

2

Sociological Research

MULTIPLE CHOICE

1. What is sociological theory guided by?

- a. Opinions
- b. The scientific method
- c. Guesswork
- d. Theory only

Answer: b

Learning Objective: 2.1.1 Explain the importance of the scientific method to sociology.

Topic: The Scientific Method and Objectivity in Sociological Research

Difficulty Level: Easy

Skill Level: Remember the Facts

2. Which of the following scenarios describes a researcher using the scientific method?

- a. A researcher drawing conclusions from his opinions on the homeless
- b. A researcher gathering evidence from casual observations of the homeless
- c. A researcher conducting interviews with a variety of homeless individuals across different cities
- d. A researcher drawing conclusions about the homeless without gathering data

Answer: c

Learning Objective: 2.1.1 Explain the importance of the scientific method to sociology.

Topic: The Scientific Method and Objectivity in Sociological Research

Difficulty Level: Moderate

Skill Level: Apply What You Know

3. Which situation below raises concerns about objectivity?

- a. A researcher was recently mugged and is conducting research on sentencing in the criminal justice system.
- b. A researcher has never been a victim of a crime and is interviewing crime victims.
- c. A researcher played soccer as a child and is conducting research on football players and domestic violence.
- d. A researcher has never been to China and is interviewing international students from China.

Answer: a

Learning Objective: 2.1.1 Explain the importance of the scientific method to sociology.

Topic: The Scientific Method and Objectivity in Sociological Research

Difficulty Level: Moderate

Skill Level: Analyze It

4. _____ is the foundation of all sociological research.
- Opinion
 - Reliability
 - Statistical data
 - Objectivity

Answer: d

Learning Objective: 2.1.1 Explain the importance of the scientific method to sociology.

Topic: The Scientific Method and Objectivity in Sociological Research

Difficulty Level: Easy

Skill Level: Remember the Facts

5. Which of Weber's theoretical concepts is similar to objectivity?
- Verstehen
 - Bureaucracy
 - Protestant ethic
 - Formal rationality

Answer: d

Learning Objective: 2.1.1 Explain the importance of the scientific method to sociology.

Topic: The Scientific Method and Objectivity in Sociological Research

Difficulty Level: Easy

Skill Level: Understand the Concepts

6. Which of the following concepts explains social phenomena through statistical techniques?
- Qualitative research methods
 - Unit of analysis
 - Quantitative research methods
 - Correlation

Answer: c

Learning Objective: 2.1.2 Differentiate between quantitative and qualitative research methods.

Topic: Quantitative and Qualitative Research Methods

Difficulty Level: Easy

Skill Level: Understand the Concepts

7. _____ is the object of study that is quantified in quantitative research.
- A unit of analysis
 - A selection effect
 - Correlation
 - Verstehen

Answer: a

Learning Objective: 2.1.2 Differentiate between quantitative and qualitative research methods.

Topic: Quantitative and Qualitative Research Methods

Difficulty Level: Easy

Skill Level: Remember the Facts

8. Which of the following can quantitative research methods gather information about?
- A participant's experience of living in poverty
 - A participant's opinions about why poverty occurs
 - A participant's understanding of what homelessness is like
 - A participant's experiences while being homeless

Answer: b

Learning Objective: 2.1.2 Differentiate between quantitative and qualitative research methods.

Topic: Quantitative and Qualitative Research Methods

Difficulty Level: Moderate

Skill Level: Apply What You Know

9. What does the General Social Survey gather data about?
- Crime statistics
 - Beliefs and attitudes
 - Rates of homelessness
 - Country-level statistics

Answer: b

Learning Objective: 2.1.2 Differentiate between quantitative and qualitative research methods.

Topic: Quantitative and Qualitative Research Methods

Difficulty Level: Easy

Skill Level: Remember the Facts

10. Which of the following is a qualitative unit of analysis?
- Rates of domestic violence
 - Annual income
 - Media advertisements
 - Graduation rate

Answer: c

Learning Objective: 2.1.2 Differentiate between quantitative and qualitative research methods.

Topic: Quantitative and Qualitative Research Methods

Difficulty Level: Easy

Skill Level: Remember the Facts

11. Which of the following is a method used by a quantitative researcher?
- Surveys
 - Interviews
 - Participant observation
 - Ethnography

Answer: a

Learning Objective: 2.1.2 Differentiate between quantitative and qualitative research methods.

Topic: Quantitative and Qualitative Research Methods

Difficulty Level: Easy

Skill Level: Understand the Concepts

12. What is it called when a researcher uses statistical data and interview data?

- a. Qualitative methods
- b. Quantitative methods
- c. Mixed-method analysis
- d. Selection effects

Answer: c

Learning Objective: 2.1.2 Differentiate between quantitative and qualitative research methods.

Topic: Quantitative and Qualitative Research Methods

Difficulty Level: Moderate

Skill Level: Apply What You Know

13. What method allows a researcher to approach a topic in multiple ways?

- a. The qualitative method
- b. Mixed-method analysis
- c. The quantitative method
- d. The survey method

Answer: b

Learning Objective: 2.1.2 Differentiate between quantitative and qualitative research methods.

Topic: Quantitative and Qualitative Research Methods

Difficulty Level: Easy

Skill Level: Understand the Concepts

14. How many steps are there in the sociological research process?

- a. 5
- b. 6
- c. 8
- d. 10

Answer: c

Learning Objective: 2.1.3 Restate the eight steps of the sociological research process.

Topic: Conducting Sociological Research

Difficulty Level: Easy

Skill Level: Remember the Facts

15. Research questions should be _____.

- a. based on interest
- b. broad
- c. narrow
- d. based on opinions

Answer: c

Learning Objective: 2.1.3 Restate the eight steps of the sociological research process.

Topic: Conducting Sociological Research

Difficulty Level: Easy

Skill Level: Remember the Facts

16. Which step in the research process involves gathering information about previous studies on the research topic?

- a. Choose a Research Topic
- b. Review the Literature
- c. Formulate a Hypothesis
- d. Collect Data

Answer: b

Learning Objective: 2.1.3 Restate the eight steps of the sociological research process.

Topic: Conducting Sociological Research

Difficulty Level: Easy

Skill Level: Understand the Concepts

17. A researcher believes that living on campus during college will increase students' grades.

What is this an example of?

- a. A theory
- b. A hypothesis
- c. Independent variables
- d. Dependent variables

Answer: b

Learning Objective: 2.1.3 Restate the eight steps of the sociological research process.

Topic: Conducting Sociological Research

Difficulty Level: Moderate

Skill Level: Apply What You Know

18. A researcher believes that the higher a parent's income, the better a student's ACT scores. In this formulation, what would you call the parent's income?

- a. A theory
- b. A hypothesis
- c. An independent variable
- d. A dependent variable

Answer: c

Learning Objective: 2.1.3 Restate the eight steps of the sociological research process.

Topic: Conducting Sociological Research

Difficulty Level: Moderate

Skill Level: Apply What You Know

19. What is it called when a researcher creates measurable concepts?

- a. Hypothesize
- b. Theorize
- c. Analyze
- d. Operationalize

Answer: d

Learning Objective: 2.1.3 Restate the eight steps of the sociological research process.

Topic: Conducting Sociological Research

Difficulty Level: Easy

Skill Level: Remember the Facts

20. A researcher decides to operationalize good study habits by measuring how many hours students spend studying. What problem could this lead to with data collection?
- Reliability
 - Validity
 - Positive correlation
 - Objectivity

Answer: b

Learning Objective: 2.1.3 Restate the eight steps of the sociological research process.

Topic: Conducting Sociological Research

Difficulty Level: Moderate

Skill Level: Analyze It

21. Data analysis largely depends on _____.
- the hypothesis
 - reliability
 - the theory
 - the methods

Answer: d

Learning Objective: 2.1.3 Restate the eight steps of the sociological research process.

Topic: Conducting Sociological Research

Difficulty Level: Easy

Skill Level: Remember the Facts

22. Which method gathers data through standardized questions asked of a sample of people?
- Surveys
 - Field research
 - Secondary data analysis
 - Experiments

Answer: a

Learning Objective: 2.2.1 Explain the importance of a random sample in survey research.

Topic: Surveys

Difficulty Level: Easy

Skill Level: Remember the Facts

23. Surveys are an example of _____ methods.
- qualitative research
 - quantitative research
 - mixed-method research
 - field research

Answer: b

Learning Objective: 2.2.1 Explain the importance of a random sample in survey research.

Topic: Surveys

Difficulty Level: Easy

Skill Level: Understand the Concepts

24. Which survey gathers information on presidential approval ratings every month?

- a. General Social Survey
- b. American Community Survey
- c. Gallup Polls
- d. American Social Survey

Answer: c

Learning Objective: 2.2.1 Explain the importance of a random sample in survey research.

Topic: Surveys

Difficulty Level: Easy

Skill Level: Remember the Facts

25. _____ are a series of questions with the purpose of gathering information.

- a. Surveys
- b. Questionnaires
- c. Interviews
- d. Participant observations

Answer: b

Learning Objective: 2.2.1 Explain the importance of a random sample in survey research.

Topic: Surveys

Difficulty Level: Easy

Skill Level: Remember the Facts

26. Questions during _____ are usually standardized.

- a. surveys
- b. interviews
- c. participant observation
- d. field research

Answer: a

Learning Objective: 2.2.1 Explain the importance of a random sample in survey research.

Topic: Surveys

Difficulty Level: Easy

Skill Level: Remember the Facts

27. In order to be generalizable, surveys must be given to _____.

- a. the whole population
- b. a representative sample
- c. a nonrandom sample
- d. one-half of the population

Answer: b

Learning Objective: 2.2.1 Explain the importance of a random sample in survey research.

Topic: Surveys

Difficulty Level: Moderate

Skill Level: Understand the Concepts

28. What concept means that data gathered from a sample can be understood to apply to the entire population?

- a. Reliability

- b. Validity
- c. Generalizability
- d. Objectivity

Answer: c

Learning Objective: 2.2.1 Explain the importance of a random sample in survey research.

Topic: Surveys

Difficulty Level: Easy

Skill Level: Understand the Concepts

29. What type of sample increases the chances that it will be representative of the population?
- a. A nonrandom sample
 - b. A random sample
 - c. A snowball sample
 - d. A convenience sample

Answer: b

Learning Objective: 2.2.1 Explain the importance of a random sample in survey research.

Topic: Surveys

Difficulty Level: Easy

Skill Level: Understand the Concepts

30. A researcher developed a questionnaire to measure sexual assault within the homeless population and used a sample of convenience to deliver the survey. What is a concern that this researcher may have?
- a. Selection effects
 - b. Causal relationship
 - c. Correlation
 - d. Negative correlation

Answer: a

Learning Objective: 2.2.1 Explain the importance of a random sample in survey research.

Topic: Surveys

Difficulty Level: Moderate

Skill Level: Apply What You Know

31. What research method is the study of people in their everyday social settings?
- a. The quantitative method
 - b. The survey method
 - c. The experimental method
 - d. Field research

Answer: d

Learning Objective: 2.2.2 Compare and contrast unobtrusive observation, participant observation, interviews, ethnography, and case study research.

Topic: Field Research

Difficulty Level: Easy

Skill Level: Understand the Concepts

32. In researching Alcoholics Anonymous, a researcher attends meetings and takes notes, but does not speak to anyone or participate in the meetings themselves. What kind of method is this?
- Survey
 - Unobtrusive observation
 - Ethnography
 - Case study

Answer: b

Learning Objective: 2.2.2 Compare and contrast unobtrusive observation, participant observation, interviews, ethnography, and case study research.

Topic: Field Research

Difficulty Level: Moderate

Skill Level: Apply What You Know

33. What is one of the negatives of unobtrusive observation as a method?
- It reduces control over data collection.
 - It is not generalizable.
 - It is not reliable.
 - The observations are subjective.

Answer: a

Learning Objective: 2.2.2 Compare and contrast unobtrusive observation, participant observation, interviews, ethnography, and case study research.

Topic: Field Research

Difficulty Level: Easy

Skill Level: Remember the Facts

34. What is one of the main negatives of participant observation?
- The results cannot be replicated.
 - Poor generalizability
 - Bias on the part of researchers
 - A lack of control over data collection

Answer: a

Learning Objective: 2.2.2 Compare and contrast unobtrusive observation, participant observation, interviews, ethnography, and case study research.

Topic: Field Research

Difficulty Level: Easy

Skill Level: Remember the Facts

35. Interviews have _____ questions, which are often avoided in survey research.
- close-ended
 - numerical
 - value-based
 - open-ended

Answer: d

Learning Objective: 2.2.2 Compare and contrast unobtrusive observation, participant observation, interviews, ethnography, and case study research.

Topic: Field Research

Difficulty Level: Easy

Skill Level: Understand the Concepts

36. A researcher is conducting interviews with police officers and asks each participant a fixed set of questions, but often has unique follow-up questions. What form of interviewing is this an example of?

- a. Structured
- b. Unstructured
- c. Semi-structured
- d. Equal-structured

Answer: c

Learning Objective: 2.2.2 Compare and contrast unobtrusive observation, participant observation, interviews, ethnography, and case study research.

Topic: Field Research

Difficulty Level: Moderate

Skill Level: Apply What You Know

37. What form of research method focuses on a single case to explore a broader topic?

- a. The interview
- b. The survey
- c. Secondary data analysis
- d. The case study

Answer: d

Learning Objective: 2.2.2 Compare and contrast unobtrusive observation, participant observation, interviews, ethnography, and case study research.

Topic: Field Research

Difficulty Level: Easy

Skill Level: Understand the Concepts

38. In examining differences in crime rates, a researcher utilizes the FBI's crime statistics data. What kind of research method is this researcher utilizing?

- a. Interviews
- b. Ethnography
- c. Secondary data analysis
- d. Experiments

Answer: c

Learning Objective: 2.2.3 Discuss the strengths and weaknesses of secondary data analysis.

Topic: Secondary Data Analysis

Difficulty Level: Easy

Skill Level: Understand the Concepts

39. _____ is the study of texts to draw conclusions about a topic.

- a. Content analysis
- b. Ethnography
- c. A case study
- d. Unobtrusive observation

Answer: a

Learning Objective: 2.2.3 Discuss the strengths and weaknesses of secondary data analysis.

Topic: Secondary Data Analysis

Difficulty Level: Easy

Skill Level: Understand the Concepts

40. What is a positive aspect of secondary data analysis?
- Researchers have control over the data collection.
 - The research is not generalizable.
 - The research is cost-effective.
 - The research is naturally mixed-method.

Answer: c

Learning Objective: 2.2.3 Discuss the strengths and weaknesses of secondary data analysis.

Topic: Secondary Data Analysis

Difficulty Level: Easy

Skill Level: Remember the Facts

41. A group of researchers are testing if education about sexually transmitted infections increases awareness of HIV/AIDS testing. In this experiment, one group is exposed to the educational training while another group is not. What is the group that receives the training called?
- The independent variable
 - The control group
 - The dependent variable
 - The experimental group

Answer: d

Learning Objective: 2.2.4 Discuss the difference between a correlation and a causal relationship.

Topic: Experiments

Difficulty Level: Moderate

Skill Level: Apply What You Know

42. As a family's income decreases, graduation rates from college also decrease. What kind of correlation is this?
- A positive correlation
 - A negative correlation
 - A spurious correlation
 - A noncorrelation

Answer: a

Learning Objective: 2.2.4 Discuss the difference between a correlation and a causal relationship.

Topic: Experiments

Difficulty Level: Moderate

Skill Level: Apply What You Know

43. _____ means that the apparent relation between two variables is actually caused by another factor.
- Positive correlation
 - Reliability

- c. Spurious correlation
- d. Generalization

Answer: c

Learning Objective: 2.2.4 Discuss the difference between a correlation and a causal relationship.

Topic: Experiments

Difficulty Level: Easy

Skill Level: Understand the Concepts

44. If participants know they are being studied, they may start to behave differently. What is this called?

- a. Spurious correlation
- b. The Hawthorne effect
- c. Participant observation
- d. Negative correlation

Answer: b

Learning Objective: 2.2.4 Discuss the difference between a correlation and a causal relationship.

Topic: Experiments

Difficulty Level: Easy

Skill Level: Understand the Concepts

45. Humphrey's tearoom study raised ethical concerns because it _____.

- a. lacked informed consent
- b. caused emotional distress to participants
- c. caused physical harm to participants
- d. could not describe the extent of the project to participants

Answer: a

Learning Objective: 2.3.1 Define informed consent and discuss its importance to research on human subjects.

Topic: History of Human Subjects in Research

Difficulty Level: Moderate

Skill Level: Understand the Concepts

46. What was established after World War II to protect individuals during experiments?

- a. The Belmont Report
- b. The Nuremberg Code
- c. The American Sociological Association's Code of Ethics
- d. The institutional review board

Answer: b

Learning Objective: 2.3.1 Define informed consent and discuss its importance to research on human subjects.

Topic: History of Human Subjects in Research

Difficulty Level: Easy

Skill Level: Remember the Facts

47. Which controversial case led to the creation of institutional review boards in the United States?

- a. The Tuskegee Study
- b. The Stanford Prison Experiment
- c. The Milgram Study
- d. The Tearoom Study

Answer: a

Learning Objective: 2.3.1 Define informed consent and discuss its importance to research on human subjects.

Topic: History of Human Subjects in Research

Difficulty Level: Easy

Skill Level: Remember the Facts

48. _____, created in 1979, outlined three principles that researchers must follow in their research: respect for persons, beneficence, and justice.

- a. The Belmont Report
- b. The Nuremburg Code
- c. The American Sociological Association's Code of Ethics
- d. The institutional review board

Answer: a

Learning Objective: 2.3.1 Define informed consent and discuss its importance to research on human subjects.

Topic: History of Human Subjects in Research

Difficulty Level: Easy

Skill Level: Remember the Facts

49. What organization establishes guidelines for sociological researchers in particular?

- a. The institutional review board
- b. The American Sociological Association
- c. International Sociological Association
- d. American Society of Criminology

Answer: b

Learning Objective: 2.3.2 Summarize the debate around whether deception in research is ever acceptable.

Topic: American Sociological Association's (ASA) Code of Ethics

Difficulty Level: Easy

Skill Level: Remember the Facts

50. What is required for deception to be an ethical research practice?

- a. Informed consent
- b. Justification for the deception by the researcher
- c. Objectivity
- d. It must be the easiest way to gain the data.

Answer: a

Learning Objective: 2.3.2 Summarize the debate around whether deception in research is ever acceptable.

Topic: American Sociological Association's (ASA) Code of Ethics

Difficulty Level: Moderate

Skill Level: Apply What You Know

ESSAY

51. What are the two main ways to do sociological research? What does it mean to use a mixed-method analysis, and what are its benefits?

Answer: The ideal answer should include:

1. Quantitative research methods explain social phenomena through numerical data, according to statistical or mathematical analyses.
2. Qualitative research methods take as their unit of analysis words, images, photos, or any other type of information that comes to a researcher in non-numerical form.
3. A mixed-method analysis uses both qualitative and quantitative research methods, such as surveys and participant observation.
4. There are numerous benefits to a mixed-method analysis: It can allow a researcher to verify the results of another method, study a topic using multiple approaches, or elaborate on the results from another method.

Learning Objective: 2.1.2 Differentiate between quantitative and qualitative research methods.

Topic: Quantitative and Qualitative Research Methods

Difficulty Level: Moderate

Skill Level: Apply What You Know

52. Apply the eight steps of the sociological research process to a social problem.

Answer: The ideal answer should include:

1. The eight steps of the sociological research process are: (1) Choose a research topic, (2) develop a research question, (3) review the literature, (4) formulate a hypothesis, (5) develop a research design, (6) collect data, (7) analyze data and draw conclusions, and (8) disseminate the research findings.
2. The application of the research process to a social problem should resemble the following example. Here, the problem is domestic violence: (1) Research topic selected: Domestic violence reporting. (2) Research question: What barriers exist in reporting domestic violence to the police? (3) Read about previous studies on domestic violence reporting—many point to the barriers of children, finances, and the behavior of police—and discuss statistical rates of reporting. (4) Hypothesis: Sexist social beliefs cause a decline in domestic violence reporting. (5) The research design will involve participant observation in a police station and interviews with police officers. (6) The data collection is the recorded and transcribed interviews and the field notes. (7) Analyzing the data involves reading and finding similarities across the interviews and field notes. The analysis reveals that police with sexist attitudes often have negative effects on the women who report to them, and that their cases are less likely to be successful. (8) I publish an article with these findings in a journal and report what I observed to the police precinct.

Learning Objective: 2.1.3 Restate the eight steps of the sociological research process.

Topic: Conducting Sociological Research

Difficulty Level: Difficult

Skill Level: Apply What You Know

53. Describe two field research methods and compare their strengths and weaknesses.

Answer: The ideal answer should include:

1. The options for field research methods include unobtrusive observation, participant observation, interviews, ethnography, and case studies.
2. One possible comparison would be between unobtrusive observation and participant observation. Unobtrusive observation is when a researcher only observes and takes notes on their research topic, but does not interact or participate. Participant observation is when researchers do interact with their research subjects. Unobtrusive observation helps to reduce bias, but participant observation allows more control over data collection and can investigate meanings in greater depth.

Learning Objective: 2.2.2 Compare and contrast unobtrusive observation, participant observation, interviews, ethnography, and case study research.

Topic: Field Research

Difficulty Level: Difficult

Skill Level: Analyze It

54. What is the difference between a causal relationship and a correlation? Provide an example.

Answer: The ideal answer should include:

1. A causal relationship is when one variable makes a second variable occur. This is often found in science, such as when gravity causes objects to fall to the ground. A relationship is causal if it occurs every time.
2. A correlation is when two variables are related but one cannot be said to cause the other.
3. An example would be: There is a relationship between family income and graduation rates from college, but this does not mean that income level causes one to graduate or not. There are other factors related to these variables that could be influencing the connection.

Learning Objective: 2.2.4 Discuss the difference between a correlation and a causal relationship.

Topic: Experiments

Difficulty Level: Difficult

Skill Level: Apply What You Know

55. What are the different aspects of informed consent? Why is informed consent so important in research?

Answer: The ideal answer should include:

1. Informed consent is when a research subject voluntarily consents to be involved in a research project.
2. The consent cannot be given under duress, and the participant must be aware of the extent of the project and any effects it may have on them.
3. Participants must also be aware of the purpose of the research and any risks or benefits.
4. Informed consent helps address ethical concerns about exposing participants to harm during experiments, or having their information used for purposes they do not agree to.

Learning Objective: 2.3.1 Define informed consent and discuss its importance to research on human subjects.

Topic: History of Human Subjects in Research

Difficulty Level: Difficult

Skill Level: Analyze It