALSE

Diff: 1 Page Ref: 31

Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 28) A correlation simply means that two or more variables are present together.

Answer: TRUE

Diff: 1 Page Ref: 31

Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 29) Sociologists have always agreed that the most important goal of sociology is to generate social change.

Answer: FALSE

Diff: 1 Page Ref: 34

Skill Level: Know the Facts

LO: 1.9 Explain how research versus reform and globalization are likely to influence sociology.

Topic/A-head: Trends Shaping the Future of Sociology

1.2 Multiple Choice Questions

- 1) When sociologists' group people into categories based on their age, gender, educational level, job, and income, they are trying to determine _____.

- A) social network
- B) social location
- C) social personality
- D) social skills

Answer: B

Diff: 3 Page Ref: 2

Skill Level: Apply What You Know

LO: 1.1 Explain why both history and biography are essential for the sociological perspective.

Topic/A-head: The Sociological Perspective

- 2) The sociological perspective emphasizes how the social context influences people's lives, particularly how people are influenced by _____.

- A) random chance events
- B) geographical location
- C) inherited genetic structure
- D) society

Answer: D

Diff: 1 Page Ref: 2

Skill Level: Know the Facts

LO: 1.1 Explain why both history and biography are essential for the sociological perspective.

Topic/A-head: The Sociological Perspective

- 3) The sociologist responsible for suggesting the connection between history and biography to explain the sociological imagination was _____.
- A) Talcott Parsons
 - B) Herbert Spencer
 - C) C. Wright Mills
 - D) Emile Durkheim

Answer: C

Diff: 3 Page Ref: 2

Skill Level: Know the Facts

LO: 1.1 Explain why both history and biography are essential for the sociological perspective.

Topic/A-head: The Sociological Perspective

- 4) Which of the following elements did C. Wright Mills attribute as being the one that sociologists would use to explain individual behavior?
- A) common sense
 - B) instinct
 - C) external influence
 - D) inherited ability

Answer: C

Diff: 1 Page Ref: 3

Skill Level: Know the Facts

LO: 1.1 Explain why both history and biography are essential for the sociological perspective.

Topic/A-head: The Sociological Perspective

- 5) The first person to propose that the scientific method could be applied to the study of social life was _____.
- A) Emile Durkheim
 - B) Max Weber
 - C) Karl Marx
 - D) Auguste Comte

Answer: D

Diff: 1 Page Ref: 4

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 6) What is the use of objective and systematic observation to test theories, one that is often employed by sociologists?
- A) the commutation process
 - B) common sense
 - C) the scientific method
 - D) research analysis

Answer: C

Diff: 1 Page Ref: 4

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 7) What was the social event that most influenced Auguste Comte to explore patterns within society and become interested in what holds society together?
- A) the discovery of the New World
 - B) the Spanish Inquisition
 - C) the Russian Revolution
 - D) the French Revolution

Answer: D

Diff: 2 Page Ref: 4

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 8) The notion that only the fittest members of society deserve to survive and that social programs to help the poor will ultimately weaken the social order is a doctrine known as _____.
A) social Darwinism
B) positivism
C) post-modernism
D) social welfare

Answer: A

Diff: 1 Page Ref: 5

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 9) The term "survival of the fittest," which is a principle part of the concept of social Darwinism, was coined by _____.
A) Charles Darwin
B) Talcott Parsons
C) Auguste Comte
D) Herbert Spencer

Answer: D

Diff: 3 Page Ref: 5

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 10) The theorist who is sometimes referred to as "the second founder of sociology" was _____.
A) Henri Saint Simon
B) Herbert Spencer
C) Emile Durkheim
D) Karl Marx

Answer: B

Diff: 1 Page Ref: 5

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 11) Karl Marx suggested that the force that drives human history and is at the core of human society is _____.
A) class conflict
B) religion
C) family
D) education

Answer: A

Diff: 1 Page Ref: 5

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 12) The *Wall Street Journal* has declared that the three greatest modern thinkers were _____, _____, and _____.
A) Karl Marx; Sigmund Freud; Albert Einstein
B) Max Weber; B. F. Skinner; J. Edgar Hoover
C) Karl Marx; Louis Pasteur; Albert Einstein
D) Frank Lloyd Wright; Jonas Salk; Sigmund Freud

Answer: A

Diff: 1 Page Ref: 5

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 13) The social thinker of the 19th century who predicted that there would be a classless society once the working class united and began a revolution was _____.
A) Emile Durkheim
B) C. Wright Mills
C) Herbert Spencer

D) Karl Marx

Answer: D

Diff: 1 Page Ref: 5

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

14) The titles Karl Marx used to describe the two classes in society were the _____ and the _____.

- A) nobles; peasants
- B) bourgeoisie; proletariat
- C) upper class; lower class
- D) civilized; barbarians

Answer: B

Diff: 2 Page Ref: 5

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

15) The French sociologist Emile Durkheim is most identified with which of the following areas of study?

- A) social integration
- B) class conflict
- C) social Darwinism
- D) the spirit of capitalism

Answer: A

Diff: 1 Page Ref: 6

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

16) Max Weber referred to the self-denying approach to life characterized by people living frugal lives and saving their money as the _____.

- A) spirit of capitalism
- B) socialist conscience
- C) Protestant ethic
- D) manifest function

Answer: C

Diff: 1 Page Ref: 8

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

17) Karl Marx believed that _____ was the central force for social change, while Max Weber believed that _____ was the force most responsible for social change.

- A) economics; religion
- B) education; political stability
- C) government; economics
- D) religion; education

Answer: A

Diff: 3 Page Ref: 7

Skill Level: Apply What You Know

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

18) According to Max Weber, the Protestant ethic was a central factor in the birth of _____.

- A) capitalism
- B) democracy
- C) socialism
- D) bureaucracy

Answer: A

Diff: 2 Page Ref: 7

Skill Level: Understand the Concepts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 19) What distinction did sociologist Frances Perkins hold in American history?
- A) She was the first woman president of the American Sociological Association.
 - B) She won a Nobel Prize for her work with poor women.
 - C) She was the first woman elected governor.
 - D) She was the first woman to hold a presidential cabinet position.

Answer: D

Diff: 3 Page Ref: 8

Skill Level: Know the Facts

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

- 20) Because of her outstanding contributions to social reform, as demonstrated in her work as co-founder of Hull-House, _____ was a co-winner of the Nobel Peace Prize in 1931.

- A) Marion Talbot
- B) Charlotte Perkins Gilman
- C) Alice Paul
- D) Jane Addams

Answer: D

Diff: 1 Page Ref: 11

Skill Level: Know the Facts

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

- 21) The first African American to earn a doctorate from Harvard University, who spent his lifetime studying race relations in America and was one of the founders of the NAACP, was _____.

- A) W. E. B. Du Bois
- B) Booker T. Washington
- C) George Washington Carver
- D) Benjamin Quarles

Answer: A

Diff: 1 Page Ref: 8-11

Skill Level: Know the Facts

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

- 22) The American sociologist who focused on social analysis, developing abstract models showing how parts of society harmoniously work together, was _____.

- A) Talcott Parsons
- B) Ernest Burgess
- C) Robert E. Park
- D) W. I. Thomas

Answer: A

Diff: 1 Page Ref: 11

Skill Level: Know the Facts

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

- 23) Dr. Zahn's academic interest is analyzing various aspects of society and publishing his findings in sociological journals. In view of this, Dr. Zahn is considered to be a(n) _____ sociologist.

- A) applied
- B) practical
- C) basic (or pure)

D) reform

Answer: C

Diff: 3 Page Ref: 11-12

Skill Level: Apply What You Know

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

24) The sociologist who developed the concept of the power elite was _____.

- A) C. Wright Mills
- B) Talcott Parsons
- C) Robert K. Merton
- D) F. Ivan Nye

Answer: A

Diff: 1 Page Ref: 11

Skill Level: Know the Facts

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

25) During his career, Anthony has worked as a juvenile police officer, corrections counselor in a state prison, and executive director of an urban redevelopment program. In view of this, which description best describes Anthony's career path?

- A) Anthony has been a pure sociologist.
- B) Anthony has assumed the role of being a basic sociologist.
- C) Anthony has been an applied sociologist.
- D) Anthony has been a social reformer.

Answer: C

Diff: 1 Page Ref: 12

Skill Level: Apply What You Know

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

26) Sociologists who analyze how social life depends on the ways that people define themselves and others are most likely _____.

- A) ethnomethodologists
- B) functionalists
- C) conflict theorists
- D) symbolic interactionists

Answer: D

Diff: 2 Page Ref: 13-14

Skill Level: Understand the Concepts

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

27) Functionalists refer to how parts of a society fit together to form a whole as _____.

- A) a symbol
- B) a synthesis
- C) an integration
- D) a structure

Answer: D

Diff: 1 Page Ref: 15

Skill Level: Know the Facts

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

28) The two sociologists who referred to society as being a kind of living organism were _____ and _____.

- A) Auguste Comte; Emile Durkheim
- B) Karl Marx; Max Weber
- C) Auguste Comte; Herbert Spencer
- D) Emile Durkheim; Max Weber

Answer: C

Diff: 3 Page Ref: 15

Skill Level: Know the Facts

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 29) Mark views society as a system of interrelated parts, while John views society as composed of groups competing for scarce resources. Mark would be considered a(n) _____ and John would be seen as a(n) _____.

A) symbolic interactionist; functionalist
B) applied sociologist; functionalist
C) basic sociologist; applied sociologist
D) functionalist; conflict theorist

Answer: D

Diff: 3 Page Ref: 15-18

Skill Level: Apply What You Know

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 30) According to Robert Merton, _____ are the intended beneficial consequences of people's actions.

A) latent functions
B) manifest dysfunctions
C) manifest functions
D) latent dysfunctions

Answer: C

Diff: 1 Page Ref: 16

Skill Level: Know the Facts

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 31) College provides a haven for several million potential workers who are classified as "students" rather than "unemployed," which helps stabilize the job market. This situation represents what Merton would describe as a _____.

A) manifest function
B) latent dysfunction
C) manifest dysfunction
D) latent function

Answer: D

Diff: 3 Page Ref: 16

Skill Level: Apply What You Know

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 32) The contemporary conflict sociologist who pointed out that conflict is most likely to develop among people in close relationships was _____.

A) Lewis Coser
B) Ralf Dahrendorf
C) William Domhoff
D) Howard Winet

Answer: A

Diff: 1 Page Ref: 18

Skill Level: Know the Facts

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 33) Sue is an expert in interpreting gestures, silence, the use of space, and expressions people make in their daily interactions. In view of this, how would Sue's expertise be defined?

A) Sue is a social linguist.
B) Sue is an expert in multiculturalism.
C) Sue recognizes the importance of globalization.
D) Sue is an expert in nonverbal interaction.

Answer: D

Diff: 3 Page Ref: 19

Skill: Apply What You Know

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 34) Which groups of social theorists would focus most on macro-level analysis when examining patterns of society?

- A) symbolic interactionists and structural functionalists
- B) symbolic interactionists and conflict theorists
- C) conflict theorists and structural functionalists
- D) conflict theorists and symbolic interactionists

Answer: C

Diff: 3 Page Ref: 19

Skill Level: Apply What You Know

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 35) Cindy is interested in how the movement of Maytag production plants and other industries from the Midwest to Mexico has changed the lives of thousands of unemployed workers and their communities. Cindy is conducting a _____ analysis.

- A) macro-level
- B) pure
- C) micro-level
- D) symbolic

Answer: A

Diff: 3 Page Ref: 19

Skill Level: Apply What You Know

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 36) Functionalists and conflict theorists tend to focus on the _____, or large scale patterns of society, in conducting their analyses.

- A) macro level
- B) micro level
- C) symbolic level
- D) interactionist level

Answer: A

Diff: 1 Page Ref: 19

Skill Level: Know the Facts

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 37) Which sociological perspectives are best to use in developing an accurate understanding of society?

- A) structural functionalism and the conflict perspective
- B) symbolic interactionism and structural functionalism
- C) symbolic interactionism and the conflict perspective
- D) No single perspective is best, so all three must be utilized.

Answer: D

Diff: 3 Page Ref: 19

Skill Level: Understand the Concepts

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 38) Which of the following represents a correct sequence of steps in the research process?

- A) Select a topic, collect the data, review the literature, share the results.
- B) Review the literature, select a topic, collect the data, choose a research method.
- C) Choose a research method, select a topic, collect the data, formulate a hypothesis.
- D) Select a topic, review the literature, collect the data, share the results.

Answer: D

Diff: 3 Page Ref: 20-22

Skill Level: Apply What You Know

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

- 39) In the statement, "Poverty causes crime," the words "poverty" and "crime" are *best* described as _____ because they are subject to change.

- A) unobtrusive measures
- B) variables
- C) parametric measures
- D) correlations

Answer: B

Diff: 3 Page Ref: 21

Skill Level: Apply What You Know

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

- 40) In the research model, the step in which the researcher specifies what he or she wants to learn about a specific topic of study is called _____.

- A) defining the problem
- B) formulating the hypothesis
- C) choosing the research model
- D) analyzing the results

Answer: A

Diff: 1 Page Ref: 21

Skill Level: Know the Facts

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

- 41) A statement that describes how variables are expected to be related to one another, often according to predictions from a theory, is known as a _____.

- A) correlation
- B) hypothesis
- C) secondary prediction
- D) primary function

Answer: B

Diff: 2 Page Ref: 21

Skill Level: Understand the Concepts

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

- 42) Which of the following statements is the *best* example of a hypothesis?

- A) "All men are created equal."
- B) "A penny saved is a penny earned."
- C) "Unemployed men are more likely to commit spousal abuse than employed men."
- D) "More than 300 million people live in the United States."

Answer: C

Diff: 3 Page Ref: 21

Skill Level: Apply What You Know

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

- 43) Precise ways to measure variables in research so that comparisons can be made and replications can later be done are referred to as _____.
A) reliability
B) correlation
C) validity
D) operational definitions

Answer: D

Diff: 1 Page Ref: 21

Skill Level: Know the Facts

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

- 44) The term "_____" refers to the extent to which different studies come up with similar results.
A) validity
B) replication
C) reliability
D) duplication

Answer: C

Diff: 1 Page Ref: 21

Skill Level: Know the Facts

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

- 45) The methodical and exacting process by which a researcher measures a variable is known as _____.
A) operational definition
B) correlation analysis
C) triangulation
D) factor analysis

Answer: A

Diff: 3 Page Ref: 21

Skill Level: Apply What You Know

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

- 46) Which research method involves collecting data by having people answer a series of questions?
A) unobtrusive measures
B) secondary analysis
C) experimentation
D) survey

Answer: D

Diff: 1 Page Ref: 22, 24

Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 47) Dr. Zak is trying to determine what traits, if any, high-achieving students have that students who do poorly on his exams do not possess. To assess personal information from both groups of students, what research method should Dr. Zak probably use?
A) an experimental method

- B) an ethnographic study
- C) a form of secondary data analysis
- D) a survey

Answer: D

Diff: 3 Page Ref: 22, 24

Skill Level: Apply What You Know

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 48) When reading a table, a comment located just below the title that gives more detailed information on how the data was collected or how the data are presented is called a _____.
- A) source
 - B) byline
 - C) reference
 - D) headnote

Answer: D

Diff: 1 Page Ref: 23

Skill Level: Know the Facts

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

- 49) In research, to generalize one's findings to a total population, what is the most important quality that the sample must possess?
- A) It must include at least 25 percent of the total population.
 - B) It must be representative of the total population.
 - C) It must consist of people who are selected and people who volunteer.
 - D) It must be quantitative in order to make comparisons.

Answer: B

Diff: 2 Page Ref: 24

Skill Level: Understand the Concepts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 50) What is the defining characteristic of a random sample?
- A) It consists of an equal number of men and women.
 - B) It is created by asking questions of people who randomly happen to walk by.
 - C) It gives each person in the population of interest an equal chance of being chosen.
 - D) It ensures that every person in the sample represents a specific racial, gender, or religious group.

Answer: C

Diff: 2 Page Ref: 24

Skill Level: Understand the Concepts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 51) A small group of seven students evaluated Professor Zanylo's lectures. On a scale of 1 to 10, the scores the students registered were 4, 5, 7, 8, 9, 9, 10. Professor Zanylo's mode score was _____ and his median score was _____.
- A) 7.4; 9
 - B) 10; 7.4

- C) 4; 10
- D) 9; 8

Answer: D

Diff: 2 Page Ref: 24

Skill Level: Understand the Concepts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 52) Walker is conducting research on scholarship recipients at Faber College. In his sample of 250 students, he is ensuring he has a proportionate number of students based on class standing, race, sex, and major course of study. Walker's sample is an example of a _____.
- A) stratified random sample
 - B) self-administered sample
 - C) closed-ended sample
 - D) universal sample

Answer: A

Diff: 2 Page Ref: 25

Skill Level: Understand the Concepts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 53) Michael is going to survey members of the gay and lesbian student union and gather data on their personal lives, interests, and demographics to develop a profile of their membership. To be most successful and receive the most valid responses, what should Michael do?
- A) Michael should include a statement in his survey that he is gay.
 - B) Michael should refrain from asking for data on sexual behavior.
 - C) Michael should distribute the survey only to volunteers.
 - D) Michael should begin the questionnaire by asking neutral questions.

Answer: D

Diff: 4 Page Ref: 25

Skill Level: Analyze It

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 54) Which of the following examination formats is most likely to incorporate closed-ended questions?
- A) an essay exam
 - B) a multiple-choice exam
 - C) an oral exam
 - D) a fill-in-the-blank exam

Answer: B

Diff: 3 Page Ref: 25

Skill Level: Apply What You Know

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 55) While conducting research on domestic abuse, Tanya asked workers at a battered women's shelter, "What do you think causes some men to abuse their wives?" She then permitted the workers to elaborate on their answers. What is the term used to describe such a question, one that leads to this type of answering option?
- A) The question and answer are a part of secondary analysis.
 - B) This is an example of an open-ended question.
 - C) This is an example of a closed-ended question.
 - D) The question and answer are examples of generalizability in research.

Answer: B

Diff: 3 Page Ref: 25

Skill Level: Apply What You Know

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 56) Juanita is conducting survey research for the Colgate-Palmolive Company. The company recently sent several cases of personal-sized toothpaste to Dr. Yankum as a part of a promotion. Juanita is surveying patients as they leave Dr. Yankum's office to ask if the dentist gave them any hygiene items to continue quality dental care. Juanita has discovered that practically every patient received Colgate and has concluded in her report that dentists prefer Colgate toothpaste over other brands. What flaw exists in Juanita's research?
- A) She has chosen an inappropriate research design.
 - B) She is using a biased sample to collect her data.
 - C) She is relying on marketing research, which is unscientific and therefore invalid.
 - D) She is conducting research that is tainted by interviewer bias.

Answer: B

Diff: 6 Page Ref: 26

Skill Level: Apply What You Know

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 57) Which of the following research errors is less likely to be classified as fraud and more likely to be considered as simply sloppy work?
- A) analyzing the data incorrectly
 - B) choosing a biased sample
 - C) asking biased questions
 - D) disregarding undesirable results

Answer: A

Diff: 6 Page Ref: 26

Skill Level: Apply What You Know

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 58) Sam is conducting interviews to assess students' opinions on how President Bush handled the second Gulf War. Because this is a controversial topic at Sam's conservative campus, what is the best way for him to develop a sense of rapport with the sample?
- A) He should pay the interviewed students a stipend for their cooperation.
 - B) He should begin by asking neutral questions and holding off on sensitive issues.
 - C) He should tell the students he interviews their identities will be kept secret.
 - D) He should begin by telling the participants that he is a Democrat.

Answer: B

Diff: 3 Page Ref: 27

Skill Level: Apply What You Know

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 59) Matthew is completing his master's thesis, which addresses the culture of outlaw motorcycle gangs. For the past six months, he has been riding with a gang, observing and describing behaviors in an attempt to present a view of these groups from a gang member's perspective. Like Mario Brajuha, he is determined to keep the identities of his subjects confidential. Which research method is Matthew employing?
- A) case study
 - B) documentary
 - C) participant observation
 - D) unobtrusive measures

Answer: C

Diff: 2 Page Ref: 27

Skill Level: Understand the Concepts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 60) What is another term used to describe the research method called participant observation?
- A) content analysis
 - B) fieldwork
 - C) survey research
 - D) unobtrusive measures

Answer: B

Diff: 2 Page Ref: 27

Skill Level: Understand the Concepts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 61) Jarod is conducting research on the homeless. For six weeks, he has lived among the homeless "24/7," sleeping on the street or at a shelter, and engaging in the same activities as the population he is studying. By doing so, Jarod has been able to gather a broad understanding of the homeless, their needs, and characteristics. In view of this, Jarod is using _____ as a method of gathering data.
- A) representative sampling
 - B) secondary analysis
 - C) content analysis
 - D) participant observation

Answer: D

Diff: 2 Page Ref: 27

Skill Level: Understand the Concepts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 62) The feeling of trust that researchers establish with their respondents is referred to as _____.
- A) commitment
 - B) rapport
 - C) empathy
 - D) confidentiality

Answer: B

Diff: 1 Page Ref: 27

Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 63) What is the major problem with using participant observation as a research tool?
- A) It often leads to findings that lack generalizability.
 - B) It is unacceptable based on standards of the American Sociological Association.
 - C) It lacks both validity and reliability.
 - D) It is highly biased.

Answer: A

Diff: 2 Page Ref: 27

Skill Level: Understand the Concepts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 64) When a researcher focuses on a single event, situation, or individual, the resulting research is known as _____.
- A) an experiment
 - B) fieldwork
 - C) a case study
 - D) secondary analysis

Answer: C

Diff: 3 Page Ref: 27

Skill Level: Apply What You Know

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 65) If a researcher is reading diaries to collect information about the attitudes of rape victims, he or she is using _____ to collect the data.
- A) ethnography
 - B) dramaturgical analysis
 - C) documents
 - D) unstructured interviews

Answer: C

Diff: 1 Page Ref: 29

Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 66) Using Facebook to study the race-ethnicity of friendships among college students would be an example of which research method?
- A) the survey
 - B) the experiment
 - C) participant observation
 - D) analysis of documents

Answer: B

Diff: 3 Page Ref: 29-30
Skill Level: Apply What You Know

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 67) Dr. Zimbardo is examining the effect that pornographic movies have on the ways in which single men respond to the needs of women. He has one group of men watch pornographic films and another watch Three Stooges episodes. He then tests their reactions to women in need by showing them short film clips and following up with a series of questions. What research method is Dr. Zimbardo using?
- A) the survey
 - B) the experiment
 - C) participant observation
 - D) secondary analysis

Answer: B

Diff: 3 Page Ref: 29-30
Skill Level: Apply What You Know

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 68) In an experiment, one group of participants is exposed to treatment, another is exposed to an application identified to them as treatment, and another is not exposed to any treatment. In such a procedure, the participants who are not exposed to any form of treatment, either genuine or false, are classified as the _____ group.
- A) rival
 - B) placebo
 - C) experimental
 - D) control

Answer: D

Diff: 1 Page Ref: 29-30
Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 69) A researcher is asking questions of a serious nature, and a respondent gives only "socially acceptable" answers. This is an example of _____.
- A) research fraud
 - B) poor sample selection
 - C) interviewer bias
 - D) research bias

Answer: C

Diff: 2 Page Ref: 30
Skill Level: Understand the Concepts

LO: 1.7 Explain how gender is significant in sociological research.

Topic/A-head: Gender in Sociological Research

- 70) An attractive African American woman is conducting random interviews on campus to gather data on students' opinions on the reverse discrimination suit filed by white students at the University of Michigan School of Law. Four out of five of the white respondents and virtually all of the African American respondents favor the court's ruling and supports "bonus points" being given to applicants of color. Based on this information, what is probably affecting the data collection process?
- A) interviewer bias
 - B) faulty hypothesis

- C) inappropriate research method
- D) misunderstanding of the subjects' world

Answer: A

Diff: 4 Page Ref: 30

Skill Level: Analyze It

LO: 1.7 Explain how gender is significant in sociological research.

Topic/A-head: Gender in Sociological Research

- 71) Max has developed the hypothesis that the stress felt by unemployed men increases the probability of spousal abuse. In this case, stress would be considered the _____ variable and spousal abuse would be considered the _____ variable.

- A) dependent; independent
- B) dependent; control
- C) independent; dependent
- D) independent; control

Answer: C

Diff: 3 Page Ref: 30

Skill Level: Apply What You Know

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 72) Steve and Naomi are counting the empty whiskey bottles in trashcans to measure the level of whiskey consumption in town. These researchers are using a method of research referred to as _____.

- A) documentation
- B) participant observation
- C) survey research
- D) unobtrusive measures

Answer: D

Diff: 3 Page Ref: 30

Skill Level: Apply What You Know

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 73) Which of the following would not be considered unobtrusive measures?

- A) Malls tracking patrons through their Smartphones so stores can send them targeted ads.
- B) Face-recognition cameras at kiosks that classify people by age and sex and post targeted ads.
- C) Bionic mannequins that greet customers' and ask them targeted questions about their purchasing habits.
- D) Cameras that follow you through the store recording your every move.

Answer: D

Diff: 2 Page Ref: 30

Skill Level: Understand the Concepts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 74) When sociologists Diana Scully and Joseph Marolla (1984, 2014) interviewed convicted rapists in prison they were concerned that the prisoners might shift their answers depending on which researcher was interviewing them because one was male and one was female. They were concerned that gender might lead to...

- A) interviewer bias.
- B) generalizability.

- C) ethical issues.
- D) plagiarism.

Answer: A

Diff: 2 Page Ref: 30

Skill Level: Understand the Concepts

LO: 1.7 Explain how gender is significant in sociological research.

Topic/A-head: Gender in Sociological Research

- 75) In experimental research, the variable that is the cause of change (the independent variable) must precede that which is changed (the dependent variable). This condition is called _____.

- A) reliability
- B) rapport
- C) random selection
- D) temporal priority

Answer: D

Diff: 2 Page Ref: 31

Skill Level: Understand the Concepts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 76) There is a high correlation between the number of Americans who pay income tax in the month of April and the number of swimsuits sold. Which of the following statements is the best description of this relationship?

- A) It is a spurious relationship.
- B) It is a cause-and-effect relationship.
- C) It is an indirect relationship.
- D) It is classified as a null hypothesis.

Answer: A

Diff: 3 Page Ref: 31

Skill Level: Apply What You Know

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 77) The three conditions necessary for causation between variables are _____, _____, and _____.

- A) correlation coefficient; temporal priority; positive correlation
- B) temporal priority; negative correlation; positive correlation
- C) negative correlation; spurious correlation; correlation coefficient
- D) correlation; temporal priority; lack of spurious correlation

Answer: D

Diff: 2 Page Ref: 31

Skill Level: Understand the Concepts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 78) In addition to choosing the appropriate research method, sociologists must follow research _____ to achieve truth, honesty, and openness.

- A) guidelines
- B) procedures
- C) regulations
- D) ethics

Answer: D

Diff: 2 Page Ref: 32
Skill Level: Understand the Concepts

LO: 1.8 Explain why it is vital for sociologists to protect the people they study; discuss the two cases that are presented.

Topic/A-head: Ethics in Sociological Research

79) What are the three qualities on which research ethics is based?

- A) rapport; generalizability; validity
- B) honesty; truth; openness
- C) random sample; observation; fieldwork
- D) consistency; accuracy; clarity

Answer: B

Diff: 1 Page Ref: 32
Skill Level: Know the Facts

LO: 1.8 Explain why it is vital for sociologists to protect the people they study; discuss the two cases that are presented.

Topic/A-head: Ethics in Sociological Research

80) Why did Mario Brajuha refuse to turn over his research notes to the authorities, even when subpoenaed?

- A) He was fearful of being imprisoned.
- B) He knew that as an undocumented worker he would be deported.
- C) He was concerned that he would be accused of plagiarism.
- D) He wanted to protect his respondents.

Answer: D

Diff: 1 Page Ref: 32-33
Skill Level: Know the Facts

LO: 1.8 Explain why it is vital for sociologists to protect the people they study; discuss the two cases that are presented.

Topic/A-head: Ethics in Sociological Research

81) Which two research methods did Laud Humphreys utilize in his classic "tearoom" study?

- A) participant observation and surveys
- B) experiments and documents
- C) secondary analysis and surveys
- D) unobtrusive measures and secondary analysis

Answer: A

Diff: 1 Page Ref: 33
Skill Level: Know the Facts

LO: 1.8 Explain why it is vital for sociologists to protect the people they study; discuss the two cases that are presented.

Topic/A-head: Ethics in Sociological Research

82) Why did a number of sociologists think Laud Humphreys' research on tearooms was unethical?

- A) He did not identify himself as a researcher.
- B) His study findings could not be replicated.
- C) He used students to gather and tabulate the data and did not give them credit.
- D) He plagiarized in some of his writings.

Answer: A

Diff: 1 Page Ref: 33
Skill Level: Know the Facts

LO: 1.8 Explain why it is vital for sociologists to protect the people they study; discuss the two cases that are presented.

Topic/A-head: Ethics in Sociological Research

- 83) People all over the world, including college students, are breaking down national boundaries because of advances in communication, trade, and travel. This is referred to as _____.
A) multiculturalism
B) colonialism
C) neo-colonialism
D) globalization

Answer: D

Diff: 1 Page Ref: 34

Skill Level: Know the Facts

LO: 1.9 Explain how research versus reform and globalization are likely to influence sociology.

Topic/A-head: Trends Shaping the Future of Sociology

- 84) Capitalism is becoming the world's dominant economic system. This is referred to as _____.
A) globalization
B) economic diffusion
C) globalization of capitalism
D) globalization of economics

Answer: C

Diff: 2 Page Ref: 34

Skill Level: Know the Facts

LO: 1.9 Explain how research versus reform and globalization are likely to influence sociology.

Topic/A-head: Trends Shaping the Future of Sociology

1.3 Short Answer Questions

- 1) What is social location?

Answer: the group memberships that people have because of their location in history and society

Diff: 1 Page Ref: 2

Skill Level: Know the Facts

LO: 1.1 Explain why both history and biography are essential for the sociological perspective.

Topic/A-head: The Sociological Perspective

- 2) In addressing the sociological perspective, what did C. Wright Mills mean by "history"?

Answer: Each society is located in a broad stream of events, giving it specific characteristics, values, and norms.

Diff: 1 Page Ref: 2-3

Skill Level: Know the Facts

LO: 1.1 Explain why both history and biography are essential for the sociological perspective.

Topic/A-head: The Sociological Perspective

- 3) Herbert Spencer suggested that to help lower classes is to interfere with the natural process of "survival of the fittest." This concept was the key element in his view of the evolution of society, called _____.

Answer: social Darwinism

Diff: 1 Page Ref: 5

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 4) According to the *Wall Street Journal*, who were the three greatest modern thinkers?

Answer: Karl Marx, Albert Einstein, Sigmund Freud

Diff: 3 Page Ref: 5

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 5) Why did Durkheim's research support the position that suicide was more of a sociological issue rather than one based on psychological theory?

Answer: He found that people are more likely to commit suicide if their social connections are weak, and that suicide rates within countries and cultures remain constant, but differ considerably between cultures.

Diff: 3 Page Ref: 6

Skill Level: Analyze It

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 6) Karl Marx claimed that _____ was the central force of social change, while Max Weber argued that _____ was actually the central force of social change.

Answer: economics; religion

Diff: 2 Page Ref: 7

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 7) What did C. Wright Mills mean by the term "power elite"?

Answer: the top business, political, and military leaders who made the major policy decisions and were a threat to the nation

Diff: 2 Page Ref: 11

Skill Level: Understand the Concepts

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

- 8) Sociologically, what is the meaning of "symbols"?

Answer: the things to which we attach meaning, the key to understanding how we view the world and communicate with one another

Diff: 1 Page Ref: 13-14

Skill Level: Know the Facts

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 9) Robert Merton's two classifications of function, both of which can help a system adjust, are called _____ and _____ functions.

Answer: manifest; latent

Diff: 1 Page Ref: 16

Skill Level: Know the Facts

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 10) According to Karl Marx, what single element was the key to understanding human history?

Answer: class conflict

Diff: 1 Page Ref: 17-18

Skill Level: Know the Facts

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 11) What are the similarities and differences between macro-level analysis and micro-level analysis?

Answer: Macro-level analysis focuses on large-scale patterns of society. Micro-level analysis focuses on human behavior during social interactions.

Diff: 2 Page Ref: 19

Skill: Apply What You Know

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 12) What term is used by sociologists to refer to what people do when they are in one another's presence?

Answer: social interaction

Diff: 1 Page Ref: 19

Skill Level: Know the Facts

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 13) What are the eight basic steps followed in scientific research?

Answer: (1) selecting a topic;
(2) defining the problem;
(3) reviewing the literature;
(4) formulating a hypothesis;
(5) choosing a research method;
(6) collecting the data;
(7) analyzing the results;
(8) sharing the results

Diff: 1 Page Ref: 21

Skill Level: Know the Facts

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

14) What is the difference between a "sample" and a "random sample"?

Answer: A sample is simply a group of individuals chosen from the target population without the use of safeguards to see that the group represents the target population. A random sample is a portion of a population in which everyone in the population has the same chance of being included in the study, thereby being more representative of the target population.

Diff: 1 Page Ref: 24

Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

15) What are the three ways to measure the "average" of a set of scores?

Answer: (1) the mean;
(2) the median;
(3) the mode

Diff: 1 Page Ref: 24

Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

16) What is the advantage of using a stratified random sample over a sample gathered by selecting volunteers?

Answer: Unlike a sample of volunteers, it allows the researcher to generalize his or her findings to the entire population.

Diff: 2 Page Ref: 24-25

Skill Level: Understand the Concepts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

17) Why is it important to ask neutral questions while conducting sociological research?

Answer: The questions must allow respondents to express their own opinions, or else the researcher will collect biased answers, which are worthless from a research perspective.

Diff: 3 Page Ref: 25

Skill Level: Apply What You Know

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 18) Asking interview questions that direct the respondents' answers is asking _____.

Answer: biased questions

Diff: 1 Page Ref: 26

Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 19) Why is participant observation also called fieldwork?

Answer: It takes the researchers into "the field," where they can be highly involved with the population under study or removed from it.

Diff: 4 Page Ref: 27

Skill Level: Analyze It

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 20) What are the names of the two groups required for an experiment to take place?

Answer: (1) the experimental group;
(2) the control group

Diff: 1 Page Ref: 29-30

Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 21) What is interviewer bias?

Answer: the process by which respondents shift their answers to impress the interviewer, either positively or negatively, while paying little attention to their true feelings

Diff: 3 Page Ref: 30

Skill Level: Apply What You Know

LO: 1.7 Explain how gender is significant in sociological research.

Topic/A-head: Gender in Sociological Research

- 22) What are unobtrusive measures?

Answer: ways of observing people who do not know that they are being studied

Diff: 1 Page Ref: 30

Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 23) What is a "spurious" relationship?

Answer: one in which there is a strong correlation, though the strength of that correlation may be caused by a third, unidentified variable

Diff: 1 Page Ref: 31
Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 24) What is a correlation between variables?

Answer: the presence of two or more variables together, which strengthens their relationship
Diff: 1 Page Ref: 31
Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 25) What are the three conditions necessary for causation?

Answer: (1) correlation;
(2) temporal priority;
(3) no spurious correlation evident
Diff: 1 Page Ref: 31
Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 26) Jim would like to conduct interviews with women who have been victims of rape. What could we suppose about the kind of responses he will get?

Answer: due to his gender the women subjects would be less likely to be open and honest about their experiences, skewing the results of his study
Diff: 2 Page Ref: 32
Skill Level: Applying What You Know
LO: 1.7 Explain how gender is significant in sociological research.
Topic/A-head: Gender in Sociological Research

- 27) As dictated by the American Sociological Association, what are the three qualities that a researcher must consider for his or her study to be ethical?

Answer: (1) honesty;
(2) truth;
(3) openness
Diff: 1 Page Ref: 32
Skill Level: Know the Facts

LO: 1.8 Explain why it is vital for sociologists to protect the people they study; discuss the two cases that are presented.

Topic/A-head: Ethics in Sociological Research

- 28) What was the major ethics issue in the Brajuha research?

Answer: protecting the identity of the subjects
Diff: 1 Page Ref: 32
Skill Level: Know the Facts

LO: 1.8 Explain why it is vital for sociologists to protect the people they study; discuss the two cases that are presented.

Topic/A-head: Ethics in Sociological Research

29) What is globalization?

Answer: the erosion of national boundaries due to advances in communications, trade, and travel, placing sociology as the unrivaled discipline on the world scale

Diff: 2 Page Ref: 34

Skill Level: Know the Facts

LO: 1.9 Explain how research versus reform and globalization are likely to influence sociology.

Topic/A-head: Trends Shaping the Future of Sociology

1.4 Essay Questions

1) Define the sociological perspective (or imagination), cite its components, and explain how they were defined by C. Wright Mills.

Answer: The sociological perspective (or imagination) focuses on the groups and social contexts that influence the ways in which people live, enabling us to grasp the connection between history and biography. By history, Mills meant that each society is located in a broad stream of events. By biography, Mills referred to each individual's specific experiences.

Diff: 3 Page Ref: 2-3

Skill Level: Analyze It

LO: 1.1 Explain why both history and biography are essential for the sociological perspective.

Topic/A-head: The Sociological Perspective

2) Briefly describe the four factors that contributed to the emergence of sociology as a discipline in the 19th century.

Answer: The four factors contributing to the emergence of sociology were as follows: the Industrial Revolution, the American and French revolutions, imperialism, and the success of the natural sciences in applying the scientific method in answering questions about the natural environment. The Industrial Revolution caused a great social upheaval in Europe as the shift from agriculture to factory production brought about many changes in people's lives. These changes included an increase in urbanization, horrible working conditions, and the failure of tradition in providing answers for their life experiences. Second, the American and French revolutions introduced new ideas about individuals' inalienable rights. As a result, more democratic forms of governance were introduced and tradition no longer provided adequate answers for individuals. Imperialism exposed Europeans to radically different cultures and brought up the question of why cultures differed. And, with the success of the natural sciences in answering questions about the natural environment by using the scientific method, some thought it logical to apply this method to questions about the social world.

Diff: 3 Page Ref: 4

Skill Level: Understand the Concepts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

3) Trace the historical development of sociology in Europe, beginning with an explanation of positivism. Conclude the answer with a brief description of the contributions of Comte, Spencer, Durkheim, Marx, and Weber.

Answer: (Refer to the subsection on "Origins of Sociology.") Historical development should cover the difference between science and tradition, and a discussion of pre-19th century thought and how it challenged the traditional thinking of the feudal period. It should include three main events that shaped sociology: the Industrial Revolution, the political revolution (American and French), and imperialism. It should incorporate the influences of industrialization, immigration, and urbanization on society and human interaction, as well as positivism (the application of the scientific method to the social world).

Diff: 3 Page Ref: 4-8

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

4) Explain the development of social Darwinism, as well as the differences between this concept and the philosophical ideals held by most sociologists.

Answer: (Refer to the subheading on "Herbert Spencer and Social Darwinism.") Herbert Spencer was influenced by Darwin's work, *On the Origin of Species*, and the biological and evolutionary importance of the "survival of the fittest," transferring this theory to a social philosophy with his concept of social Darwinism. This concept

rejected any notion of providing charity or helping the poor. Sociologists in America would be especially appalled by the notion of social Darwinism because of their commitment to social reform. European sociologists who were more theoretical also did not embrace the concept, and eventually social Darwinism was discredited.

Diff: 5 Page Ref: 4-8

Skill: Understand the Concepts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 5) Based on the work of Karl Marx, what are the two classes in society? Define each.

Answer: The two classes in society as defined by Marx are the bourgeoisie and proletariat. The bourgeoisie are the capitalists, those who own the means of production. The proletariat refers to the exploited workers who do not own the means of production.

Diff: 4 Page Ref: 5

Skill Level: Know the Facts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 6) Summarize the main points of Karl Marx's theory of class conflict.

Answer: Marx felt the key to human history was based on class struggle. In every society, there is a small group that controls the means of production and exploits those who do not. In industrialized society, this struggle is between the bourgeoisie (the small group of capitalists who own the means to produce wealth) and the proletariat (the workers who are exploited by the capitalists). The capitalists are in control of society's resources and can wield political power over workers if they rebel.

Diff: 2 Page Ref: 5

Skill Level: Understand the Concepts

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 7) How did Max Weber explain the emergence of the "spirit of capitalism"?

Answer: Weber believed that religion was the central force in social change. Protestants believed that financial success was a "sign" from God that they were saved and part of "God's will." To enhance this "sign" of salvation, they began to live frugal lives and invest the surplus money they made. As a result, they made more money. This readiness to invest money was what Weber called "the spirit of capitalism."

Diff: 4 Page Ref: 7-8

Skill Level: Analyze It

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

- 8) How did prejudice and discrimination affect the development of sociology in America in the late 19th and early 20th centuries?

Answer: In the late 19th and early 20th centuries, sexism and racism prevailed. Female sociologists and researchers were often denied faculty appointments in sociology, so they turned their efforts towards writing, activism, and reform. Examples include Harriet Martineau, Marion Talbot, Jane Addams, Ellen Gates Starr, Emily Green Balch, and others. However, some early female pioneers did serve in government positions, such as Grace Abbott and Frances Perkins. Although W. E. B. Du Bois was the first African American to earn a doctorate from Harvard University, he was too poor to attend meetings of the American Sociological Association when invited and later found that when he could attend he could not utilize the same hotels and restaurants as his white colleagues. Until recently, his work contributions to the discipline have been neglected in sociology.

Diff: 4 Page Ref: 8-11

Skill Level: Analyze It

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

- 9) Describe the major differences between basic (pure) sociology and applied sociology.

Answer: Basic or "pure" sociology is directed toward the development of theory and research, which attempt to answer basic questions about human social groups without making changes in these groups. Applied sociology involves the practical application of sociological knowledge to solve problems and shape social policy.

Diff: 2 Page Ref: 11-12

Skill Level: Analyze It

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

- 10) Social life can be interpreted from one of three major theoretical frameworks. Describe the major points of each framework. List at least one sociologist who has been identified with each framework.

Answer: (See the subsection of the text, "Theoretical Perspectives in Sociology.") Begin by describing symbolic interactionism, functional analysis, and the conflict perspective. A comprehensive definition of each is presented by the author. Theorists associated with symbolic interactionism include Mead, Cooley, Ogburn, Burgess, and Lock. Those associated with functional analysis include Comte, Durkheim, Spencer, Parsons, and Merton. Those associated with the conflict perspective include Marx and Coser.

Diff: 2 Page Ref: 12-18

Skill Level: Understand the Concepts

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

- 11) Discuss the eight steps in the research model.

Answer: (1) selecting a topic – sociologists choose a wide range of topics, usually those that inspire their curiosity;
(2) defining the problem – what is it that the researcher wants to learn about the topic?
(3) reviewing the literature – what have other researchers published on this topic?
(4) formulating a hypothesis – developing a statement about what the researcher wants to find according to predictions from a theory;
(5) choosing a research method – what is the design the researcher plans to use to collect the data?
(6) collecting the data – utilizing the method chosen to actually gather information on the topic chosen, keeping in mind that validity and reliability are major concerns when collecting the data;
(7) analyzing the results – testing a hypothesis based on the data collected or studying the results to look for similarities, differences, and other patterns;
(8) sharing the results – writing a report or paper to share with the academic community and other people who have an interest in the topic studied

Diff: 2 Page Ref: 20-22

Skill Level: Understand the Concepts

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

- 12) Discuss the difference between "validity" and "reliability."

Answer: (1) Validity refers to whether an operational definition measures what it was intended to measure. It addresses the issue of accuracy of measurement.
(2) Reliability refers to the extent to which different studies come up with similar results. It addresses the issue of consistency of measurement.

Diff: 4 Page Ref: 21

Skill Level: Analyze It

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

- 13) In research, what is an operational definition? How is an operational definition different from a definition in the traditional sense?

Answer: In research, an operational definition is the precise way that a variable is measured. The difference between an operational definition and a traditional definition is in the exactness or preciseness of the definition. For example, the definition of "man" in the traditional sense is any male age 18 years or older. In a research study, however, the term "man" may be limited to males of a younger age group (18 to 25) or males who are older (over 65).

Diff: 6 Page Ref: 21

Skill Level: Apply What You Know

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

- 14) List the seven research methods used to gather data, and identify the major strengths and weaknesses of each approach.

Answer: A summary of the section titled, "Research Methods," is required. It addresses the seven research methods:

- (1) surveys;
- (2) participant observation;
- (3) case studies;
- (4) secondary analysis;
- (5) documents;
- (6) experiments;
- (7) unobtrusive measures. The strengths and weaknesses for each are included in the subsections. For example, the strength of a self-administered survey is its lower cost and larger pool. The disadvantage is a loss of control over the administration of the instrument. Participant observation has the ability to stimulate hypotheses and theories, but it has problems with generalizability. Other research methods are described in sufficient detail for the student to recognize their strengths and weaknesses.

Diff: 3 Page Ref: 22-30

Skill Level: *Apply What You Know*

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 15) Describe the difference between a "population" and a "sample." What is a "representative sample"? What is the best way to achieve representativeness in a sample?

Answer: A population is the target group to be studied. In contrast, a sample consists of the individuals selected from the population to represent all members of the population to be studied. A representative sample is one in which every member of the population has an equally likely chance of being selected for the sample. This is best achieved through the process of random sampling.

Diff: 4 Page Ref: 24

Skill Level: *Analyze It*

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 16) How is participant observation research different from unobtrusive measures?

Answer: Participant observation occurs when the researcher participates in a research setting while observing what is happening in the setting. The researcher spends time with the subjects in their natural setting, observing further aspects of their lives. Conversely, unobtrusive measures are used when the researcher observes the behavior of people who are not aware that they are being studied. To secretly record the behavior of people in public settings, such as on a crowded subway car, is generally considered acceptable. But this is not recommended in private settings.

Diff: 3 Page Ref: 27, 30

Skill Level: *Apply What You Know*

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 17) Identify and define the three conditions necessary for a change in one variable to be caused by another variable.

Answer: Causation requires correlation, temporal priority, and no spurious correlation.

- (1) Correlation means that two variables are present together. The more often they are found together, the stronger the relationship.
- (2) Temporal priority means that one thing happens before something else does. For an independent variable to be the cause, it must precede the change.

- (3) Spurious correlation means that the cause may be some underlying third variable not identified in the study, so a spurious correlation should not be evident.

Diff: 1 Page Ref: 31

Skill Level: Know the Facts

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 18) List the six practices that can distort data, misrepresent answers, or lead to fraudulent research. Briefly explain what each practice is.

Answer: (1) choose a biased sample – use a sample of people that have a vested interest in answering the question in the way you wish the results to appear;
(2) ask biased questions – phrase questions in such a way that most people see only one logical choice;
(3) list biased choices – use closed-ended questions that result in people giving you the answers you want;
(4) discard undesirable results – keep silent about findings that do not provide the results you want and continue to survey more of the sample until your desired results are obtained;
(5) misunderstand the subject's world – ask questions that, if answered any other way, would conflict with the value system of the subject;
(6) analyze the data incorrectly – err in your tabulations and calculations (for example, entering incorrect data)

Diff: 4 Page Ref: 31

Skill Level: Analyze It

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

- 19) How can interviewer bias create skewed results in sociological research?

Answer: Interviewer bias is created when respondents provide answers that they believe are most politically correct or least offensive to the researcher. This may occur because respondents do not wish to offend the researcher. But in some cases, they want to provide a shocking or disturbing response simply because of the background or sex of the researcher. Interviewer bias only occurs in cases in which the respondent is aware of who the researcher is, which is most likely during the data-gathering process on the part of the interview.

Diff: 3 Page Ref: 30, 32

Skill Level: Apply What You Know

LO: 1.7 Explain how gender is significant in sociological research.

Topic/A-head: Gender in Sociological Research

- 20) How is gender significant in sociological research?

Answer: Gender is very significant in sociological research because it impacts our orientations and attitudes and can bias findings. Gender can lead to interviewer bias in which interviewees might shift their answers depending on the gender of the interviewer. This leaves women better suited to conduct certain research, such as with women victims. On the other hand, men may be better suited to conduct certain research with men. Gender has also played a significant role in the history of sociology, as most sociologists were historically men. This left women largely out of research as both researchers and subjects. Today many women sociologists are conducting research, which has changed the landscape of social research.

Diff: 2 Page Ref: 30, 32

Skill Level: Knowing the Facts

LO: 1.7 Explain how gender is significant in sociological research.

Topic/A-head: Gender in Sociological Research

- 21) What is the role of ethics in sociological research?

Answer: Ethics plays an important role in choosing the appropriate research method. All research must meet the ethical criteria of the American Sociological Association. The criteria focus on the basic assumptions of science and morality and require that the researcher to be open (sharing his or her findings), honest, and truthful regarding

the research methods and conclusions. Researchers must also ensure that their subjects will not be harmed by the research, and that their subjects' anonymity is protected. Generally, it is considered ethical for the researchers to identify themselves to the subjects.

Diff: 2 Page Ref: 32

Skill Level: Understand the Concepts

LO: 1.8 Explain why it is vital for sociologists to protect the people they study; discuss the two cases that are presented.

Topic/A-head: Ethics in Sociological Research

22) What ethical violations occurred in Laud Humphreys' study of "tearooms"?

Answer: Humphreys did not tell his research subjects that he was studying them. He misrepresented himself as a participant, when he was really a researcher. He violated the subjects' privacy by using their car license plate numbers to locate them. He risked exposing his subjects' discreditable sexual behaviors by recording these activities as well as their identities. He failed to tell his subjects that he was using the medical study to learn more about their sexual behaviors. He disguised himself so his subjects would not recognize him as the same person who observed them at the tearooms. Overall, research subjects should be informed that they are being studied and should never be harmed in any way by the research.

Diff: 6 Page Ref: 33

Skill Level: Apply What You Know

LO: 1.8 Explain why it is vital for sociologists to protect the people they study; discuss the two cases that are presented.

Topic/A-head: Ethics in Sociological Research

23) What is globalization and how is it playing a significant role in our lives?

Answer: Globalization refers to the growing interconnections among nations due to the expansion of capitalism. As Capitalism becomes the dominant economic system around the world people from separate nations become more interconnected in a global village. As members of this global village our welfare is increasingly tied together.

Diff: 3 Page Ref: 34

Skill: Analyze It

LO: 1.9 Explain how research versus reform and globalization are likely to influence sociology.

Topic/A-head: Trends Shaping the Future of Sociology

1.5 Matching Questions

Skill Level: Know the Facts

Match the term with the definition.

1) sociological perspective

Diff: 1

Page Ref: 2

LO: 1.1 Explain why both history and biography are essential for the sociological perspective.

Topic/A-head: The Sociological Perspective

2) society

Diff: 1

Page Ref: 3

LO: 1.1 Explain why both history and biography are essential for the sociological perspective.

Topic/A-head: The Sociological Perspective

3) positivism

Diff: 1

Page Ref: 4

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

4) bourgeoisie

Diff: 1

Page Ref: 5

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

5) social integration

Diff: 1

Page Ref: 6

LO: 1.2 Trace the origins of sociology, from tradition to Max Weber.

Topic/A-head: Origins of Sociology

6) basic sociology

Diff: 1

Page Ref: 11

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

7) applied sociology

Diff: 1

Page Ref: 12

LO: 1.3 Trace the development of sociology in North America and explain the tension between objective analysis and social reform.

Topic/A-head: Sociology in North America

8) theory

Diff: 1

Page Ref: 12

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

9) micro analysis

Diff: 1

Page Ref: 19

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

10) macro analysis

Diff: 1

Page Ref: 19

LO: 1.4 Explain the basic ideas of symbolic interactionism, functional analysis, and conflict theory.

Topic/A-head: Theoretical Perspectives in Sociology

11) globalization

Diff: 1

Page Ref: 34

LO: 1.9 Explain how research versus reform and globalization are likely to influence sociology.

Topic/A-head: Trends Shaping the Future of Sociology

12) hypothesis

Diff: 1

Page Ref: 21

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: What Is a Valid Sociological Topic?

13) operational definition

Diff: 1

Page Ref: 21

LO: 1.5 Explain why common sense can't replace sociological research.

Topic/A-head: Doing Sociological Research

14) survey

Diff: 1

Page Ref: 22

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

15) random sample

Diff: 1

Page Ref: 24

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

16) sample

Diff: 1

Page Ref: 24

LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.

Topic/A-head: Research Methods (Designs)

17) median

A) Marx's term for capitalists, those who own the means of production

B) ways of observing people who do not know that they are being studied

C) the use of sociology to solve problems

D) people who share a culture and territory

E) a general statement about how some parts of the world fit together and how they work

F) the group of subjects who are not exposed to the independent variable

G) an examination of large-scale patterns of society

H) the growing interconnections among nations due to the expansion of capitalism, trade, communications, and travel

I) the degree to which members of a group or society feel united by shared values and other social bonds

J) sociological research whose purpose is to make discoveries about life in human groups

K) the application of the scientific approach to the social world

L) in a series of scores, the score that falls halfway between the top and bottom scores

M) the collection of data by having people answer a series of questions

N) a sample from selected subgroups of the target population in which everyone in those subgroups has an equal chance of being included in the research

O) an examination of small-scale patterns of society

P) a feeling of trust that connects the researcher and the people being studied

Q) the precise way in which a researcher measures a variable

R) a study in which the researcher participates in a research setting while observing what is happening in that setting (also called participant observation)

S) the group of subjects who are exposed to the independent variable

T) understanding human behavior by placing it within its broader social context

U) a sample in which everyone in the target population has the same chance of being included in the study

V) in a series of scores, the arithmetic average reached by adding the scores and dividing the total by the number of scores

W) a statement regarding the ways in which variables are expected to be related to one another, often according to predictions from a theory

X) the individuals intended to represent the population to be studied

Diff: 1 Page Ref: 24
LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.
Topic/A-head: Research Methods (Designs)

18) mean

Diff: 1 Page Ref: 24
LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.
Topic/A-head: Research Methods (Designs)

19) stratified random sample

Diff: 1 Page Ref: 25
LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.
Topic/A-head: Research Methods (Designs)

20) fieldwork

Diff: 1 Page Ref: 27
LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.
Topic/A-head: Research Methods (Designs)

21) rapport

Diff: 1 Page Ref: 27
LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.
Topic/A-head: Research Methods (Designs)

22) experimental group

Diff: 1 Page Ref: 30
LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.
Topic/A-head: Research Methods (Designs)

23) control group

Diff: 1 Page Ref: 30
LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.
Topic/A-head: Research Methods (Designs)

24) unobtrusive measures

Diff: 1 Page Ref: 30
LO: 1.6 Know the main elements of the 7 research methods: surveys, participant observation, case studies, secondary analysis, analysis of documents, experiments, and unobtrusive measures.
Topic/A-head: Research Methods (Designs)

1) T; 2) D; 3) K; 4) A; 5) I; 6) J; 7) C; 8) E; 9) O; 10) G; 11) H; 12) W; 13) Q; 14) M; 15) U; 16) X; 17) L; 18) V; 19) N; 20) R; 21) P; 22) S; 23) F; 24) B