

Student: _____

1. Which of the following is an outcome of effective sociological research?
 - A. It may suggest new questions that require further study.
 - B. It may confirm previous beliefs and findings.
 - C. It may disconfirm accepted beliefs.
 - D. All of these.
2. We are less likely to be fooled by advertisements that cite supposedly scientific studies to prove product superiority if we are familiar with the standards of:
 - A. commerce.
 - B. media relations.
 - C. law.
 - D. scientific research.
3. Which of the following terms is used to describe a systematic, organized series of steps that ensures maximum objectivity and consistency in researching a problem?
 - A. scientific method
 - B. social science
 - C. experiment
 - D. value neutrality
4. What is commonly the second step in the scientific method?
 - A. defining the problem
 - B. selecting the research design
 - C. reviewing the literature
 - D. collecting and analyzing data
5. If you were interested in studying the relationship between date and acquaintance rape victims and the characteristics of the rapist, your first step would be to:
 - A. review the literature on date and acquaintance rape.
 - B. define the problem.
 - C. create a hypothesis.
 - D. choose a research design.
6. An operational definition is:
 - A. a speculative statement about the relationship between two variables.
 - B. the extent to which a measure provides consistent results.
 - C. an explanation of an abstract concept that is specific enough to allow a researcher to measure the concept.
 - D. a relationship between two variables whereby a change in one coincides with a change in the other.

7. Which operational definition is used by Schaefer and Haaland in their research example to illustrate the scientific method?
- A. recreation and work
 - B. prejudice and education
 - C. social clubs and status
 - D. education and income
8. A sociologist who is interested in examining racism in sports might determine what percentage of team owners, general managers, coaches, and managers are members of each racial group. This would be an example of developing a(an):
- A. research design.
 - B. operational definition.
 - C. hypothesis.
 - D. theory.
9. Which sociological perspective would most likely suggest that education is necessary for people to earn more money and advance in society for the purpose of social stability?
- A. functionalist perspective
 - B. conflict perspective
 - C. interactionist perspective
 - D. feminist perspective
10. Sociologists conduct a "review of the literature" to:
- A. define the problem under study.
 - B. clarify possible techniques to be used in collecting data.
 - C. eliminate or reduce the number of avoidable mistakes they make.
 - D. all of these.
11. A speculative statement about the relationship between two or more variables is known as a:
- A. correlation.
 - B. hypothesis.
 - C. sample.
 - D. research design.
12. Which of the following best describes the notion that the higher the level of one's education, the higher one's income level will be?
- A. independent variables
 - B. operational definition
 - C. hypothesis
 - D. none of these

13. The statement "Women who receive welfare are less likely than other women to have babies" is an example of:
- A. an operational definition.
 - B. a hypothesis.
 - C. a research design.
 - D. causal logic.
14. The statement "Most homeless people are not mentally ill" is an example of a(an):
- A. hypothesis.
 - B. experiment.
 - C. operational definition.
 - D. variable.
15. A variable is:
- A. a measurable trait or characteristic that is subject to change under different conditions.
 - B. the extent to which a measure provides consistent results.
 - C. the unintended influence that observers or experiments can have on their subjects.
 - D. a speculative statement about the relationship between two traits.
16. Income, religion, race, gender, and marital status can all be examples of:
- A. indexes.
 - B. scales.
 - C. variables.
 - D. operational definitions.
17. Which of the following can serve as a variable in a study?
- A. marital status
 - B. ethnic background
 - C. age
 - D. all of these
18. Which of the following would be considered the independent variable in the text research example cited by Schaefer and Haaland in Chapter 2?
- A. level of education
 - B. level of income
 - C. sources of income
 - D. all of these
19. Social scientists call the variable that is hypothesized to cause or influence another variable a(an):
- A. independent variable.
 - B. dependent variable.
 - C. spurious variable.
 - D. operational variable.

20. Sociological studies have indicated that people who are married are less likely to commit suicide than people who are divorced. In this example, marital status is a(an):
- A. hypothesis.
 - B. independent variable.
 - C. dependent variable.
 - D. index.
21. The race of a criminal offender is associated with the frequency with which capital punishment is administered. In this example, capital punishment would be considered the:
- A. hypothesis.
 - B. independent variable.
 - C. dependent variable.
 - D. index.
22. The relationship between a condition or a variable and a particular consequence, with one event leading to the other, is known as:
- A. observation.
 - B. causal logic.
 - C. a correlation.
 - D. an index.
23. The statement "People who live in poverty have shorter life expectancies than wealthier citizens" is an example of:
- A. causal logic.
 - B. a correlation.
 - C. an independent variable.
 - D. the Hawthorne effect.
24. The statement "Eating fewer fats and carbohydrates will lead to weight loss" is an example of:
- A. causal logic.
 - B. a dependent variable.
 - C. an independent variable.
 - D. a cross tabulation.
25. The greater likelihood of a person who is less integrated into society committing suicide illustrates:
- A. a defined variable.
 - B. an undefined variable.
 - C. causal logic.
 - D. a social fact.

26. The relationship between two variables whereby a change in one coincides with a change in the other is known as a(an):
- A. index.
 - B. correlation.
 - C. operational definition.
 - D. scale.
27. Individuals who have divorced parents are more likely to divorce than individuals who have parents who did not divorce. This statement is an example of a(an):
- A. theory.
 - B. correlation.
 - C. independent variable.
 - D. law.
28. In which type of research sample does each member of the entire population being studied have the same chance of being selected?
- A. random sample
 - B. quota sample
 - C. index sample
 - D. Roper sample
29. If researchers wanted to examine the opinions of people listed in a city directory, they might call every tenth or fiftieth or hundredth name listed. This would constitute a:
- A. scale.
 - B. control variable.
 - C. quota sample.
 - D. random sample.
30. A research measure that provides consistent results is considered:
- A. valid.
 - B. reliable.
 - C. an index.
 - D. a scale.
31. Valid research measures:
- A. provide consistent results.
 - B. are always independent, rather than dependent, variables.
 - C. accurately measure the phenomenon under study.
 - D. are ethical standards that are followed by sociologists.
32. Which of the following would be considered a valid measure of an individual's intelligence?
- A. his or her age
 - B. the researcher's opinion
 - C. the number of years of school that the individual has completed
 - D. none of these

33. A researcher wishes to study grocery shopping trends amongst the members of a specific community. How should this researcher proceed in order to ensure that his/her sample is representative of the entire subject population?
- A. through the General Sociological Survey
 - B. by constructing a random sample across the community
 - C. using phone surveys
 - D. using college and university surveys
34. A factor held constant to test the relative impact of the independent variable is known as a:
- A. control variable.
 - B. dependent variable.
 - C. correlation.
 - D. cross-tabulation.
35. A research design is a(an):
- A. explanation of an abstract concept that is specific enough to allow a researcher to measure the concept.
 - B. speculative statement about the relationship between two or more variables.
 - C. indicator of attitudes, behaviour, or characteristics of people or organizations.
 - D. detailed plan or method for scientifically obtaining data.
36. Selecting a research design is important because it may affect both the amount of time and the:
- A. validity of the study.
 - B. cost of the project.
 - C. reliability of the study.
 - D. scale of the project.
37. A study, generally in the form of a questionnaire that provides sociologists with information concerning how people think or act is known as:
- A. observation research.
 - B. a survey.
 - C. secondary analysis.
 - D. an experiment.
38. To conduct a cross-cultural study of job discrimination against women, a sociologist interviews 75 women between the ages of 20 and 40 in an American city, and 75 women in the same age group in a Canadian city. This study would be classified as:
- A. a secondary analysis.
 - B. participant observation.
 - C. a survey.
 - D. a content analysis.

39. A type of survey that involves a researcher obtaining information through face-to-face or telephone questioning is a(an):
- A. questionnaire.
 - B. poll.
 - C. interview.
 - D. participant observation.
40. The results of an interview may be influenced by:
- A. the gender of the interviewer.
 - B. the race of the interviewer.
 - C. neither gender nor race of the interviewer.
 - D. both gender and race of the interviewer.
41. Observation research is the most common form of _____ research, which relies on what is seen in the field and in naturalistic settings more than it does on statistical data.
- A. quantitative
 - B. qualitative
 - C. ethnographic
 - D. experimental
42. Which of the following presents a serious methodological problem to scholars who depend on surveys and public opinion polling?
- A. Fewer people read newspapers.
 - B. Fewer people have access to computers.
 - C. More people now have a cellphone but no landline.
 - D. More people have access to computers.
43. As of 2010, what percentage of Canadian households could be reached only by cellphone?
- A. 13 percent
 - B. 10 percent
 - C. 23 percent
 - D. 52 percent
44. When a researcher collects information about a group through direct involvement and inspection, this is known as:
- A. a survey.
 - B. observation.
 - C. secondary analysis.
 - D. an experiment.

45. A sociologist attends meetings at all the schools and churches in his community over several years, and meets as many residents as he can for the purpose of exploring all facets of the community's social life. He then compiles a detailed description of the community. He is conducting a(an):
- A. content analysis.
 - B. secondary analysis.
 - C. quantitative study.
 - D. ethnography.
46. The initial challenge that William F. Whyte and other participant observers encounter is:
- A. maintaining their objectivity when studying people face-to-face.
 - B. formulating the sequence of questions in an interview.
 - C. determining which group will be the experimental group.
 - D. gaining acceptance into an unfamiliar group.
47. _____'s study of Italian street corner men used participant observation.
- A. Terry Mizrahi
 - B. William F. Whyte
 - C. Max Weber
 - D. Vilfredo Pareto
48. When a sociologist actually joins a group for a period to get an accurate sense of how it operates, the approach is called:
- A. an experiment.
 - B. ethnography.
 - C. face-to-face interview.
 - D. participant observation.
49. An artificially created situation that allows the researcher to manipulate variables and to introduce control variables is known as a(an):
- A. survey.
 - B. experiment.
 - C. replication.
 - D. research design.
50. In an experiment, the group that is not exposed to the independent variable is called the:
- A. experimental group.
 - B. representative group.
 - C. study group.
 - D. control group.
51. In a study of employees in a given work setting, how would the Hawthorne effect manifest itself?
- A. home lives would become strained.
 - B. employees would begin to socialize on a more regular basis outside of work.
 - C. employees' behaviour would more generally be altered from the norm.
 - D. absenteeism would increase.

52. People may behave differently in artificial situations than they would in the "real world." This poses a particular problem for researchers using:
- A. questionnaires.
 - B. content analysis.
 - C. replication.
 - D. laboratory experiments.
53. What term do sociologists use to describe the phenomenon whereby subjects deviate from their typical behaviour because they realize they are under observation?
- A. the control group effect
 - B. the spurious response
 - C. the Hawthorne effect
 - D. skewing
54. A sociologist decides to study the interaction among students in the college's computer center. When the students realize they are under observation, they become shy and reserved in their interactions. This is an example of:
- A. replication.
 - B. secondary analysis.
 - C. the Hawthorne effect.
 - D. value neutrality.
55. Secondary analysis includes a variety of research techniques that use:
- A. questionnaires and interviews.
 - B. participant observation.
 - C. publicly accessible information and data, or data collected by another.
 - D. control groups.
56. Sociologists consider secondary analysis to be:
- A. more valid than other forms of research.
 - B. more reliable than other forms of research.
 - C. a nonreactive form of research.
 - D. an outdated mode of research.
57. Which of the following sociologists conducted an examination of suicide using secondary analysis?
- A. Max Weber
 - B. Émile Durkheim
 - C. Jane Poulsen
 - D. William F. Whyte
58. An inherent problem in using secondary sources of data is that:
- A. the researcher may not find the exact data needed for his/her own research.
 - B. the data are plagued with statistical errors.
 - C. the researcher may be more careless when using someone else's data.
 - D. all of the analysis has been completed by an initial research team.

59. A researcher studies adolescent attitudes about senior citizens by analyzing depictions of the elderly in the lyrics of popular music and the content of teen magazines. This is an example of:
- A. content analysis.
 - B. replication.
 - C. survey research.
 - D. an experiment.
60. Content analysis of televised sports coverage reveals men's sports, in or out of season, receive more coverage than women's sports in season. This finding would most likely illustrate which perspective(s)?
- A. functionalist perspective
 - B. conflict and feminist perspectives
 - C. interactionist perspective
 - D. global perspective
61. A sociologist is researching in the area of women's treatment in primary resource industries. Amongst her goals is a body of research which will support certain policy changes in the governing bodies of these industries. What research methods is she more likely to find useful in her work?
- A. secondary analysis of public documents
 - B. random mailout surveys
 - C. ethnography and participant observation
 - D. telephone and Internet surveys
62. When was the Canadian Sociology and Anthropology Association's code of ethics first published?
- A. 1871
 - B. 1917
 - C. 1994
 - D. 1971
63. Which of the following existing data sources are used more frequently for sociological research?
- A. census data
 - B. scientific records
 - C. personal journals
 - D. newspapers
64. The code of ethics for Canadian Sociology was developed by:
- A. Max Weber.
 - B. the federal Ministry of Education.
 - C. the Canadian Association of University Teachers.
 - D. the Canadian Sociology and Anthropology Association.

65. Which of the following is included in the Canadian code of ethics for Sociology?

- A. maintaining confidentiality
- B. informed consent
- C. protection of research subjects from personal harm
- D. all of these

66. Which of the following is not incorporated in the CSAA code of ethics for sociological research?

- A. a required number of data sources
- B. respect for respondents' privacy
- C. protection of respondents from personal harm
- D. protection of respondents' anonymity

67. Why was Russel Ogden, a graduate student at Simon Fraser University, held in contempt of court by the B.C. Coroner in 1994?

- A. for preserving the confidentiality of his research
- B. for raiding a university laboratory
- C. for "snitching" on university administrators
- D. for forging transcripts

68. Which of the following is true of experiments?

- A. The experimental group is not exposed to the independent variable.
- B. The control group is exposed to the independent variable.
- C. The experimental group is exposed to the independent variable.
- D. Both the experimental and the control groups are exposed to the independent variable.

69. In a survey-based study calculated to poll a random sample of the population, how could new technologies be applied to make interpretation of the data easier?

- A. surveys could be emailed to respondents.
- B. Internet availability could be used to limit the sample.
- C. the creation of pools of Internet respondents on online forums or bulletin boards.
- D. the processing of large amounts of data could be simplified and streamlined.

70. Electronic technology can assist sociological researchers with:

- A. the analysis of quantitative data.
- B. the analysis of qualitative data.
- C. handling large data sets.
- D. All of these.

71. "Value neutrality" in social science research was initially called for by:

- A. Émile Durkheim.
- B. W.E.B. Du Bois.
- C. Max Weber.
- D. William Zellner.

72. According to Max Weber, investigators have an ethical obligation to accept research findings even when the data run counter to:
- A. their own personal views.
 - B. theoretically based explanations.
 - C. widely accepted beliefs.
 - D. all of these.
73. Alvin Gouldner has suggested that sociologists continue to use objectivity as a sacred justification for remaining uncritical of the existing institutions and centers of power. This point of view emphasizes which perspective?
- A. functionalist perspective
 - B. conflict perspective
 - C. interactionist perspective
 - D. global perspective
74. Zellner's research on autocide raises the ethical issue of:
- A. the promotion of research that furthers the power of a corporation.
 - B. lack of protection of participants' privacy.
 - C. deception of participants.
 - D. lack of protection of subordinate participants.
75. Which sociologist argued that sociological research should focus on social change and on relevant research developed by non-sociologists?
- A. Jane Poulson
 - B. Joyce Ladner
 - C. Shulamit Reinharz
 - D. Karen Barkey
76. Most of the studies that have been done on sexuality in North America over the past two decades have not considered _____ as a variable.
- A. gender
 - B. age
 - C. ethnicity
 - D. sexual orientation
77. How might a sociologist best collect information on sexual behaviours, and what concerns would need to be addressed?
- A. people are often embarrassed to discuss such topics; an online survey would be most informative.
 - B. face-to-face interviews would address the tendency of people to not respond to surveys that make them uncomfortable.
 - C. collecting as much personal data as possible is advantageous as it affords highly focused data.
 - D. all of these.

78. The authors of the National Health and Social Life Survey argue that their research on human sexual behaviour is important and that using data from their survey allows policy makers to more easily address issues such as AIDS, sexual harassment, welfare reform, abortion, and teenage pregnancy. This position best reflects the view of which sociological perspective?

- A. functionalist perspective
- B. conflict perspective
- C. interactionist perspective
- D. feminist perspective

79. The NHSLS obtained information about human sexuality in the U.S. by using:

- A. experiments.
- B. participant observation.
- C. face-to-face interviewing.
- D. secondary analysis.

80. Which theoretical perspective is critical of some research that claims to be objective?

- A. Conflict perspective
- B. Functionalist perspective
- C. Feminist perspective
- D. Both conflict and feminist perspectives

81. There are no methodological limitations to the use of the Internet for conducting sociological surveys.

True False

82. All sociologists believe that neutrality in research is possible.

True False

83. Informed consent is an important component of ethical sociological research.

True False

84. A review of relevant scholarly literature should be conducted once the hypothesis has been formulated.

True False

85. Reliability in research refers to the extent to which a measure produces consistent results.

True False

86. The third step in the scientific method is selection of the research design.

True False

87. In the statement, "the more a person exercises, the longer he or she will live," longevity is the independent variable.

True False

88. Correlations are an indication that causality is always present.

True False

89. A magazine asks its readers to complete a survey that questions them about their sexual practices. Based on the responses that it receives, the magazine publishes an article entitled "The Sexual Practices of Men and Women in the U.S." This magazine has conducted a valid random sample to support its article.

True False

90. *Validity* refers to the degree to which a measure or scale truly reflects the phenomenon under study.

True False

91. Selection of a research design will influence both the cost of a research project and the amount of time needed to collect the results of the research.

True False

92. An interviewer is likely to obtain a higher response rate than a printed survey form would.

True False

93. In criticizing the call for a value-free sociology, Alvin Gouldner suggests that sociologists may use objectivity as a sacred justification for remaining uncritical of existing institutions and centers of power.

True False

94. Ethnography is a type of survey methodology.

True False

95. Define the term "scientific method" and the five basic steps used in the scientific method.

96. Discuss how a researcher might select a random sample of subjects for a research study. Which sample selection methods should researchers use, and which methods should be avoided?
97. Describe the various types of research designs and discuss the strengths and weakness of each design. Which type of research design is most commonly used by researchers, and which type of research design is the least reliable?
98. Discuss the issue of ethics in social research. Give examples of how research could be harmful to human life.
99. Describe how the Internet can be used to conduct social research. Is the Internet a good or bad place to conduct social research?

02 KEY

1. Which of the following is an outcome of effective sociological research?

- A. It may suggest new questions that require further study.
- B. It may confirm previous beliefs and findings.
- C. It may disconfirm accepted beliefs.
- D.** All of these.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-01 What Is the Scientific Method?

Schaefer - Chapter 02 #1

2. We are less likely to be fooled by advertisements that cite supposedly scientific studies to prove product superiority if we are familiar with the standards of:

- A. commerce.
- B. media relations.
- C. law.
- D.** scientific research.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-01 What Is the Scientific Method?

Schaefer - Chapter 02 #2

3. Which of the following terms is used to describe a systematic, organized series of steps that ensures maximum objectivity and consistency in researching a problem?

- A.** scientific method
- B. social science
- C. experiment
- D. value neutrality

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-01 What Is the Scientific Method?

Schaefer - Chapter 02 #3

4. What is commonly the second step in the scientific method?

- A. defining the problem
- B. selecting the research design
- C.** reviewing the literature
- D. collecting and analyzing data

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-01 What Is the Scientific Method?

Schaefer - Chapter 02 #4

5. If you were interested in studying the relationship between date and acquaintance rape victims and the characteristics of the rapist, your first step would be to:
- A. review the literature on date and acquaintance rape.
 - B. define the problem.**
 - C. create a hypothesis.
 - D. choose a research design.

Accessibility: Keyboard Navigation
Blooms: Understand
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #5

6. An operational definition is:
- A. a speculative statement about the relationship between two variables.
 - B. the extent to which a measure provides consistent results.
 - C. an explanation of an abstract concept that is specific enough to allow a researcher to measure the concept.**
 - D. a relationship between two variables whereby a change in one coincides with a change in the other.

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #6

7. Which operational definition is used by Schaefer and Haaland in their research example to illustrate the scientific method?
- A. recreation and work
 - B. prejudice and education
 - C. social clubs and status
 - D. education and income**

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #7

8. A sociologist who is interested in examining racism in sports might determine what percentage of team owners, general managers, coaches, and managers are members of each racial group. This would be an example of developing a(an):
- A. research design.
 - B. operational definition.**
 - C. hypothesis.
 - D. theory.

Accessibility: Keyboard Navigation
Blooms: Apply
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #8

9. Which sociological perspective would most likely suggest that education is necessary for people to earn more money and advance in society for the purpose of social stability?

- A.** functionalist perspective
- B. conflict perspective
- C. interactionist perspective
- D. feminist perspective

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-01 What Is the Scientific Method?

Schaefer - Chapter 02 #9

10. Sociologists conduct a "review of the literature" to:

- A. define the problem under study.
- B. clarify possible techniques to be used in collecting data.
- C. eliminate or reduce the number of avoidable mistakes they make.
- D.** all of these.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-01 What Is the Scientific Method?

Schaefer - Chapter 02 #10

11. A speculative statement about the relationship between two or more variables is known as a:

- A. correlation.
- B.** hypothesis.
- C. sample.
- D. research design.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-01 What Is the Scientific Method?

Schaefer - Chapter 02 #11

12. Which of the following best describes the notion that the higher the level of one's education, the higher one's income level will be?

- A. independent variables
- B. operational definition
- C.** hypothesis
- D. none of these

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-01 What Is the Scientific Method?

Schaefer - Chapter 02 #12

13. The statement "Women who receive welfare are less likely than other women to have babies" is an example of:

- A. an operational definition.
- B.** a hypothesis.
- C. a research design.
- D. causal logic.

Accessibility: Keyboard Navigation
Blooms: Understand
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #13

14. The statement "Most homeless people are not mentally ill" is an example of a(an):

- A.** hypothesis.
- B. experiment.
- C. operational definition.
- D. variable.

Accessibility: Keyboard Navigation
Blooms: Understand
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #14

15. A variable is:

- A.** a measurable trait or characteristic that is subject to change under different conditions.
- B. the extent to which a measure provides consistent results.
- C. the unintended influence that observers or experiments can have on their subjects.
- D. a speculative statement about the relationship between two traits.

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #15

16. Income, religion, race, gender, and marital status can all be examples of:

- A. indexes.
- B. scales.
- C.** variables.
- D. operational definitions.

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #16

17. Which of the following can serve as a variable in a study?

- A. marital status
- B. ethnic background
- C. age
- D.** all of these

Accessibility: Keyboard Navigation
Blooms: Understand
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #17

18. Which of the following would be considered the independent variable in the text research example cited by Schaefer and Haaland in Chapter 2?

- A.** level of education
- B. level of income
- C. sources of income
- D. all of these

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #18

19. Social scientists call the variable that is hypothesized to cause or influence another variable a(an):

- A.** independent variable.
- B. dependent variable.
- C. spurious variable.
- D. operational variable.

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #19

20. Sociological studies have indicated that people who are married are less likely to commit suicide than people who are divorced. In this example, marital status is a(an):

- A. hypothesis.
- B.** independent variable.
- C. dependent variable.
- D. index.

Accessibility: Keyboard Navigation
Blooms: Understand
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #20

21. The race of a criminal offender is associated with the frequency with which capital punishment is administered. In this example, capital punishment would be considered the:

- A. hypothesis.
- B. independent variable.
- C.** dependent variable.
- D. index.

Accessibility: Keyboard Navigation
Blooms: Apply
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #21

22. The relationship between a condition or a variable and a particular consequence, with one event leading to the other, is known as:

- A. observation.
- B.** causal logic.
- C. a correlation.
- D. an index.

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #22

23. The statement "People who live in poverty have shorter life expectancies than wealthier citizens" is an example of:

- A.** causal logic.
- B. a correlation.
- C. an independent variable.
- D. the Hawthorne effect.

Accessibility: Keyboard Navigation
Blooms: Understand
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #23

24. The statement "Eating fewer fats and carbohydrates will lead to weight loss" is an example of:

- A.** causal logic.
- B. a dependent variable.
- C. an independent variable.
- D. a cross tabulation.

Accessibility: Keyboard Navigation
Blooms: Understand
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #24

25. The greater likelihood of a person who is less integrated into society committing suicide illustrates:

- A. a defined variable.
- B. an undefined variable.
- C.** causal logic.
- D. a social fact.

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #25

26. The relationship between two variables whereby a change in one coincides with a change in the other is known as a(an):

- A. index.
- B. correlation.**
- C. operational definition.
- D. scale.

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #26

27. Individuals who have divorced parents are more likely to divorce than individuals who have parents who did not divorce. This statement is an example of a(an):

- A. theory.
- B. correlation.**
- C. independent variable.
- D. law.

Accessibility: Keyboard Navigation
Blooms: Apply
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #27

28. In which type of research sample does each member of the entire population being studied have the same chance of being selected?

- A. random sample**
- B. quota sample
- C. index sample
- D. Roper sample

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #28

29. If researchers wanted to examine the opinions of people listed in a city directory, they might call every tenth or fiftieth or hundredth name listed. This would constitute a:

- A. scale.
- B. control variable.
- C. quota sample.
- D. random sample.**

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #29

30. A research measure that provides consistent results is considered:

- A. valid.
- B.** reliable.
- C. an index.
- D. a scale.

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #30

31. Valid research measures:

- A. provide consistent results.
- B. are always independent, rather than dependent, variables.
- C.** accurately measure the phenomenon under study.
- D. are ethical standards that are followed by sociologists.

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #31

32. Which of the following would be considered a valid measure of an individual's intelligence?

- A. his or her age
- B. the researcher's opinion
- C. the number of years of school that the individual has completed
- D.** none of these

Accessibility: Keyboard Navigation
Blooms: Apply
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #32

33. A researcher wishes to study grocery shopping trends amongst the members of a specific community. How should this researcher proceed in order to ensure that his/her sample is representative of the entire subject population?

- A. through the General Sociological Survey
- B.** by constructing a random sample across the community
- C. using phone surveys
- D. using college and university surveys

Accessibility: Keyboard Navigation
Blooms: Apply
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #33

34. A factor held constant to test the relative impact of the independent variable is known as a:

- A. control variable.
- B. dependent variable.
- C. correlation.
- D. cross-tabulation.

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #34

35. A research design is a(an):

- A. explanation of an abstract concept that is specific enough to allow a researcher to measure the concept.
- B. speculative statement about the relationship between two or more variables.
- C. indicator of attitudes, behaviour, or characteristics of people or organizations.
- D. detailed plan or method for scientifically obtaining data.

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-02 What Are the Major Research Designs?
Schaefer - Chapter 02 #35

36. Selecting a research design is important because it may affect both the amount of time and the:

- A. validity of the study.
- B. cost of the project.
- C. reliability of the study.
- D. scale of the project.

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-02 What Are the Major Research Designs?
Schaefer - Chapter 02 #36

37. A study, generally in the form of a questionnaire that provides sociologists with information concerning how people think or act is known as:

- A. observation research.
- B. a survey.
- C. secondary analysis.
- D. an experiment.

Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-02 What Are the Major Research Designs?
Schaefer - Chapter 02 #37

38. To conduct a cross-cultural study of job discrimination against women, a sociologist interviews 75 women between the ages of 20 and 40 in an American city, and 75 women in the same age group in a Canadian city. This study would be classified as:

- A. a secondary analysis.
- B. participant observation.
- C.** a survey.
- D. a content analysis.

Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #38

39. A type of survey that involves a researcher obtaining information through face-to-face or telephone questioning is a(an):

- A. questionnaire.
- B. poll.
- C.** interview.
- D. participant observation.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #39

40. The results of an interview may be influenced by:

- A. the gender of the interviewer.
- B. the race of the interviewer.
- C. neither gender nor race of the interviewer.
- D.** both gender and race of the interviewer.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #40

41. Observation research is the most common form of _____ research, which relies on what is seen in the field and in naturalistic settings more than it does on statistical data.

- A. quantitative
- B.** qualitative
- C. ethnographic
- D. experimental

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #41

42. Which of the following presents a serious methodological problem to scholars who depend on surveys and public opinion polling?

- A. Fewer people read newspapers.
- B. Fewer people have access to computers.
- C.** More people now have a cellphone but no landline.
- D. More people have access to computers.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-01 What Is the Scientific Method?

Schaefer - Chapter 02 #42

43. As of 2010, what percentage of Canadian households could be reached only by cellphone?

- A.** 13 percent
- B. 10 percent
- C. 23 percent
- D. 52 percent

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-01 What Is the Scientific Method?

Schaefer - Chapter 02 #43

44. When a researcher collects information about a group through direct involvement and inspection, this is known as:

- A. a survey.
- B.** observation.
- C. secondary analysis.
- D. an experiment.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #44

45. A sociologist attends meetings at all the schools and churches in his community over several years, and meets as many residents as he can for the purpose of exploring all facets of the community's social life. He then compiles a detailed description of the community. He is conducting a(an):

- A. content analysis.
- B. secondary analysis.
- C. quantitative study.
- D.** ethnography.

Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #45

46. The initial challenge that William F. Whyte and other participant observers encounter is:

- A. maintaining their objectivity when studying people face-to-face.
- B. formulating the sequence of questions in an interview.
- C. determining which group will be the experimental group.
- D.** gaining acceptance into an unfamiliar group.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #46

47. _____'s study of Italian street corner men used participant observation.

- A. Terry Mizrahi
- B.** William F. Whyte
- C. Max Weber
- D. Vilfredo Pareto

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #47

48. When a sociologist actually joins a group for a period to get an accurate sense of how it operates, the approach is called:

- A. an experiment.
- B. ethnography.
- C. face-to-face interview.
- D.** participant observation.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #48

49. An artificially created situation that allows the researcher to manipulate variables and to introduce control variables is known as a(an):

- A. survey.
- B.** experiment.
- C. replication.
- D. research design.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #49

50. In an experiment, the group that is not exposed to the independent variable is called the:

- A. experimental group.
- B. representative group.
- C. study group.
- D.** control group.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #50

51. In a study of employees in a given work setting, how would the Hawthorne effect manifest itself?

- A. home lives would become strained.
- B. employees would begin to socialize on a more regular basis outside of work.
- C.** employees' behaviour would more generally be altered from the norm.
- D. absenteeism would increase.

Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #51

52. People may behave differently in artificial situations than they would in the "real world." This poses a particular problem for researchers using:

- A. questionnaires.
- B. content analysis.
- C. replication.
- D.** laboratory experiments.

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #52

53. What term do sociologists use to describe the phenomenon whereby subjects deviate from their typical behaviour because they realize they are under observation?

- A. the control group effect
- B. the spurious response
- C.** the Hawthorne effect
- D. skewing

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #53

54. A sociologist decides to study the interaction among students in the college's computer center. When the students realize they are under observation, they become shy and reserved in their interactions. This is an example of:

- A. replication.
- B. secondary analysis.
- C.** the Hawthorne effect.
- D. value neutrality.

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #54

55. Secondary analysis includes a variety of research techniques that use:

- A. questionnaires and interviews.
- B. participant observation.
- C.** publicly accessible information and data, or data collected by another.
- D. control groups.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #55

56. Sociologists consider secondary analysis to be:

- A. more valid than other forms of research.
- B. more reliable than other forms of research.
- C.** a nonreactive form of research.
- D. an outdated mode of research.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #56

57. Which of the following sociologists conducted an examination of suicide using secondary analysis?

- A. Max Weber
- B.** Émile Durkheim
- C. Jane Poulsen
- D. William F. Whyte

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #57

58. An inherent problem in using secondary sources of data is that:

- A. the researcher may not find the exact data needed for his/her own research.
- B. the data are plagued with statistical errors.
- C. the researcher may be more careless when using someone else's data.
- D. all of the analysis has been completed by an initial research team.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #58

59. A researcher studies adolescent attitudes about senior citizens by analyzing depictions of the elderly in the lyrics of popular music and the content of teen magazines. This is an example of:

- A. content analysis.
- B. replication.
- C. survey research.
- D. an experiment.

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #59

60. Content analysis of televised sports coverage reveals men's sports, in or out of season, receive more coverage than women's sports in season. This finding would most likely illustrate which perspective(s)?

- A. functionalist perspective
- B. conflict and feminist perspectives
- C. interactionist perspective
- D. global perspective

Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #60

61. A sociologist is researching in the area of women's treatment in primary resource industries. Amongst her goals is a body of research which will support certain policy changes in the governing bodies of these industries. What research methods is she more likely to find useful in her work?

- A. secondary analysis of public documents
- B. random mailout surveys
- C. ethnography and participant observation
- D. telephone and Internet surveys

Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #61

62. When was the Canadian Sociology and Anthropology Association's code of ethics first published?

- A. 1871
- B. 1917
- C. 1994**
- D. 1971

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-03 What Are the Ethics of Research?

Schaefer - Chapter 02 #62

63. Which of the following existing data sources are used more frequently for sociological research?

- A. census data**
- B. scientific records
- C. personal journals
- D. newspapers

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #63

64. The code of ethics for Canadian Sociology was developed by:

- A. Max Weber.
- B. the federal Ministry of Education.
- C. the Canadian Association of University Teachers.
- D. the Canadian Sociology and Anthropology Association.**

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-03 What Are the Ethics of Research?

Schaefer - Chapter 02 #64

65. Which of the following is included in the Canadian code of ethics for Sociology?

- A. maintaining confidentiality
- B. informed consent
- C. protection of research subjects from personal harm
- D. all of these**

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-03 What Are the Ethics of Research?

Schaefer - Chapter 02 #65

66. Which of the following is not incorporated in the CSAA code of ethics for sociological research?

- A. a required number of data sources**
- B. respect for respondents' privacy
- C. protection of respondents from personal harm
- D. protection of respondents' anonymity

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-03 What Are the Ethics of Research?

Schaefer - Chapter 02 #66

67. Why was Russel Ogden, a graduate student at Simon Fraser University, held in contempt of court by the B.C. Coroner in 1994?

- A. for preserving the confidentiality of his research
- B. for raiding a university laboratory
- C. for "snitching" on university administrators
- D. for forging transcripts

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-03 What Are the Ethics of Research?

Schaefer - Chapter 02 #67

68. Which of the following is true of experiments?

- A. The experimental group is not exposed to the independent variable.
- B. The control group is exposed to the independent variable.
- C. The experimental group is exposed to the independent variable.
- D. Both the experimental and the control groups are exposed to the independent variable.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 What Are the Major Research Designs?

Schaefer - Chapter 02 #68

69. In a survey-based study calculated to poll a random sample of the population, how could new technologies be applied to make interpretation of the data easier?

- A. surveys could be emailed to respondents.
- B. Internet availability could be used to limit the sample.
- C. the creation of pools of Internet respondents on online forums or bulletin boards.
- D. the processing of large amounts of data could be simplified and streamlined.

Accessibility: Keyboard Navigation

Blooms: Analyze

Learning Objective: 02-04 How Does Technology Influence Sociological Research?

Schaefer - Chapter 02 #69

70. Electronic technology can assist sociological researchers with:

- A. the analysis of quantitative data.
- B. the analysis of qualitative data.
- C. handling large data sets.
- D. All of these.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 How Does Technology Influence Sociological Research?

Schaefer - Chapter 02 #70

71. "Value neutrality" in social science research was initially called for by:

- A. Émile Durkheim.
- B. W.E.B. Du Bois.
- C.** Max Weber.
- D. William Zellner.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-03 What Are the Ethics of Research?

Schaefer - Chapter 02 #71

72. According to Max Weber, investigators have an ethical obligation to accept research findings even when the data run counter to:

- A. their own personal views.
- B. theoretically based explanations.
- C. widely accepted beliefs.
- D.** all of these.

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-03 What Are the Ethics of Research?

Schaefer - Chapter 02 #72

73. Alvin Gouldner has suggested that sociologists continue to use objectivity as a sacred justification for remaining uncritical of the existing institutions and centers of power. This point of view emphasizes which perspective?

- A. functionalist perspective
- B.** conflict perspective
- C. interactionist perspective
- D. global perspective

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-03 What Are the Ethics of Research?

Schaefer - Chapter 02 #73

74. Zellner's research on autocide raises the ethical issue of:

- A. the promotion of research that furthers the power of a corporation.
- B. lack of protection of participants' privacy.
- C.** deception of participants.
- D. lack of protection of subordinate participants.

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-03 What Are the Ethics of Research?

Schaefer - Chapter 02 #74

75. Which sociologist argued that sociological research should focus on social change and on relevant research developed by non-sociologists?

- A. Jane Poulson
- B. Joyce Ladner
- C. Shulamit Reinharz**
- D. Karen Barkey

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-03 What Are the Ethics of Research?

Schaefer - Chapter 02 #75

76. Most of the studies that have been done on sexuality in North America over the past two decades have not considered _____ as a variable.

- A. gender
- B. age
- C. ethnicity**
- D. sexual orientation

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 How Does Technology Influence Sociological Research?

Schaefer - Chapter 02 #76

77. How might a sociologist best collect information on sexual behaviours, and what concerns would need to be addressed?

- A. people are often embarrassed to discuss such topics; an online survey would be most informative.
- B. face-to-face interviews would address the tendency of people to not respond to surveys that make them uncomfortable.**
- C. collecting as much personal data as possible is advantageous as it affords highly focused data.
- D. all of these.

Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-04 How Does Technology Influence Sociological Research?

Schaefer - Chapter 02 #77

78. The authors of the National Health and Social Life Survey argue that their research on human sexual behaviour is important and that using data from their survey allows policy makers to more easily address issues such as AIDS, sexual harassment, welfare reform, abortion, and teenage pregnancy. This position best reflects the view of which sociological perspective?

- A. functionalist perspective**
- B. conflict perspective
- C. interactionist perspective
- D. feminist perspective

Accessibility: Keyboard Navigation

Blooms: Analyze

Learning Objective: 02-03 What Are the Ethics of Research?

Schaefer - Chapter 02 #78

79. The NHSLS obtained information about human sexuality in the U.S. by using:

- A. experiments.
- B. participant observation.
- C. face-to-face interviewing.**
- D. secondary analysis.

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-04 How Does Technology Influence Sociological Research?

Schaefer - Chapter 02 #79

80. Which theoretical perspective is critical of some research that claims to be objective?

- A. Conflict perspective
- B. Functionalist perspective
- C. Feminist perspective
- D. Both conflict and feminist perspectives**

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 How Does Technology Influence Sociological Research?

Schaefer - Chapter 02 #80

81. There are no methodological limitations to the use of the Internet for conducting sociological surveys.

FALSE

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 How Does Technology Influence Sociological Research?

Schaefer - Chapter 02 #81

82. All sociologists believe that neutrality in research is possible.

FALSE

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-03 What Are the Ethics of Research?

Schaefer - Chapter 02 #82

83. Informed consent is an important component of ethical sociological research.

TRUE

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-03 What Are the Ethics of Research?

Schaefer - Chapter 02 #83

84. A review of relevant scholarly literature should be conducted once the hypothesis has been formulated.

FALSE

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-01 What Is the Scientific Method?

Schaefer - Chapter 02 #84

85. Reliability in research refers to the extent to which a measure produces consistent results.

TRUE

*Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #85*

86. The third step in the scientific method is selection of the research design.

FALSE

*Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #86*

87. In the statement, "the more a person exercises, the longer he or she will live," longevity is the independent variable.

FALSE

*Accessibility: Keyboard Navigation
Blooms: Apply
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #87*

88. Correlations are an indication that causality is always present.

FALSE

*Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #88*

89. A magazine asks its readers to complete a survey that questions them about their sexual practices. Based on the responses that it receives, the magazine publishes an article entitled "The Sexual Practices of Men and Women in the U.S." This magazine has conducted a valid random sample to support its article.

FALSE

*Accessibility: Keyboard Navigation
Blooms: Apply
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #89*

90. *Validity* refers to the degree to which a measure or scale truly reflects the phenomenon under study.

TRUE

*Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #90*

91. Selection of a research design will influence both the cost of a research project and the amount of time needed to collect the results of the research.

TRUE

*Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-02 What Are the Major Research Designs?
Schaefer - Chapter 02 #91*

92. An interviewer is likely to obtain a higher response rate than a printed survey form would.

TRUE

*Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-02 What Are the Major Research Designs?
Schaefer - Chapter 02 #92*

93. In criticizing the call for a value-free sociology, Alvin Gouldner suggests that sociologists may use objectivity as a sacred justification for remaining uncritical of existing institutions and centers of power.

TRUE

*Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-03 What Are the Ethics of Research?
Schaefer - Chapter 02 #93*

94. Ethnography is a type of survey methodology.

FALSE

*Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-02 What Are the Major Research Designs?
Schaefer - Chapter 02 #94*

95. Define the term "scientific method" and the five basic steps used in the scientific method.

Answers will vary.

*Blooms: Understand
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #95*

96. Discuss how a researcher might select a random sample of subjects for a research study. Which sample selection methods should researchers use, and which methods should be avoided?

Answers will vary.

*Blooms: Apply
Learning Objective: 02-01 What Is the Scientific Method?
Schaefer - Chapter 02 #96*

97. Describe the various types of research designs and discuss the strengths and weakness of each design. Which type of research design is most commonly used by researchers, and which type of research design is the least reliable?

Answers will vary.

*Blooms: Analyze
Learning Objective: 02-02 What Are the Major Research Designs?
Schaefer - Chapter 02 #97*

98. Discuss the issue of ethics in social research. Give examples of how research could be harmful to human life.

Answers will vary.

*Blooms: Apply
Learning Objective: 02-03 What Are the Ethics of Research?
Schaefer - Chapter 02 #98*

99. Describe how the Internet can be used to conduct social research. Is the Internet a good or bad place to conduct social research?

Answers will vary.

*Blooms: Analyze
Learning Objective: 02-04 How Does Technology Influence Sociological Research?
Schaefer - Chapter 02 #99*

02 Summary

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