

RESEARCH METHODS FOR EVERYDAY LIFE

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Chapter 1

1. Which of the following is a characteristic of qualitative research?
 - a. phenomena are described numerically
 - b. large samples are used
 - c. statistics are used to analyze data
 - d. involves in-depth narrative description of participants**
 - e. scope of inquiry is clearly focused by specific hypotheses
2. Compared to qualitative research, what is the primary disadvantage of quantitative research?
 - a. large sample sizes
 - b. small sample that is not generalizable to the population
 - c. superficial understanding of participants' thoughts and feelings**
 - d. lack of statistical analysis
 - e. all of the above

Match the following terms with the best definition. Use each answer only once.

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|---------------------------------|--|
| 3. replication (d) | a. general statement that describes, explains or predicts how and why certain phenomena occur |
| 4. theory (a) | b. precise predictions about what will happen when phenomena are tested |
| 5. hypothesis (b) | c. a statement that narrows the scope of the research inquiry |
| 6. research question (c) | d. demonstration of the same findings with a different people, at a different time or in a different place |
7. **'Basic research'** has an obvious and immediate application.
 - a. true
 - b. false**
 8. Which of the following is an important element of a good research proposal?
 - a. review of existing studies that have been conducted and published in the area of the research proposal
 - b. description of the sample of participants, the type of instruments (e.g., interviews, surveys, observations) that will be used to collect data, and the techniques you will use to analyze the data
 - c. a compelling case for why the proposed study is important
 - d. all of the above**
 - e. none of the above

9. Which of the following is one of the three ethical guidelines for research, according to the Belmont Report?
- a. **respect for persons**
 - b. get approval from the Institutional Review Board prior to collecting data
 - c. debrief all participants
 - d. never use deception
 - e. participants must be given an incentive or reward for research participation
10. There are two types of variables in SPSS. Which of the following variables consists of word categories (e.g., male/female or U.S. Citizen/Non-U.S. Citizen)?
- a. **string variable**
 - b. numeric variable
 - c. variable label
 - d. variable value
 - e. variable view

Chapter 2

1. Stopping people to answer your questionnaire as they pass you in a mall is an example of what type of sampling strategy?
- a. **Convenience sample**
 - b. Snowball sample
 - c. Simple random sample
 - d. Cluster sample
 - e. Systematic sample
2. Drawing a sample of neighborhoods in a city, and selecting from this group a sample of city blocks, and then selecting every 5th house on a block, is an example of what type of sampling strategy?
- a. Convenience sample
 - b. Snowball sample
 - c. Simple random sample
 - d. **Cluster sample**
 - e. Systematic sample
3. If you were to select a sample of college students at your university by surveying the students enrolled in your classes this semester, you would have a:
- a. random sample
 - b. **non-random sample**

You are conducting a study of American college students' exam-related stress and the effects of stress level on test scores. Match the following terms with the appropriate descriptive example for this study. Use each answer only once.

4. population (**a**)

5. sampling frame **(c)**
 - a. all college students in the U.S.
 - b. a random selection of 400 students at your college or university
 - c. all students enrolled in your college or university
 - d. the degree to which 400 students randomly selected from the student population of your college represent college students across the U.S
6. sample **(b)**
7. generalizability **(d)**
8. In your study of college students' exam-related stress you select a random sample of 400 students at your college to participate, but only 180 students respond to your internet survey. If these respondents seem motivated to respond to your survey because they experience high stress and this is a topic that is important to them, you have a problem with:
 - a. statistical weighting
 - b. response bias**
 - c. margin of error
 - d. cohort effects
 - e. attrition
9. In a study assessing the effects of violent films on children's empathy, the independent variable is:
 - a. Level of film violence**
 - b. Level of empathy following the film
10. '*Finding Nemo*' (an animated children's film) and a Harry Potter movie are both showing at the same time at the local theatre. You decide to conduct a study in which you measure children's levels of empathy as they leave the theatre. Which of the following best describes this research?
 - a. naturalistic observation
 - b. quasi-experimental research**
 - c. experimental research
11. You are interested in what predicts whether adolescents will engage in illegal drug use. You select a sample of 8th grade students and follow these same students through high school, collecting data each year. This is an example of a/n:
 - a. cross-sectional design
 - b. longitudinal design**
 - c. one-shot design
 - d. repeated independent-samples design
 - e. naturalistic design
12. Compared to other types of longitudinal, cross-sectional and one-shot designs, what is the primary advantage unique to a **repeated independent-samples** design?
 - a. Efficient; get results fast

- b. Track changes over time
- c. **Obtain age differences without waiting for longitudinal results**
- d. Longitudinal effects without having to wait
- e. Possible cohort effects