

CHAPTER 2

SOCIOLOGICAL RESEARCH METHODS

SHORT ANSWER

1. _____ A body of plausible assertions that scientifically explain a phenomenon.
Answer: theory (p. 28)
2. _____ A prediction that reasonably follows from a theory.
Answer: hypothesis (p. 29)
3. _____ Expresses the essence of an idea in terms of measurement.
Answer: operational definition (p. 30)
4. _____ Leads to or produces the dependent variable
Answer: independent variable (p. 30)
5. _____ Follows from or is caused by the independent variable.
Answer: dependent variable (p. 30)
6. _____ A measure that, when repeated, produces the identical (or near identical) result.
Answer: reliable measure (p. 31)
7. _____ When a measure really measures what a researcher intends to measure.
Answer: validity (p. 31)
8. _____ An enumeration or polling of an entire population or universe.
Answer: census (p. 32)
9. _____ Capturing and analyzing visual images.
Answer: image analysis (p. 38)
10. _____ Method for studying the relation between two or more variables under highly controlled conditions.
Answer: experiment (p. 35)
11. _____ In an experiment, the group to whom the experimental stimulus is administered.
Answer: experimental group (p. 35)
12. _____ Expresses the essence of an idea in words.
Answer: nominal definition (p. 30)
13. _____ A lengthy interview, or series of interviews, in which the researcher attempts to discover the essential features, decisive moments, and turning points in a

- respondent's life.
Answer: life history (p. 36)
14. _____ Type of observation in which the researcher participates in the activities of the group.
Answer: participant observation (p. 37)
15. _____ In research, any group the researcher is studying.
Answer: population (p. 32)
16. _____ Research techniques designed to obtain subjective understanding, interpretation, and meaning of social behavior.
Answer: qualitative methods (p. 36)
17. _____ Research techniques designed to produce numerical estimates of human behavior.
Answer: quantitative methods (p. 31)
18. _____ A sampling procedure in which everyone in the population has an equal chance of being selected as a respondent.
Answer: random sampling (p. 34)
19. _____ Sample that in its characteristics mirrors the population from which it comes.
Answer: representative sample (p. 32)
20. _____ The techniques, practices, and ethics involved in gaining new knowledge.
Answer: research methods (p. 28)
21. _____ A small number of cases selected to represent the entire population.
Answer: sample (p. 34)
22. _____ Type of research methods designed to obtain the subjective understanding, interpretation and meaning of behavior.
Answer: qualitative methods (p. 36)
23. _____ A procedure in which respondents are asked the same series of questions and the answers are recorded in a standard format.
Answer: structured interview (p. 37)

TRUE/FALSE

24. The scientific method is an objective and judicious approach to empirical evidence.
Answer: T (p. 2)
25. A theory is not scientifically based.
Answer: F (p. 28)

26. A hypothesis is a prediction that reasonably follows from a theory.
Answer: T (p. 29)
27. A nominal definition expresses the essence of an idea in terms of measurement.
Answer: F (p. 30)
28. An operational definition expresses the essence of an idea in terms of measurement.
Answer: T (p. 30)
29. A dependent variable leads to or produces an independent variable.
Answer: F (p. 30)
30. An independent variable leads to or produces a dependent variable.
Answer: T (p. 30)
31. In an experiment, the group not exposed to the experimental stimulus but used as a comparison to the experimental group is called the control group.
Answer: T (p. 35)
32. Bob has been asked to participate in a study of how people make up their minds to vote or not to vote for a particular political candidate. The group to which he is assigned is called the experimental group since it is to receive exposure to media material that the other group in the study will not.
Answer: T (p. 35)
33. An experiment is a method for studying the relationship between two or more variables under highly controlled conditions.
Answer: T (p. 35)
34. In an experiment, the group to whom the experimental stimulus is administered is called the stimulus group.
Answer: F (p. 35)
35. The documentary story is a lengthy interview, or series of interviews, in which the researcher attempts to discover the essential features, decisive moments, or turning points in a respondent's life.
Answer: F (p. 36)
36. Tina has been asked to participate in a study that consists of a lengthy interview by which the researcher attempts to discover the essential features, decisive moments, or turning points in her life. This type of study is called a life history.
Answer: T (p. 36)
37. In participant observation the researcher aims to gain an in-depth and intimate understanding of the group through participating in the group's activities.
Answer: T (p. 37)

38. A census is an enumeration of the entire population.
Answer: T (p. 32)
39. LaTisha is a social researcher. She is studying female gangs. In order to get a clearer picture of why young women join gangs, she, herself, joined a gang and participated in its activities to observe its functioning and recruitment of members. This type of research is called participant observation.
Answer: T (p. 37)
40. A sample is any group a researcher is studying.
Answer: F (p. 34)
41. Qualitative research techniques are designed to obtain the subjective understanding, interpretation, and meaning of behavior.
Answer: T (p. 36)
42. Shari not only wants to study gang behavior but she also wants to come to a subjective understanding of gang behavior and its meaning to the gang members themselves. To do this she will employ qualitative research methods.
Answer: T (p. 36)
43. Quantitative research methods are designed to improve the quality of data collected.
Answer: F (p. 31)
44. A random sample is one in which all members of the population have an equal chance of being selected as a respondent.
Answer: T (p. 32)
45. A representative sample is one that in its characteristics mirrors the population from which it comes.
Answer: T (p. 32)
46. Research methods are the techniques, practices, and ethics involved in gaining new knowledge.
Answer: T (p. 28)
47. A small number of cases selected to represent the entire population is called a segment.
Answer: F (p. 32)
48. University Human Subjects Research Committees, whose job it is to safeguard the rights of human participants in research, apply to medicine and psychology but not to sociology.
Answer: F (p. 40)
49. Validity is when a measure, when repeated, produces identical results.
Answer: F (p. 31)
50. Reliability is when a measure, when repeated, produces identical results.

Answer: T (p. 31)

51. Validity is when a measure really measures what a researcher intends it to measure.
Answer: T (p. 31)

MULTIPLE CHOICE

52. In her basic research course in the sociology major program Bailey learned that in their research sociologists follow an objective and judicious approach to empirical evidence. This is called:
A) scientific method
B) empirical approach
C) active observation
D) experimental design
Answer: A (p. 2)
53. Professor Curry told his class that poverty negatively affects people's ability to access health care. Poverty is the:
A) theory
B) operational definition
C) independent variable
D) causal variable
Answer: C (p. 30)
54. Professor Curry told his class that poverty negatively affects people's ability to access health care. Health care access is the:
A) theory
B) operational definition
C) dependent variable
D) causal variable
Answer: C (p. 30)
55. A measure that, when repeated, produces the identical (or near identical) result is called:
A) valid
B) reliable
C) true
D) repetitious
Answer: B (p. 31)
56. When a measure really measures what a researcher intends it to measure, it is called:
A) reliable
B) true
C) ideal
D) valid
Answer: D (p. 31)
57. In an experiment, the group not exposed to the experimental stimulus but used as a

- comparison to the experimental group is called:
A) comparison group
B) experimental group
C) control group
D) neutral group
Answer: C (p. 35)
58. A method for studying the relation between two or more variables under highly controlled conditions:
A) survey
B) experiment
C) interview
D) life history
Answer: B (p. 35)
59. In an experiment, the group to whom the experimental stimulus is administered:
A) stimulus group
B) control group
C) neutral group
D) experimental group
Answer: D (p. 35)
60. Wang has been asked to participate in an experiment about political behavior. He has been assigned to a group that will receive the experimental stimulus. This group is called:
A) stimulus group
B) control group
C) neutral group
D) experimental group
Answer: D (p. 35)
61. Lengthy interview aimed at discovering the essential features, moments, and turning points in a respondent's life:
A) in-depth interview
B) life history
C) participant observation
D) reconstruction of the past
Answer: B (p. 36)
62. Type of data gathering approach in which the researcher participates in the group's activities:
A) active observation
B) direct observation
C) member observation
D) participant observation
Answer: D (p. 37)
63. In the context of a research project, any group the researcher is studying:
A) sample

- B) cases
 - C) population
 - D) subjects
- Answer: C (p. 32)

64. Which of the following are qualitative research techniques designed to attain?
- A) subjective understanding of behavior
 - B) interpretation of behavior
 - C) meaning of social behavior
 - D) all of the above
- Answer: D (p. 36)

65. Research methods designed to produce numerical estimates of human behavior:
- A) quantitative
 - B) qualitative
 - C) arithmetical
 - D) factoid
- Answer: A (p. 31)

66. A sampling procedure in which all members of the population have an equal chance of being selected as a respondent is called:
- A) uniform sample
 - B) representative sample
 - C) random sample
 - D) purposive
- Answer: C (p. 34)

67. Margaret received a phone call from an interviewer at the local survey research center. The interviewer asked her to participate. Margaret asked how they got her name. The interviewer told her that her name was picked by chance from the local phone book. Evidently Margaret had the same chance of being included in the study as did the other residents of her community having telephones. This name of this type of sampling procedure is:
- A) uniform sample
 - B) representative sample
 - C) random sample
 - D) purposive
- Answer: C (p. 34)

68. A sample that mirrors the characteristics of the population from which it comes:
- A) uniform sample
 - B) representative sample
 - C) random sample
 - D) purposive
- Answer: B (p. 32)

69. Research methods include:
- A) techniques for gaining new knowledge
 - B) practices in conducting research

- C) ethics in gaining new knowledge
D) all of the above
Answer: D (p. 28)
70. A small number of cases selected to represent the entire population is called:
A) sample
B) segment
C) group
D) portion
Answer: A (p. 32)
71. The classic sociological study “Street Corner Society” by William Foote White is an example of which type of research?
A) interview
B) life history
C) participant observation
D) historical records
Answer: C (p. 37)
72. The most serious criticism of observational research techniques concerns:
A) observer bias
B) untruthful respondents
C) the observer affects the observed
D) generalization to a broader population
Answer: D (p. 38)
73. The most widespread method for gathering quantitative information in sociological research:
A) sample
B) survey
C) case history
D) controlled experiment
Answer: B (p. 32)
74. The *Literary Digest* poll predicted incorrectly that in the 1936 election that the Republican candidate for president would beat the Democratic candidate. The cause of this error was:
A) its sample of respondents was biased
B) it asked the wrong questions
C) it had a faulty control group
D) there was a computer glitch in the analysis
Answer: A (p. 34)
75. Few sociologists today use the controlled experiment in research because:
A) it is too expensive
B) most people don’t want to be studied like rats in a lab
C) most sociologists want to study behavior as it occurs in the real world
D) complex social interactions cannot take place in a lab setting.

Answer: C (p. 35)

76. A body of plausible assertions that scientifically explain a phenomenon is called:

- A) theory
- B) hypothesis
- C) principle
- D) proposition

Answer: A (p. 28)

77. A prediction that reasonably follows from a theory is called:

- A) hypothesis
- B) principle
- C) informed guess
- D) proposition

Answer: A (p. 29)

78. Expresses the essence of an idea in words:

- A) hypothesis
- B) independent variable
- C) nominal definition
- D) operational definition

Answer: C (p. 30)

79. Expresses the essence of the idea in terms of measurement

- A) nominal definition
- B) operational definition
- C) independent variable
- D) dependent variable

Answer: B (p. 30)