

Name: _____ Class: _____ Date: _____

Chapter 02 : Sociological Research Methods

True / False

1. The sociological perspective incorporates theory and research to arrive at a more accurate understanding of the “hows” and “whys” of human social interaction.

a. True
b. False

ANSWER: True

2. In *Suicide*, sociologist Emile Durkheim documented that a high suicide rate was symptomatic of a large-scale social problem. This research was in direct contradiction to the historically held notion that suicide was due to psychological illness.

a. True
b. False

ANSWER: True

3. Sociology involves debunking—the unmasking of fallacies (false or mistaken ideas or opinions) in the everyday and official interpretations of society.

a. True
b. False

ANSWER: True

4. The deductive approach proceeds as follows: (1) theories generate hypotheses, (2) hypotheses lead to observations (data gathering), (3) observations lead to the formation of generalizations, and (4) generalizations are used to support the theory, to suggest modifications to it, or to refute it.

a. True
b. False

ANSWER: True

5. In the inductive approach, the researcher collects information or data (facts or evidence) and then generates theories from the analysis of that data.

a. True
b. False

ANSWER: True

6. Whether a variable is dependent or independent depends on the context in which it is used.

a. True
b. False

ANSWER: True

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7. Sociologist Emile Durkheim emphasized that individual acts of suicide provide better explanations for suicide than do suicide rates.

- a. True
- b. False

ANSWER: False

8. Variables are the observable and/or measurable counterparts of concepts; for example, “suicide” is a concept and the “rate of suicide” is a variable.

- a. True
- b. False

ANSWER: True

9. Social scientists cite many causes for suicide including rapid social change, economic conditions, hopeless poverty, and lack of religiosity. This is an example of multicollinearity.

- a. True
- b. False

ANSWER: False

10. Durkheim’s study of suicide is often criticized because his sample size was so small—around 50 cases.

- a. True
- b. False

ANSWER: False

11. Sociologist Emile Durkheim concluded that single people had proportionately higher suicide rates than married persons because they had a low degree of social integration; he referred to this as anomic suicide.

- a. True
- b. False

ANSWER: False

12. Laud Humphreys sought to interview the family, friends, and acquaintances of persons killed in single-car crashes that he thought might have been “autocides.”

- a. True
- b. False

ANSWER: False

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13. Quantitative research is often complex, involves a smaller number of cases, and provides a more holistic picture of some particular social phenomenon or human problem.

- a. True
- b. False

ANSWER: False

14. Qualitative researchers generally use surveys, secondary analyses of existing statistical data, and experimental designs.

- a. True
- b. False

ANSWER: False

15. Researchers frequently select a representative sample (a small group of respondents) from a larger population (the total group of people) to answer questions about their attitudes, opinions, or behavior.

- a. True
- b. False

ANSWER: True

16. Case studies are the most widely used research method in the social sciences because they make it possible to study things that are not directly observable—such as people’s attitudes and beliefs—and to describe a population too large to observe directly.

- a. True
- b. False

ANSWER: False

17. Survey data may be collected by interviews. One strength of interviews is that people may be influenced by the interviewer’s race, age, sex, size, or other attributes in responding to the questions asked.

- a. True
- b. False

ANSWER: False

18. In secondary analysis, researchers use existing materials and analyze data that were originally collected by others. Existing data sources include public records, official reports of organizations and government agencies, and surveys conducted by researchers in universities and private corporations.

- a. True
- b. False

ANSWER: True

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19. Content analysis is the systematic examination of cultural artifacts or various forms of communication to extract thematic data and draw conclusions about social life.

- a. True
- b. False

ANSWER: True

20. Sociologists who are interested in observing social interactions as it occurs primarily use structured surveys.

- a. True
- b. False

ANSWER: False

21. Survey work involves not only immersing oneself into the group or community that the researcher studies but also engaging in dialogue to learn more about social life through ongoing interaction with others.

- a. True
- b. False

ANSWER: False

22. Conventional experiments require that subjects be divided into two groups: the control group contains the subjects who are exposed to the independent variable and the experimental group who are not exposed to the independent variable.

- a. True
- b. False

ANSWER: False

23. The Hawthorne effect refers to changes in the subject's behavior caused by the researcher's presence or by the subject's awareness of being studied.

- a. True
- b. False

ANSWER: True

24. The National Societal Association (NSA) Code of Ethics set forth certain basic standards that sociologists must follow in conducting research.

- a. True
- b. False

ANSWER: False

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25. Our own personal knowledge and experiences are enough to help us formulate accurate understandings about the world.

- a. True
- b. False

ANSWER: False

Multiple Choice

26. Sociologists obtain their knowledge of human behavior through _____, which result(s) in a body of information that helps us move beyond guesswork and common sense in understanding society.

- a. common sense ideas b. research
- c. myths d. scientific laws

ANSWER: b

27. In *Suicide*, sociologist Emile Durkheim documented that a high suicide rate was symptomatic of a large-scale social problem. This research was in direct contradiction to the historically held notion that suicide was:

- a. a mass community problem b. a regional issue
- c. small-scale religious bigotry d. a psychological illness

ANSWER: d

28. A trademark of sociology involves the unmasking of fallacies in the everyday and official interpretations of society. This process is called:

- a. debunking b. demystifying
- c. deductive reasoning d. reformative

ANSWER: a

29. Durkheim's research on suicide documented that suicide was a large-scale social problem and not an isolated individual problem. This would be an example of:

- a. demystifying b. myth making
- c. debunking d. formative approach

ANSWER: c

30. The _____ approach uses religion, customs, habits, traditions, and law to answer important questions. It is based on strong beliefs about what is right and wrong and what "ought to be" in society.

- a. empirical b. deductive
- c. inductive d. normative

ANSWER: d

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31. A researcher wanting to investigate the moral beliefs, traditions, religious views, and customs in regards to physician-assisted suicide would use the _____ approach.

- a. empirical b. explanatory
- c. observational d. normative

ANSWER: d

32. The _____ approach attempts to answer questions through systematic collection and analysis of data. This approach is referred to as the conventional model, or the “scientific method,” and is based on the assumption that knowledge is best gained by direct, systematic observation.

- a. descriptive b. empirical
- c. normative d. explanatory

ANSWER: b

33. A researcher attempting to study physician assisted suicide through the systematic collection and analysis of data would use the _____ approach.

- a. empirical b. explanatory
- c. normative d. descriptive

ANSWER: a

34. In a(n) _____ study of suicide, sociologists might ask: Why do African American men over age sixty-five have a significantly lower suicide rate than white males in the same age bracket?

- a. descriptive b. explanatory
- c. evaluative d. observational

ANSWER: b

35. The relationship between theory and research has been referred to as a continuous cycle. The theory and research cycle consists of two approaches. In the _____ approach, the researcher begins with a theory and uses research to test the theory.

- a. deductive b. normative
- c. inductive d. explanatory

ANSWER: a

36. A _____ is a set of logically interrelated statements that attempts to describe, explain, and (occasionally) predict social events.

- a. statement b. theory
- c. commonsense approach d. testimonial

ANSWER: b

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37. If we use the _____ approach to determine why people commit suicide, we start by formulating a theory about the “causes” of suicide and then test our theory by collecting and analyzing data (such as vital statistics on suicides).

- a. explanatory b. inductive
- c. normative d. deductive

ANSWER: d

38. The relationship between theory and research has been referred to as a continuous cycle. The theory and research cycle consists of two approaches. In the _____ approach, the researcher collects information or data (facts or evidence) and then generates theories from the analysis of that data.

- a. normative b. deductive
- c. inductive d. explanatory

ANSWER: c

39. Which approach to the *theory-and-research cycle* does the following sequence reflect: (1) specific observations suggest generalizations, (2) generalizations produce a tentative theory, (3) the theory is tested through the formation of hypotheses, and (4) hypotheses may provide suggestions for additional observations?

- a. explanatory b. deductive
- c. normative d. inductive

ANSWER: d

40. Sociologists using the _____ approach to study suicide might start by simultaneously collecting and analyzing data related to suicidal behavior and then generate a theory.

- a. explanatory b. deductive
- c. normative d. inductive

ANSWER: d

41. With _____ research, the goal is scientific objectivity, and the focus is on data that can be measured numerically.

- a. qualitative b. observational
- c. quantitative d. explanatory

ANSWER: c

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42. Researchers in one study examined the effects of church membership, divorce, and migration on suicide rates in the United States and using complex statistical techniques, concluded that suicide rates are typically higher where divorce and migration rates are higher and church membership is lower. This is an example of:
- a. observational research b. quantitative research
 - c. explanatory research d. qualitative research

ANSWER: b

43. Eric wants to test his hypothesis that unemployed men are more likely to commit spousal abuse than men who are employed. He is most likely to use a _____ to test his hypothesis.
- a. qualitative approach b. quantitative approach
 - c. discriminant approach d. variable approach

ANSWER: b

44. With _____ research, interpretative description (words) rather than statistics (numbers) is used to analyze underlying meanings and patterns of social relationships.
- a. qualitative b. observational
 - c. quantitative d. explanatory

ANSWER: a

45. Researchers in one study systematically analyzed the contents of the notes of suicide victims to determine recurring themes, such as feelings of despair or failure. They hoped to determine if any patterns could be found that would help in understanding why people might kill themselves. This is an example of:
- a. explanatory research b. qualitative research
 - c. observational research d. quantitative research

ANSWER: b

46. Becky would like to conduct a study to determine how women define spousal abuse and the meanings they attach to incidents of abuse. She will most likely use a _____ approach to analyze her results.
- a. qualitative b. discriminant
 - c. quantitative d. factor analysis

ANSWER: a

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47. Tim would like to compare suicide rates between elite athletes and non-athletes by analyzing suicide notes looking for patterns of feelings of despair or failure. He will most likely use a _____ approach to his study.
- a. qualitative b. quantitative
 - c. conventional d. none of these choices

ANSWER: a

48. A researcher would like to compare suicide rates between recent immigrants and more established immigrants using a quantitative research approach. Which research model would be most appropriate?
- a. conventional research model b. explanatory research model
 - c. qualitative research model d. nonscientific research model

ANSWER: a

49. Which of the following represents a correct sequence of steps in the “conventional” research model?
- a. Select and define the research problem, develop the research design, collect and analyze the data, formulate the hypothesis, and draw conclusions and report the findings.
 - b. Develop the research design, formulate the hypothesis, select and define the research problem, collect and analyze the data, and draw conclusions and report the findings.
 - c. Select and define the research problem, formulate the hypothesis, develop the research design, collect and analyze the data, and draw conclusions and report the findings.
 - d. Formulate the hypothesis, select and define the research problem, draw conclusions and report the findings, develop the research design, and collect and analyze the data.

ANSWER: c

50. Sociologist Emile Durkheim selected suicide as a research topic because he wanted to demonstrate the importance of society in situations that might appear to be arbitrary acts by individuals. Which step is this in the conventional research model?
- a. Review previous research.
 - b. Formulate the hypothesis.
 - c. Select and define the research problem.
 - d. Develop the research design.

ANSWER: c

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51. Sociologists conducting research may formulate a(n) _____, which is a statement of the relationship between two or more concepts.

- a. theory b. hypothesis
- c. variable d. operational definition

ANSWER: b

52. Social integration and loneliness are examples of _____, which are the abstract elements representing some aspect of the world in simplified form.

- a. theories b. principles
- c. operational definitions d. concepts

ANSWER: d

53. A(n) _____ is any concept with measurable traits or characteristics that can change or vary from one person, time, situation, or society to another. It is the observable and/or measurable counterpart of a concept.

- a. variable b. theory
- c. hypothesis d. insight

ANSWER: a

54. In a hypothesis, the researcher considers the _____ to be the cause.

- a. independent variable b. dependent variable
- c. multiple variable d. control variable

ANSWER: a

55. Age, sex, race, and ethnicity are often used as _____ variables.

- a. multiple b. dependent
- c. control d. independent

ANSWER: d

56. In a hypothesis, the researcher presumes the _____ to be caused by another variable.

- a. independent variable b. dependent variable
- c. multiple variable d. control variable

ANSWER: b

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57. Sociologist Emile Durkheim used the degree of social integration in society to determine its influence on the rate of suicide. In this example, the “degree of social integration” is the _____ variable.

- a. multiple b. dependent
- c. independent d. control

ANSWER: c

58. Sociologist Emile Durkheim used the degree of social integration in society to determine its influence on the rate of suicide. In this example, the “rate of suicide” is the _____ variable.

- a. dependent b. control
- c. independent d. multiple

ANSWER: a

59. The researcher has developed the hypothesis that homicide rates increase as the rate of unemployment increase. The rate of unemployment would be considered the _____ variable and the homicide rate would be considered the _____ variable.

- a. dependent; independent b. dependent; control
- c. independent; dependent d. independent; control

ANSWER: c

60. Sociologists create a(n) _____, which is an explanation of an abstract concept in terms of observable features that are specific enough to measure the variable.

- a. correlational definition b. operational definition
- c. policy statement d. interpretative definition

ANSWER: b

61. Suppose that your goal is to earn an “A” in this sociology course. Your professor may have created a(n) _____ by specifying an “A” as earning a test average of 90 percent or above.

- a. interpretative statement b. qualitative variable
- c. statement of correlation d. operational definition

ANSWER: d

62. Social scientists cite many causes for suicide including rapid social change, economic conditions, hopeless poverty, and lack of religiosity. This is an example of:

- a. singular determination b. multiple determination
- c. plural association d. multiple causation

ANSWER: d

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63. The *unit of analysis* is referred to as:

- a. the “what” or “whom” being studied
- b. research design
- c. categorical analysis
- d. statistical method

ANSWER: a

64. In social science research, _____ are the most typical unit of analysis.

- a. nations
- b. categories
- c. cities
- d. individuals

ANSWER: d

65. In sociologist Emile Durkheim’s attempt to explain the rates of suicide, _____ were the units of analysis.

- a. individuals
- b. families
- c. social groups/categories
- d. religious organizations

ANSWER: c

66. _____ studies are based on observations that take place at a single point in time; these studies focus on behavior or responses at a specific moment.

- a. Latitudinal
- b. Cross-sectional
- c. Longitudinal
- d. Cross-reference

ANSWER: b

67. Using _____ studies, sociologist Emile Durkheim was able to compare suicide rates over a period of time in France and other European nations.

- a. latitudinal
- b. cross-sectional
- c. longitudinal
- d. cross-reference

ANSWER: c

68. Because the researcher had access to twenty years of data on the same participants in an education program, the researcher was able to perform a(n) _____ study.

- a. cross-sectional
- b. operational
- c. reformative
- d. longitudinal

ANSWER: d

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69. As a researcher you must decide which population—persons about whom you want to be able to draw conclusions—will be observed or questioned. In _____, every member of an entire population being studied has the same chance of being selected.

- a. random sampling b. probability sampling
- c. scattered sampling d. rotational sampling

ANSWER: a

70. As a researcher collecting and analyzing data, you would be engaging in _____ if you placed all the names of the population being observed or questioned into a rotating drum and conducting a drawing.

- a. rotational sampling b. scattered sampling
- c. random sampling d. probability sampling

ANSWER: c

71. As a researcher you must decide which population—persons about whom you want to be able to draw conclusions—will be observed or questioned. In _____, participants are deliberately chosen because they have specific characteristics.

- a. probability sampling b. scattered sampling
- c. random sampling d. indeterminate sampling

ANSWER: a

72. As a researcher collecting and analyzing data, you would be engaging in _____ if you included such factors as age, sex, race, ethnicity, and educational attainment in deciding what population will be observed or questioned.

- a. rotational sampling b. scattered sampling
- c. random sampling d. probability sampling

ANSWER: d

73. A researcher is interested in uncovering the social factors that may motivate suicide bombers. Because this would include a small number of cases, which research model would be most appropriate?

- a. conventional research model b. qualitative research model
- c. longitudinal research model d. probability research model

ANSWER: b

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74. In Silvia Canetto's study, she found that gender differences in suicidal behavior are more closely associated with beliefs about and expectations for men and women rather than purely interpersonal crises. She did not gather data but engaged in:
- a. statistical modeling b. predictable staging
 - c. research design d. problem formulation

ANSWER: d

75. What is one of the main steps that is different between a conventional research design and a qualitative research design?
- a. Conventional research is used primarily for hard based sciences.
 - b. In a qualitative research design, the researcher begins with a general approach rather than a highly detailed plan.
 - c. Only the qualitative design conducts a thorough literature review.
 - d. The qualitative design collects data and selects a statistical model.

ANSWER: b

76. A researcher develops an interest in the motivating factors of job satisfaction among migrant workers. Which of the following steps will be unique to this research design?
- a. access to people who can provide necessary data
 - b. thoroughness of the literature review
 - c. the accuracy of the hypothesis
 - d. the validity of the researcher's operational definitions

ANSWER: a

77. The Census is a type of _____
- a. secondary data analysis b. ethnography
 - c. survey d. field research

ANSWER: c

78. As sociologist Emile Durkheim analyzed his data, he identified all except which of the following categories of suicide?
- a. egoistic b. anomic
 - c. altruistic d. eccentric

ANSWER: d

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79. According to sociologist Emile Durkheim, _____ suicide occurs among people who are isolated from any social group.

- a. egoistic b. anomic
- c. altruistic d. fatalistic

ANSWER: a

80. Sociologist Emile Durkheim concluded that _____ suicides were relatively high in Protestant countries in Europe because Protestants believed in individualism and were more loosely tied to the church than were Catholics.

- a. anomic b. egoistic
- c. fatalistic d. altruistic

ANSWER: b

81. According to sociologist Emile Durkheim, _____ suicide occurs among individuals who are excessively integrated into society.

- a. egoistic b. anomic
- c. altruistic d. fatalistic

ANSWER: c

82. Based on sociologist Emile Durkheim's study, an example of _____ suicide is when military leaders kill themselves after defeat in battle because they have so strongly identified themselves with their cause that they believe they cannot live with defeat.

- a. fatalistic b. egoistic
- c. anomic d. altruistic

ANSWER: d

83. _____ research is likely to be used when the research question does not easily lend itself to numbers and statistical methods.

- a. Quantitative b. Qualitative
- c. Conventional d. Formulation

ANSWER: b

84. The first step in qualitative research involves the researcher:

- a. beginning with a general approach rather than a highly detailed plan
- b. conducting a literature review
- c. gaining access to people or other resources that may provide data
- d. appropriating funding from a governmental agency

ANSWER: a

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85. _____ are specific strategies or techniques for systematically conducting research.

- a. Investigative methods b. Research methods
- c. Theoretical methods d. Experimental methods

ANSWER: b

86. _____ researchers frequently attempt to study the social world from the point of view of the people they are studying.

- a. Quantitative b. Experimental
- c. Qualitative d. Correlational

ANSWER: c

87. The American Sociological Association requires that sociologists adhere to all except which of the following?

- a. Researchers must maintain objectivity and integrity in their research by disclosing the findings even if they do not support their views.
- b. Researchers are allowed to use any means necessary in conducting their research projects.
- c. Researchers must protect confidential information provided by their participants.
- d. Researchers must acknowledge research collaboration and assistance they receive from others and disclose all sources of financial support.

ANSWER: b

88. A(n) _____ is a questionnaire in which the researcher gathers facts or attempts to determine the relationships among facts.

- a. survey b. experiment
- c. case study d. content analysis

ANSWER: a

89. A researcher wishes to compare income, educational level, and race in regard to people's attitudes toward capital punishment. _____ research would probably be the best research method for this researcher.

- a. Content analysis b. Experimental
- c. Observation d. Survey

ANSWER: d

90. _____ are persons who provide data for analysis through interviews or questionnaires.

- a. Observers b. Respondents
- c. Pollers d. Controllers

ANSWER: b

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91. _____ are the most widely used research method in the social sciences because they make it possible to study things that are not directly observable (such as people's attitudes and beliefs) and to describe a population too large to observe directly.

- a. Field experiments b. Surveys
- c. Case studies d. Correlational studies

ANSWER: b

92. Which of the following methods would most likely be used to study the attitudes of the American public on gun control legalization?

- a. a survey b. an experiment
- c. observation research d. a case study

ANSWER: a

93. Survey data are collected by using all of the following except:

- a. self-administered questionnaires b. telephone interviews
- c. experiments d. face-to-face interviews

ANSWER: c

94. A(n) _____ is a printed research instrument containing a series of items to which subjects respond.

- a. questionnaire b. interview
- c. telephone survey d. computer-assisted interview

ANSWER: a

95. A(n) _____ is a data-collection encounter in which an interviewer asks the respondent questions and records the answers.

- a. survey b. online form
- c. interview d. portfolio

ANSWER: c

96. A researcher is interested in gathering in depth data on the victims of crime. Which type of survey would be most appropriate?

- a. computer assisted telephone survey
- b. mail survey
- c. online survey
- d. face-to-face interview

ANSWER: d

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97. Interviews have specific advantages. Which of the following was NOT identified as an advantage of interviews?
- a. Interviews are inexpensive to conduct.
 - b. They are usually more effective in dealing with complicated issues.
 - c. They provide an opportunity for face-to-face communication.
 - d. When open-ended questions are used, the researcher may gain new perspectives.

ANSWER: a

98. In the 2010s, _____ survey research has increased dramatically as software packages have made this type of research easier to conduct.
- a. online
 - b. interview
 - c. mail-in survey
 - d. "person on the street" interview

ANSWER: a

99. Which of the following types of research best lends itself to multivariate analysis—research involving more than two independent variables?
- a. experiments
 - b. surveys
 - c. participant observation
 - d. case studies

ANSWER: b

100. In _____, researchers use existing material and analyze data that were originally collected by others.
- a. primary analysis
 - b. tertiary analysis
 - c. secondary analysis
 - d. manifest analysis

ANSWER: c

101. Joyce wants to do a study of domestic abuse but lacks the time and money to gather her own data. Consequently, she analyzes data previously gathered by the National Opinion Research Center (NORC) and the Roper Public Opinion Research Center that is related to this topic. In this case, Joyce is conducting:
- a. content analysis
 - b. secondary analysis
 - c. survey
 - d. participant observation

ANSWER: b

102. _____ is the systematic examination of cultural artifacts or various forms of communication to extract thematic data and draw conclusions about social life.
- a. Content analysis
 - b. Content standardization
 - c. Content validity
 - d. Content reliability

ANSWER: a

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103. Which technique would be used by researchers in studying the treatment of gender in elementary reader books?

- a. case studies b. an experiment
- c. a survey d. content analysis

ANSWER: d

104. A student wrote a term paper based on a systematic examination of letters to the editor in the local paper. This type of study illustrates:

- a. content analysis b. an experiment
- c. survey research d. participant observation

ANSWER: a

105. Which of the following was identified as a weakness of secondary analysis?

- a. Data is readily available and inexpensive.
- b. The researcher often does not collect the data personally and the chances of bias may be reduced.
- c. Data may be incomplete, unauthentic, or inaccurate.
- d. Use of existing sources makes it possible to analyze longitudinal data to provide a historical context.

ANSWER: c

106. _____ is the study of social life in its natural setting: observing and interviewing people where they live, work, and play.

- a. The survey b. Secondary analysis
- c. Field research d. The experiment

ANSWER: c

107. _____ refers to the process of collecting data while being part of the activities of the group that the researcher is studying.

- a. The experiment b. Survey research
- c. Participant observation d. Secondary analysis

ANSWER: c

108. Watching students in a college classroom in order to determine the number of times they participated in a class discussion would be an example of _____ field research.

- a. participant observation b. case study
- c. ethnographic d. experimental

ANSWER: a

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109. Lucy has volunteered at the local crisis center. While she is performing as a volunteer, she is given permission to gather data on the number of women who report being abused, and the number of women who later participated in counseling. Lucy is using _____ as a method of gathering data.

- a. representative sampling b. secondary analysis
- c. content analysis d. participant observation

ANSWER: d

110. Most participant observation research takes the form of a(n) _____, which is often an in-depth, multifaceted investigation of a single event, person, or social grouping.

- a. experiment b. content analysis
- c. case study d. correlational study

ANSWER: c

111. A(n) _____ is a detailed study of the life and activities of a group of people by researchers who may live with that group over a period of years.

- a. correlational study b. ethnography
- c. experiment d. content analysis

ANSWER: b

112. In their research, *Middletown and Middletown in Transition*, sociologists Robert Lynd and Helen Lynd lived for a number of years in Muncie, Indiana to research daily lives of town residents. This is an example of a(n):

- a. ethnography b. experimental
- c. content analysis d. survey

ANSWER: a

113. The Code of Ethics of _____ sets forth certain basic standards that sociologists must follow in conducting research.

- a. the American Sociological Society
- b. the National Association for the Advancement of Colored People
- c. the American Sociological Association
- d. the American Association of University Professors

ANSWER: c

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114. A(n) _____ is an extended, open-ended interaction between an interviewer and an interviewee.

- a. ethnography
- b. unstructured interview
- c. structured interview
- d. secondary analysis

ANSWER: b

115. In _____ sampling, the researcher interviews a few individuals who possess a certain characteristic; these interviewees are then asked to supply the names of others with the same characteristic. This process continues until the sample is an acceptable size and no new information of any significance is being gained.

- a. random
- b. simple
- c. stratified
- d. snowball

ANSWER: d

116. The term _____ was developed by sociologists Barney Glaser and Anselm Strauss to describe an inductive method of theory construction wherein researchers collect and analyze data simultaneously.

- a. field theory
- b. grounded theory
- c. lab theory
- d. structured theory

ANSWER: b

117. A(n) _____ is a carefully designed research method in which the researcher studies the impact of certain variables on subjects' attitudes or behavior.

- a. case study
- b. correlational study
- c. experiment
- d. participant observation

ANSWER: c

118. In an experiment, the _____ contains the subjects who are exposed to an independent variable to study its effect on them.

- a. experimental group
- b. correlated group
- c. control group
- d. deviant group

ANSWER: a

119. In an experiment, the _____ contains the subjects who are not exposed to the independent variable.

- a. experimental group
- b. correlated group
- c. deviant group
- d. control group

ANSWER: d

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120. If an experiment were conducted to examine whether viewing pornography increased the likelihood of committing rape, the group that did not view pornographic films would be considered the _____ group.

- a. independent b. experimental
- c. control d. dependent

ANSWER: c

121. In a _____ experiment, subjects are studied in a closed setting so that researchers can maintain as much control as possible over the research.

- a. field b. laboratory
- c. natural d. correlated

ANSWER: b

122. _____ refers to changes in a subject's behavior caused by the researcher's presence or by the subject's awareness of being studied.

- a. Triangulation b. Redundancy
- c. Multicollinearity d. The Hawthorne effect

ANSWER: d

123. Because of particular strengths and weaknesses of all research approaches, researchers often employ multiple research methods and theoretical perspectives. This practice is known as:

- a. the duplication factor b. the Delaney quagmire
- c. triangulation d. the Hawthorne effect

ANSWER: c

124. The rapid urbanization of _____ has resulted in a reinvestigation of Durkheim's theories of suicide.

- a. the United States b. Russia
- c. India d. Mexico

ANSWER: c

125. Approximately how many people in the 2010 U.S. census self-identified as more than one race?

- a. 4 million b. 14 million
- c. 40 million d. 104 million

ANSWER: a

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Subjective Short Answer

126. Distinguish between common sense and sociological research.

ANSWER: Sociologists obtain their knowledge of human behavior through research, which results in a body of information that helps us move beyond guesswork and common sense in understanding society. The sociological perspective incorporates theory and research to arrive at a more accurate understanding of the “hows” and “whys” of human social interaction. Once we have an informed perspective about social issues, we are in a better position to find solutions and make changes. Since much of sociology deals with everyday life, we might think that common sense, our own personal experiences, and the media are the best sources of information. However, our personal experiences are subjective, and much of the information provided by the media comes from sources seeking support for a particular point of view. The content of the media is also influenced by the continual need for audience ratings. We need to be able to evaluate the information we receive. This is especially true because the quantity of information available has grown dramatically as a result of the information explosion brought about by computers and by the telecommunications industry.

127. Discuss the connection between sociology and scientific evidence by comparing the normative approach with the empirical approach.

ANSWER: Sociology involves debunking—the unmasking of fallacies (false or mistaken ideas or opinions) in the everyday and official interpretation of society. When answering societal questions, sociologists use either the normative approach or the empirical approach. The normative approach uses religion, customs, habits, traditions, and law to answer important questions. It is based on strong beliefs about what is right and wrong and what “ought to be” in society. The empirical approach attempts to answer questions through systematic collection and analyses of data. This approach is referred to as the conventional model, or the “scientific method,” and is based on the assumption that knowledge is best gained by direct, systematic observation. Most sociologists believe that two basic scientific standards must be met: (1) scientific beliefs should be supported by good evidence or information and (2) these beliefs should be open to public debate and critiques from other scholars, with alternative interpretations being considered. Sociologists typically use two types of empirical studies: descriptive and explanatory. Descriptive studies attempt to describe social reality or provide facts about some group, practice, or event.

Studies of this type are designed to find out what is happening to whom, where, and when. By contrast, explanatory studies attempt to explain cause-and-effect relationships and to provide information on why certain events do or do not occur.

Sociologists engage in theorizing and conducting research in order to describe, explain, and sometimes predict how and why people will act in certain situations.

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128. Describe the theory and research cycle and explain the deductive and inductive approaches.

ANSWER: The relationship between theory and research has been referred to as a continuous cycle. A theory is a set of logically interrelated statements that attempts to describe, explain, and predict social events. A theory attempts to explain why something is the way it is. Research is the process of systematically collecting information for the purpose of testing an existing theory or generating a new one. The theory and research cycle consists of deductive and inductive approaches. In the deductive approach, the researcher begins with a theory and uses research to test the theory. This approach proceeds as follows: (1) theories generate hypotheses, (2) hypotheses lead to observations (data gathering), (3) observations lead to the formation of generalizations, and (4) generalizations are used to support the theory, to suggest modifications to it, or to refute it. In the inductive approach, the researcher collects information or data (facts or evidence) and then generates theories from the analysis of that data. This approach proceeds as follows: (1) specific observations suggest generalizations, (2) generalizations produce a tentative theory, (3) the theory is tested through the formation of hypotheses, and (4) hypotheses may provide suggestions for additional observations.

129. Differentiate between quantitative and qualitative research and give examples of each.

ANSWER: With quantitative research, the goal is scientific objectivity, and the focus is on data that can be measured numerically. It typically emphasizes complex statistical techniques. Most sociological studies on suicide have used quantitative research. They have compared rates of suicide with almost every conceivable variable, including age, sex, race/ethnicity, education, and even sports participation.

By contrast, with qualitative research, interpretive description (words) rather than statistics (numbers) is used to analyze underlying meanings and patterns of social relationships. An example of qualitative research is a study in which the researcher systematically analyzed the contents of the notes of suicide victims to determine recurring themes, such as a feeling of despair or failure.

Through this study, the researcher would hope to determine if any patterns could be found that would help in understanding why people might kill themselves.

130. Outline the six (6) steps of the “conventional” research model.

ANSWER: The “conventional” research model focuses on quantitative research and includes the following steps: (1) Select and clearly define the research problem (topic), (2) Review previous research—it is important to review the literature to see what others have written about the topic, (3) Formulate the hypothesis—a statement of the relationship between two or more concepts (independent variable and dependent variable) and create an operational definition—an explanation of an abstract concept in terms of observable features that are specific enough to measure the variable, (4) Develop the research design—considering the units of analysis (what or whom is being studied) and the time frame of the study (cross-sectional studies or longitudinal studies), (5) Collect (random sampling and probability sampling) and analyze the data (validity and reliability), and (6) Draw conclusions (noting limitations of the study) and report the findings.

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131. Compare and contrast the difference between the conventional research model and the qualitative research model.

ANSWER: The conventional research model focuses on quantitative research. Here the goal is scientific objectivity, and the focus is on data that can be measured numerically. The conventional research model includes the following steps: (1) Select and clearly define the research problem (topic), (2) Review previous research—it is important to review the literature to see what others have written about the topic, (3) Formulate the hypothesis—a statement of the relationship between two or more concepts (independent variable and dependent variable) and create an operational definition—an explanation of an abstract concept in terms of observable features that are specific enough to measure the variable, (4) Develop the research design—considering the units of analysis (what or whom is being studied) and the time frame of the study (cross-sectional studies or longitudinal studies), (5) Collect (random sampling and probability sampling) and analyze the data (validity and reliability), and (6) Draw conclusions (noting limitations of the study) and report the findings. By contrast, with qualitative research, an interpretive description (words) rather than statistics (numbers) is used to analyze underlying meanings and patterns of social relationships. A qualitative approach often involves a different type of research question and a smaller number of cases.

132. Distinguish between a representative sample and a random sample and explain why sampling is an integral part of quantitative research.

ANSWER: When collecting and analyzing data, sociologists must decide which population—persons about whom we want to be able to draw conclusions—will be observed or questioned. Then it is necessary to select a sample of people from the larger population to be studied. It is important that the sample accurately represent the larger population. For example, if you arbitrarily selected five students from your sociology class to interview, they probably would not be representative of your school's total student body. However, if you selected five students from the total student body by a random sample, they might be closer to being representative. In random sampling, every member of an entire population being studied has the same chance of being selected. For example, you would have a more representative sample of the total student body if you placed all the students' names in a rotating drum and conducted a drawing. By contrast, in probability sampling, participants are deliberately chosen because they have specific characteristics, possibly including such factors as age, sex, race/ethnicity, and educational attainment.

133. Discuss the differences between cross-sectional and longitudinal studies.

ANSWER: After determining the unit of analysis of your study, you must select a time frame: cross-sectional or longitudinal. Cross-sectional studies are based on observations that take place at a single point in time; these studies focus on behavior or responses at a specific moment. Longitudinal studies are concerned with what is happening over a period of time or at several different points in time; they focus on processes and social change.

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134. Discuss the unique features identified with the qualitative approach.

ANSWER: Although the qualitative approach follows the conventional research approach in presenting a problem, asking a question, collecting and analyzing data, and seeking to answer the question, it also has several unique features such as: (1) the researcher begins with a general approach rather than a highly detailed plan (flexibility is necessary because of the nature of the research question); (2) the researcher has to decide when the literature review and theory application should take place (initial work may involve redefining existing concepts or reconceptualizing how existing studies have been conducted); (3) the study presents a detailed view of the topic (qualitative research usually involves a smaller number of cases and many variables); (4) access to people or other resources that can provide the necessary data is crucial (many qualitative researchers generate their own data) and (5) appropriate research method(s) are important for acquiring useful qualitative data (qualitative studies are often based on field research such as observation, participant observation, case studies, ethnography, and unstructured interviews).

135. Describe the major types of surveys and indicate their major strengths and weaknesses.

ANSWER: A survey is a poll in which the researcher gathers facts or attempts to determine the relationships among facts. Surveys are often done when the researcher wants to describe, compare, and predict knowledge, attitudes, and behavior. Surveys are the most widely used research method in the social sciences because they make it possible to study things that are not directly observable—such as people’s attitudes and beliefs—and to describe a population too large to observe directly. Survey data are collected by using self-administered questionnaires, face-to-face interviews, and/or telephone interviews.

Self-administered questionnaires are relatively simple and inexpensive to administer, they allow for rapid data collection and analysis, and they permit respondents to remain anonymous. A major disadvantage is the low response rate. Face-to-face interviews are usually more effective in dealing with complicated issues and provide an opportunity for communication between the interviewer and the respondent. When open-ended questions are used, the researcher may gain new perspectives. A major disadvantage is the cost and time involved in conducting the interview and analyzing the results. Also, people may be influenced by the interviewer’s race, age, sex, size, or other attributes in responding to the questions asked. Telephone interviews save time and money. Some respondents may be more honest than when they are facing an interviewer. They also give greater control over data collection and provide greater personal safety for respondents and researchers than do personal encounters. Problems include the increasing number of unlisted telephone numbers, people’s widespread use of answering machines, voice mail, and caller ID to filter their incoming telephone calls.

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136. Define secondary analysis and discuss the strengths and weaknesses identified with it.

ANSWER: Secondary analysis occurs when researchers use existing material and analyze data that were originally collected by others. Existing data sources include public records, official reports of organizations and government agencies, and surveys conducted by researchers. Secondary analysis may involve obtaining raw data collected by other researchers and undertaking a statistical analysis of the data, or it may involve the use of other researchers' existing statistical analyses. Strengths include the following: (1) data are readily available and inexpensive, (2) since the researcher often does not collect the data personally, the chances of bias may be reduced, and (3) the use of existing sources makes it possible to analyze longitudinal data to provide a historical context within which to locate original research. Weaknesses include the following: (1) the data may be incomplete, unauthentic, or inaccurate, (2) the various data from which content analysis is done may not be strictly comparable with one another, and (3) coding this data—sorting, categorizing, and organizing them into conceptual categories—may be difficult.

137. Describe the major methods of field research and indicate when researchers are most likely to utilize each of them.

ANSWER: Field research is the study of social life in its natural setting: observing and interviewing people where they live, work, and play. Field research includes the following types: participant observation—which refers to the process of collecting data while being part of the activities of the group that the researcher is studying; case studies—which is often an in-depth, multifaceted investigation of a single event, person, or social grouping; ethnography—which is a detailed study of the life and activities of a group of people by researchers who may live with that group over a period of years; and unstructured interviews—which are an extended, open-ended interaction between an interviewer and an interviewee.

Field research provides opportunities for researchers to view from the inside what may not be obvious to an outside observer. They are useful when attitudes and behaviors can be understood best within their natural setting or when the researcher wants to study social processes and change over a period of time. They provide a wealth of information about the reactions of people and give us an opportunity to generate theories from the data collected. Finally, research of this type is important for the study of race, ethnicity, and gender because it often includes those who have been previously excluded from studies and provides information on them.

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138. Describe the structure of an experiment and distinguish between laboratory and natural experiments.

ANSWER: An experiment is a carefully designed situation in which the researcher studies the impact of certain variables on subjects' attitudes and behavior. Experiments are designed to create "real life" situations, ideally under controlled circumstances, in which the influence of different variables can be modified and measured. Conventional experiments require that subjects be divided into two groups: an experimental group and a control group. The experimental group contains the subjects who are exposed to an independent variable (the experimental condition) to study its effects on them. The control group contains the subjects who are not exposed to the independent variable. The members of the two groups are matched for similar characteristics so that comparisons may be made between the groups. In the simplest experimental design, subjects are:

(1) pretested (measured) in terms of the dependent variable in the hypothesis, (2) exposed to a stimulus representing an independent variable, and (3) post-tested (remeasured) in terms of the dependent variable. The experimental and control groups are then compared to see if they differ in relation to the dependent variable, and the hypothesis stating the relationship of the two variables is confirmed or rejected. In a laboratory experiment, subjects are studied in a closed setting so that researchers can maintain as much control as possible over the research. By contrast, natural experiments are real-life occurrences such as floods and other disasters that provide researchers with "living laboratories."

139. Explain the concept of triangulation. Why should a researcher employ this research method?

ANSWER: There is no one best research method because of the "complexity of social reality and the limitations of all research methodologies." Many sociologists believe that it is best to combine multiple methods in a given study. Triangulation is the term used to describe this approach. Triangulation refers not only to research methods, but also to multiple data sources, investigators, and theoretical perspectives in a study. Multiple data sources include persons, situations, contexts, and time. Multiple methods and approaches provide a wider scope of information and enhance our understanding of critical issues. Many researchers also use multiple methods to validate or refine one type of data by use of another type.

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140. Describe the major ethical concerns in sociological research.

ANSWER: Beginning in the 1960s, the U.S. government set up regulations for “the protection of human subjects.” Because of scientific abuses in the past, researchers are now mandated to weigh the societal benefits of research against the potential physical and emotional costs to participants. Researchers are required to obtain written “informed consent” statements from the persons they study. The American Sociological Association (ASA) Code of Ethics sets forth certain basic standards that sociologists must follow in conducting research: (1) researchers must endeavor to maintain objectivity and integrity in their research by disclosing their research findings in full and including all possible interpretations of the data (even those interpretations that do not support their own viewpoints), (2) researchers must safeguard the participants’ right to privacy and dignity while protecting them from harm, (3) researchers must protect confidential information provided by participants, even when this information is not considered to be “privileged” (legally protected, as in the case between doctor and patient and between attorney and client) and legal pressure is applied to reveal this information, and (4) researchers must acknowledge research collaboration and assistance they receive from others and disclose all sources of financial support. Sociologists are obligated to adhere to this code and to protect research participants.

Essay

141. Discuss why sociological research is necessary to go beyond the limitations of commonsense thought.

ANSWER: The following are suggested areas for students to address in their essays:
Describe what is meant by common sense and point out some of its fallacies
Differentiate between common sense beliefs and scientific reality
Use Durkheim’s study of suicide to demonstrate the distinction between common sense beliefs and scientific reality
Provide some of your own examples to illustrate the difference between common sense and reality

142. Explain how sociological research is grounded in the scientific tradition.

ANSWER: The following are suggested areas for students to address in their essays:
Start by pointing out that sociology attempts to debunk fallacies
Differentiate between the normative approach and the empirical approach
Provide an example of the normative approach and the empirical approach
Differentiate between a descriptive study and an explanatory study
Provide an example of a descriptive study and an explanatory study
Differentiate between the deductive approach and the inductive approach
Describe the four steps in the deductive approach
Describe the four steps in the inductive approach

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143. Describe the primary differences between quantitative and qualitative research and give examples of each.

ANSWER: The following are suggested areas for students to address in their essays:

- Describe the goal of quantitative research and explain why sociologists use this approach
- Provide an example of quantitative research
- Describe the objective of qualitative research and explain why sociologists use this approach
- Provide an example of qualitative research

144. Analyze the six steps of the “Conventional” Research Model. Be sure to include a discussion of the terms hypothesis, variable, sampling, validity, and reliability.

ANSWER: The following are suggested areas for students to address in their essays:

- Explain what is meant by “conventional”
- List the six steps of the “conventional” research model
- Define the term “hypothesis” and provide an example
- Define the term “variable” and provide an example
- Differentiate between an independent variable and a dependent variable
- Differentiate between a cross-sectional study and a longitudinal study
- Compare random sampling with probability sampling

145. Describe survey research paying special attention to the different types of surveys. Explain the strengths and weaknesses of this type of research method.

ANSWER: The following are suggested areas for students to address in their essays:

- Define the term survey, questionnaire, and interview
- Describe some of the strengths of survey research
- Discuss some of the weaknesses of survey research

146. Describe the components of an experiment and explain how sociologists are able to employ this research method.

ANSWER: The following are suggested areas for students to address in their essays:

- Define the term “experiment”
- Describe the experimental group
- Describe the control group
- Provide an example of the “cause-and-effect” relationship
- Discuss the strengths and weaknesses of an experiment
- Provide at least two examples of research studies that lends itself to sociological analysis not provided in the text

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

ANSWER: The following are suggested areas for students to address in their essays:

- Describe the setting of the Hawthorne experiment
- Identify the purpose of the Hawthorne experiment
- Define the “Hawthorne Effect”
- Discuss the results of the Hawthorne experiment
- Encourage students to include any personal experiences regarding the Hawthorne Effect

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148. Why is it important to have “ethics” in sociological research?

ANSWER: The following are suggested areas for students to address in their essays:

- Identify the association responsible for establishing ethics for sociological research
- Explain why it is important to have ethics in sociological research
- Describe the four basic standards that sociologists must follow in conducting research
- Identify which one of the basic standards is the most important in relation to sociological research
- Describe any other ethical principles that should be observed when conducting sociological research
- Students should be encouraged to suggest any additions to the ASA Code of Ethics that they believe to be important

149. Take a position regarding the ethical implications of sociologist William Zellner’s research on “autocides.”

ANSWER: The following are suggested areas for students to address in their essays:

- Describe the research that Zellner conducted
- Discuss whether or not you believe this research was ethical

150. Take a position regarding the ethical implications of Laud Humphreys’ research in “tearooms.”

ANSWER: The following are suggested areas for students to address in their essays:

- Describe the research that Humphrey conducted
- Discuss whether or not you believe this research was ethical