

CHAPTER 1 – INTRODUCING SOCIOLOGY

Questions included in web quizzing are marked in bold

Student Learning Objectives

After reading Chapter 1, students should be able to:

1. Define sociology.
2. Identify the social relations that surround them, permeate them, and influence their behavior.
3. Describe how sociological research seeks to improve people's lives and test ideas using scientific methods.
4. Summarize the four main schools of sociological theory.
5. Distinguish the four main methods of collecting sociological data.
6. Explain how sociology can help us deal with the many challenges that society faces today.

Multiple Choice Questions

1. For most people, the social relations and structures that underlie daily life are
 - a. a constant concern.
 - b. taken for granted.
 - c. analyzed on a regular basis.
 - d. very uncomfortable.
 - e. obvious.

ANS: b TYPE: conceptual PG: 4 SOURCE: new LO: 1, 2

2. Sociologists say we must look beyond individual states of mind to explain human behavior. What do sociologists focus on in their explanations of human behavior?
 - a. social causes
 - b. television programs
 - c. individual psychology
 - d. market forces
 - e. social relations and individual psychology

ANS: a TYPE: conceptual PG: 4 SOURCE: pickup LO: 1, 2

3. From the _____ perspective, fashion cycles help contribute to social stability by enabling

Chapter One

people to distinguish themselves from others.

- a. conflict theory
- b. symbolic interactionist
- c. functionalist
- d. feminist theory
- e. human resources

ANS: c TYPE: conceptual PG: 5 SOURCE: new LO: 4

4. From a functionalist perspective, fashion enables people of different economic rank to distinguish themselves from each other. These positions within an economic hierarchy are termed _____.

- a. castes
- b. ingroups
- c. reference groups
- d. social classes
- e. anomic

ANS: d TYPE: conceptual PG: 5 SOURCE: new LO: 4

5. Which of these is not a criticism of the functionalist perspective on fashion?

- a. Since the 1960s fashion has become more democratic making class distinctions less apparent.
- b. Fashion trends are increasingly introduced by people who lack social status.
- c. Trends from inner city and other marginalized groups have entered into fashion design.
- d. Today, members of upper classes are as likely to adopt the styles of lower classes as vice versa.
- e. Fashion cycles sped up during the 20th century due to technological advances in clothing manufacturing.

ANS: e TYPE: conceptual PG: 5 SOURCE: new LO: 4

6. _____ highlights tensions in the social structure that may fracture and lead to social change.

- a. Conflict theory
- b. Symbolic interactionist
- c. Functionalist
- d. Feminist theory
- e. Human resources

ANS: a TYPE: conceptual PG: 6 SOURCE: new LO: 4

7. Which theoretical perspective is most likely to focus the fashion choices made by the consumers?
- a. conflict theory
 - b. symbolic interactionist
 - c. functionalist
 - d. feminist theory
 - e. human resources

ANS: b TYPE: conceptual PG: 6 SOURCE: new LO: 4

8. From the perspective of symbolic interactionism, the primary purpose of fashion is to
- a. express and share information about one's identity.
 - b. make profits for large clothing manufacturers.
 - c. help to mark and maintain boundaries between members of different social classes.
 - d. distract people from more serious and pressing social issues.
 - e. maintain gender roles.

ANS: a TYPE: conceptual PG: 6 SOURCE: new LO: 4

9. Feminists view fashion as one aspect of _____ or the system of male domination of women.
- a. patrilineage
 - b. patriarchy
 - c. patrimony
 - d. structural functionalism
 - e. hegemony

ANS: b TYPE: conceptual PG: 7 SOURCE: new LO: 4

10. The system that maintains male privilege in society is known as:
- a. gender roles
 - b. social structures
 - c. macro structures
 - d. patriarchy
 - e. gender inequity

ANS: d TYPE: factual PG: 5 SOURCE: pickup LO: 5

11. Which of these statements is the best reflection of the feminist analysis of fashion and popular culture more generally?

Chapter One

- a. Feminist theory does not address fashion or other forms of popular culture.
- b. Feminists are in agreement that fashion imprisons women and promotes unrealistic ideals for female beauty.
- c. The majority of feminist theorists view fashion as an important means of attaining power for women.
- d. Feminist theory explores the ambiguity of gender identities expressed in fashion trends.
- e. From a sociological perspective, feminist theory offers the best explanation for fashion cycles in popular culture.

ANS: d TYPE: conceptual PG: 7 SOURCE: new LO: 4

12. Stable patterns of social relations are called:

- a. group cohesion
- b. social structure
- c. social solidarity
- d. societal expectations
- e. fear of society

ANS: b TYPE: factual PG: 8 SOURCE: pickup LO: 2

13. The ability to see the connection between personal troubles and social structures is called _____.

- a. social solidarity
- b. the sociological imagination
- c. selective perception
- d. the etic perspective
- e. creative visualization

ANS: b TYPE: conceptual PG: 8 SOURCE: modified LO: 2

14. The sociological imagination allows people to:

- a. understand the relationship between body and mind
- b. understand the relationship between politics and religion
- c. understand the relationship between drive and instinct
- d. understand the relationship between social issues and private troubles
- e. understand the relationship between psychology and political science

ANS: d TYPE: conceptual PG: 8 SOURCE: pickup LO: 1, 2

15. One aspect of social organization is the patterns of intimate social relations that are formed during face-to-face interpersonal interactions. Sociologists call these patterns:

- a. microstructures
- b. social structures
- c. macrostructures
- d. global structures
- e. macro-global structures

ANS: a TYPE: conceptual PG: 8 SOURCE: pickup LO: 2

16. Sociologists use the term microstructures to refer to

- a. patterns of social relations that are intimate and personal.
- b. international organizations that shape communication and other aspects of life.
- c. patterns of social relations that are above and beyond mesostructures.
- d. the impersonal relationships between people involved in different organizations.
- e. patterns of worldwide communication and travel.

ANS: a TYPE: conceptual PG: 8 SOURCE: new LO: 2

17. The social class system in the United States would be an example of what kind of social structure?

- a. micro-structure
- b. social structure
- c. macro-structure
- d. global structure
- e. micro-meso structure

ANS: c TYPE: applied PG: 8 SOURCE: modified LO: 2

18. The international organizations that shape communication and other aspects of life are examples of which type of social structures?

- a. micro-structures
- b. social structures
- c. macro-structures
- d. global structures
- e. micro-meso structure

ANS: d TYPE: applied PG: 8 SOURCE: modified LO: 2

19. The entire social world has become more interconnected economically and politically. This is creates which type of social organization?

- a. micro-structures
- b. social structures

- c. macro-structures
- d. global structures
- e. micro-social structures

ANS: d TYPE: applied PG: 8 SOURCE: modified LO: 2

20. The idea that understanding the workings of society must be based on evidence rather than speculation or a religious view was the basis for ____.

- a. the scientific revolution**
- b. the democratic revolution**
- c. the sociological imagination**
- d. the industrial revolution**
- e. the sociological turn**

ANS: a TYPE: conceptual PG: 8 SOURCE: modified LO: 3

21. The ideas that people are responsible for organizing society, and that human action can solve social problems, were essential to the ____

- a. the scientific revolution
- b. the democratic revolution
- c. the enlightenment
- d. the industrial revolution
- e. none of these choices

ANS: b TYPE: conceptual PG: 9 SOURCE: modified LO: 3

22. Which one of these social and historical trends was not discussed in the text as being instrumental for the creation of a favorable environment for the development of sociology?

- a. de-industrialization
- b. the Industrial Revolution
- c. Vatican II
- d. slavery
- e. none of these choices

ANS: b TYPE: factual PG: 8 SOURCE: pickup LO: 3

23. The transformation from agrarian production to manufacturing is termed ____.

- a. the scientific revolution
- b. the age of reason
- c. the enlightenment shift
- d. the industrial revolution

- e. the Neolithic revolution

ANS: d TYPE: factual PG: 9 SOURCE: modified LO: 3

24. The social thinker who coined the term “sociology” in 1838 was _____.

- a. Emile Durkheim
- b. C.W. Mills
- c. August Comte
- d. Max Weber
- e. Harriet Martineau

ANS: c TYPE: factual PG: 9 SOURCE: pickup LO: 4

25. The sociological study of suicide reveals that

- a. what is thought to be individual behavior is actually influenced by social factors.
- b. only the mentally ill commit suicide.
- c. unfortunately suicide cannot be predicted.
- d. what is considered social behavior is really the result of psychological problems.
- e. suicide must be understood as a purely personal and moral act.

ANS: a TYPE: conceptual PG: 10 SOURCE: pickup LO: 4

26. According to Emile Durkheim, the more a group’s members share beliefs and values, and the more they interact with one another, the more social cohesion the group has. Durkheim called this _____.

- a. group think
- b. social structure
- c. social solidarity
- d. social organization
- e. sociological imagination

ANS: c TYPE: conceptual PG: 10 SOURCE: pickup LO: 4

27. Emile Durkheim’s study of suicide demonstrated that

- a. suicide rates are strongly influenced by social forces
- b. suicide rates are strongly influenced by psychological disorders
- c. there are four female suicides for every male suicide
- d. suicide rates decreased with advancing age
- e. suicide rates are tied to patterns of imitation

ANS: a TYPE: factual PG: 10 SOURCE: pickup LO: 4

28. Married adults are half as likely as unmarried adults to commit suicide because marriage creates _____.

- a. anomie
- b. social structure
- c. social ties and commitments
- d. self-centeredness
- e. socialization

ANS: c TYPE: applied PG: 10 SOURCE: modified LO: 4

29. According to Durkheim's typology, "suicide bombers" would be an example of _____.

- a. altruistic suicide
- b. anomic suicide
- c. egoistic suicide
- d. fatalistic suicide
- e. individualistic suicide

ANS: a TYPE: applied PG: 10 SOURCE: new LO: 4

30. Karl Marx and Emile Durkheim shared concern over

- a. rapid social change caused by industrialization.
- b. the population explosion.
- c. the stability of society caused by workers unions.
- d. economic inequality.
- e. rationalization

ANS: a TYPE: factual PG: 10 SOURCE: modified LO: 4

31. _____ is sociological theory that stresses the stability of social relations and social organization.

- a. Functionalism
- b. Conflict theory
- c. Symbolic interactionism
- d. Feminism
- e. Differential association

ANS: a TYPE: conceptual PG: 10 SOURCE: modified LO: 4

32. Emile Durkheim's theory of suicide is an application of the theory that sociologists now call _____.

- a. functionalism
- b. conflict theory
- c. symbolic interactionism
- d. feminism
- e. dramaturgical sociology

ANS: a TYPE: applied PG: 10 SOURCE: modified LO: 4

33. Which of these is not considered one of the key features of functionalism?

- a. shared values
- b. equilibrium
- c. competing interests
- d. social structure
- e. social stability

ANS: c TYPE: conceptual PG: 10 SOURCE: new LO: 4

34. _____ is the American sociologist known as the foremost proponent of functionalism.

- a. Emile Durkheim
- b. C.W. Mills
- c. Karl Marx
- d. Talcott Parsons
- e. Max Weber

ANS: d TYPE: factual PG: 11 SOURCE: pickup LO: 4

35. The sociologist best known for emphasizing that various institutions must work to ensure the smooth operation of society as a whole is _____.

- a. Robert Merton
- b. C.W. Mills
- c. Karl Marx
- d. Talcott Parsons
- e. Max Weber

ANS: d TYPE: factual PG: 11 SOURCE: pickup LO: 4

36. _____ was a critic of Talcott Parsons and argued that social structures have different consequences for different groups of people.

- a. Emile Durkheim
- b. Robert Merton

Chapter One

- c. Karl Marx
- d. Talcott Parsons
- e. Max Weber

ANS: b TYPE: factual PG: 11 SOURCE: pickup LO: 4

37. The national effort known as the “war on drugs” had the unintended consequences of increasing the profitability of the illegal drug trade. According to Robert Merton, this would be an example of a _____ .

- a. manifest dysfunction
- b. manifest function
- c. latent function
- d. functional dysfunction
- e. universal function

ANS: c TYPE: applied PG: 11 SOURCE: modified LO: 4

38. Schools transmit skills, information, and build knowledge. This is an example of a _____.

- a. dysfunction
- b. manifest function
- c. latent function
- d. functional dysfunction
- e. universal function

ANS: b TYPE: applied PG: 11 SOURCE: pickup LO: 4

39. According to Robert Merton, social organization may have negative consequences for some people or be disruptive for society. Merton called these social structures _____.

- a. dysfunctional
- b. manifestly functional
- c. latently function
- d. functionally dysfunctional
- e. universally functional

ANS: a TYPE: conceptual PG: 11 SOURCE: modified LO: 4

40. _____ focuses on how the major patterns of inequality in society come into existence and are maintained.

- a. Functionalism
- b. Conflict theory
- c. Symbolic interactionism

- d. eminism
- e. Dramaturgical sociology

ANS: b TYPE: conceptual PG: 11 SOURCE: pickup LO: 4

41. Which of these concepts is most central to the theory of Karl Marx?

- a. class conflict
- b. government
- c. social institutions
- d. moral order
- e. authority

ANS: a TYPE: conceptual PG: 11 SOURCE: modified LO: 4

42. According to _____, the dominant force in society is the struggle between the working class and the owning class.

- a. Talcott Parsons
- b. Robert Merton
- c. Emile Durkheim
- d. Karl Marx
- e. Max Weber

ANS: d TYPE: factual PG: 11 SOURCE: modified LO: 4

43. According to Marx, the creation of trade unions and labor parties requires the development of _____.

- a. class conflict
- b. class consciousness
- c. class society
- d. social status
- e. managers

ANS: b TYPE: conceptual PG: 11 SOURCE: modified LO: 4

44. Conflict theory originated in the work of _____.

- a. Talcott Parsons
- b. Robert Merton
- c. Emile Durkheim
- d. Karl Marx
- e. Kingsley Davis

ANS: d TYPE: factual PG: 11 SOURCE: pickup LO: 4

45. An early critic of Karl Marx, and the person who noted the rapid growth of the service sector within the industrial economy, was _____.

- a. Karl Marx
- b. Emile Durkheim
- c. Max Weber
- d. George Herbert Mead
- e. Talcott Parsons

ANS: c TYPE: factual PG: 11 SOURCE: pickup LO: 4

46. Max Weber conducted his research in the generation immediately following Karl Marx. While Weber was strongly influenced by Marx, he was critical of Marx's conclusions. One of Weber's criticisms of Marx was that

- a. class conflict is not the only driving force of history.
- b. the working classes were more revolutionary than Marx predicted.
- c. ideas are less influential than Marx thought.
- d. manufacturing economies became more personal and flexible over time.
- e. the revolution would have to be violent.

ANS: a TYPE: conceptual PG: 12 SOURCE: modified LO: 4

47. Which of these is not one of the general principles of conflict theory?

- a. inequality
- b. conflict
- c. lessening privilege
- d. equilibrium
- e. macro-level structures

ANS: d TYPE: conceptual PG: 12 SOURCE: new LO: 4

48. The first African American to receive a Ph.D. from Harvard was sociologist

- a. Cornel West**
- b. W.E.B. Du Bois**
- c. Marcus Garvey**
- d. Kwame Anthony Appiah**
- e. C. W. Mills**

ANS: b TYPE: factual PG: 12 SOURCE: pickup LO: 3, 4

49. The first major sociological research project on African American communities in the United States, *The Philadelphia Negro*, concluded that the supposed “natural” inferiority of African Americans was actually a result of _____.

- a. white prejudice
- b. class inequality
- c. historical change
- d. redlining
- e. self esteem

ANS: a TYPE: factual PG: 12 SOURCE: pickup LO: 4

50. W.E.B. Du Bois believed that the elimination of white prejudice would reduce racial conflict and create more equality between blacks and whites. In order to advance his interest in creating racial equality, Du Bois

- a. wrote the Communist Manifesto.
- b. relocated to Liberia.
- c. co-founded the National Association for the Advancement of Colored People (NAACP).
- d. abandoned the study of race relations.
- e. founded La Raza Unida.

ANS: c TYPE: factual PG: 12 SOURCE: pickup LO: 4

51. The main point of Max Weber’s study of Protestantism and the development of capitalism was that

- a. there should be a separation of religion and economics.
- b. the only consequence of the Protestant work ethic was the enrichment of Protestants.
- c. religion slows the development of capitalism.
- d. capitalism developed where the Protestant ethic took a strong hold in the area.
- e. it is important to separate religion from politics.

ANS: d TYPE: conceptual PG: 13 SOURCE: modified LO: 4

52. Which sociologist was most concerned with the study of how individual identity is formed in the course of interacting with other people?

- a. Karl Marx
- b. Emile Durkheim
- c. Max Weber
- d. George Herbert Mead
- e. Talcott Parsons

ANS: d TYPE: factual PG: 13 SOURCE: pickup LO: 4

53. Which of the following is not a feature of symbolic interactionism?

- a. a focus on interpersonal communication
- b. the recognition that subjective meanings make social life possible
- c. the importance of class consciousness to changing society
- d. stressing that people help to create their social circumstances
- e. a focus on small social settings

ANS: c TYPE: conceptual PG: 13 SOURCE: pickup LO: 4

54. Which scholar is often called the first woman sociologist?

- a. Marianne Weber
- b. Harriet Martineau
- c. Mary Wollstonecraft
- d. Auguste Comte
- e. Mary Mills

ANS: b TYPE: factual PG: 14 SOURCE: pickup LO: 4

55. Who is the only sociologist to win a Nobel Prize?

- a. Marianne Weber
- b. Harriet Martineau
- c. Mary Wollstonecraft
- d. Auguste Comte
- e. Jane Addams

ANS: e TYPE: factual PG: 14 SOURCE: pickup LO: 4

56. Which theoretical approach focuses on the various aspects of male domination in society?

- a. functionalism
- b. conflict theory
- c. symbolic interactionism
- d. feminist theory
- e. dramaturgical sociology

ANS: d TYPE: factual PG: 15 SOURCE: pickup LO: 4

57. Which of these is not one of the basic features of all forms of feminist theory?

- a. argues that gender inequality should be changed for the benefit of society.
- b. is the study of patriarchal relations at the micro- and macro-levels of society

- c. argues that patriarchy is as important as class inequality in terms of determining one's life chances
- d. has found that male domination and female subordination are the result of social forces, not biological necessity
- e. an exclusive focus on micro-level social interaction

ANS: e TYPE: conceptual PG: 15 SOURCE: modified LO: 4

58. Feminist thinking had little impact on sociology until the mid-1960s. What happened in the 1960s to change this state of affairs?

- a. The rise of the modern women's movement.
- b. The great opening of American sociology.
- c. The decline of functionalism.
- d. The development of scientific research models.
- e. The Vietnam War.

ANS: a TYPE: applied PG: 15 SOURCE: pickup LO: 4

59. Feminist theory maintains that male domination and female subordination in society is determined by _____.

- a. class conflict
- b. social solidarity
- c. the Protestant ethic
- d. patriarchy
- e. religious beliefs

ANS: d TYPE: conceptual PG: 15 SOURCE: modified LO: 4

60. According to feminists, women are subordinate to men in contemporary society because of

- a. biological necessity.
- b. women's desires to be taken care of.
- c. structures of power and social convention.
- d. the need for stability and consistency in modern society.
- e. complementary and functional roles.

ANS: c TYPE: conceptual PG: 15 SOURCE: modified LO: 4

61. Which of these is not one of the goals of sociological research?

- a. to test theory against observations of the social world
- b. to determine whether to reject or modify theories
- c. to gain information that could result in the creation of new theories

- d. to determine whether people personal beliefs are good or true
 - e. to conduct studies that may be repeated and checked by other researchers
- ANS: d TYPE: conceptual PG: 16 SOURCE: new LO: 5

62. Which of the following is usually the first step in the research cycle?

- a. selecting a research method
- b. reviewing the literature
- c. formulating a research question
- d. collecting data
- e. publishing the research

ANS: c TYPE: factual PG: 16 SOURCE: pickup LO: 5

63. Sociological research attempts to overcome nonscientific thinking by following a rigorous six-step model. Usually, the last step in this process is _____.

- a. reviewing the literature
- b. selecting a research method
- c. making the research public through publication
- d. collecting the data
- e. analyzing the data

ANS: c TYPE: factual PG: 17 SOURCE: pickup LO: 5

64. When a sociological researcher interviews workers about their opinions of their health insurance, the researcher is engaging in what stage of research?

- a. reviewing the literature
- b. selecting a research method
- c. formulate a research question
- d. collecting the data
- e. analyzing the data

ANS: d TYPE: applied PG: 17 SOURCE: pickup LO: 5

65. When conducting research on human subjects, sociologists should be the most mindful of the need to

- a. respect the reputation of their university
- b. respect the need for public information
- c. respect technology
- d. respect the objective data collection process
- e. respect their subjects' rights

ANS: e TYPE: factual PG: 17 SOURCE: pickup LO: 5

66. A carefully controlled artificial situation that allows researchers to isolate hypothesized causes and measure their effects precisely is called ____.

- a. a random sample
- b. a population
- c. an experiment
- d. a sample
- e. a variable

ANS: c TYPE: factual PG: 17 SOURCE: pickup LO: 5

67. When individuals are assigned to research groups based on chance, so they have equal chances of being selected for any particular group, this is called ____.

- a. randomization
- b. population
- c. experimentation
- d. sampling
- e. variation

ANS: a TYPE: factual PG: 18 SOURCE: modified LO: 5

68. A researcher believes that colder temperatures lead to more snowfall. The amount of snowfall is the ____ variable.

- a. independent
- b. dependent
- c. spurious
- d. sociological
- e. randomized

ANS: b TYPE: applied PG: 18 SOURCE: modified LO: 5

69. A sociologist believes that high levels of education create the opportunity for better-paid work after graduation. Levels of education would be the ____ variable in this hypothesis.

- a. independent
- b. dependent
- c. spurious
- d. sociological
- e. randomized

ANS: a TYPE: applied PG: 19 SOURCE: pickup LO: 5

70. A researcher uses a series of questions to gauge the commitment level of members of a new religious movement. She is concerned that her questions may not actually be measuring levels of commitment. This is a concern about _____.

- a. replicability
- b. a testable hypothesis
- c. validity
- d. reliability
- e. researcher subjectivity

ANS: c TYPE: applied PG: 19 SOURCE: pickup LO: 5

71. Two sociologists, each separately studying a new religious movement are concerned that their findings are consistent. This concern is with _____.

- a. variability
- b. hypotheses
- c. validity
- d. operationalization
- e. reliability

ANS: e TYPE: applied PG: 19 SOURCE: pickup LO: 5

72. Experiments to measure the impact of media violence on children are most like to lack _____ because of the artificial setting in which experiments are conducted.

- a. reliability
- b. validity
- c. generalizability
- d. causality
- e. accuracy

ANS: b TYPE: conceptual PG: 19 SOURCE: new LO: 5

73. In sociological research, a subset of a population is called a _____.

- a. population
- b. sample
- c. survey
- d. design
- e. sub-population

ANS: b TYPE: factual PG: 20 SOURCE: modified LO: 5

74. A sociologist prepares a list of questions to ask in order to study student behavior in residence halls. This sociologist is using _____ to conduct his or her research.

- a. a survey
- b. an experiment
- c. participant observation
- d. existing documents
- e. detached observation

ANS: a TYPE: factual PG: 20 SOURCE: pickup LO: 5

75. When a researcher immerses his or herself into the world of their subjects by learning the language and becoming accepted by the group, the researcher is attempting to reduce _____.

- a. “going native”
- b. validity
- c. reactivity
- d. relativity
- e. objectivity

ANS: c TYPE: applied PG: 21 SOURCE: modified LO: 5

76. If a researcher’s presence influences the subjects’ behavior, it is said to create _____.

- a. value neutrality
- b. interference
- c. reactivity
- d. subjectivity
- e. objectivity

ANS: c TYPE: factual PG: 21 SOURCE: modified LO: 5

77. To achieve the deepest and most thorough understanding of the rationalizations and motives that criminals use, and the meaning and consequences of their actions, which method would you use?

- a. detached observation
- b. participant observation
- c. statistical analysis
- d. surveying
- e. experimentation

ANS: b TYPE: applied PG: 22 SOURCE: pickup LO: 5

78. In order to study the amount of immigration into a community over a five year period which

type of research would you use?

- a. detached observation
- b. participant observation
- c. analysis of existing sources
- d. surveying
- e. experimentation

ANS: c TYPE: factual PG: 22 SOURCE: pickup LO: 5

79. The technological shift that changed production from manufacturing goods to producing services is called _____.

- a. the Industrial Revolution
- b. the Postindustrial Revolution
- c. the Agricultural Revolution
- d. the Neolithic Revolution
- e. the International Revolution

ANS: b TYPE: factual PG: 23 SOURCE: new LO: 6

80. Increased international trade, communication, and travel have all contributed to the process of _____.

- a. social isolation
- b. globalization
- c. socialization
- d. ruralization
- e. randomization

ANS: b TYPE: factual PG: 23 SOURCE: modified LO: 6

81. According to sociologists, what is the most likely outcome of increasing globalization and widespread postindustrialism?

- a. increased freedom for all
- b. increased opportunity for all
- c. a loss of freedom for all
- d. a loss of opportunity for all
- e. there will likely be losses and gains in freedom and opportunity

ANS: e TYPE: factual PG: 24 SOURCE: new LO: 6

True or False Questions

1. Today, functionalism is accepted as the most accurate explanation for the fashion trends cycle.

ANS: False PG: 5 SOURCE: new LO: 4

RESPONSE: Functionalism may have been the most accurate explanation until the 1960s. Today sociologists recognize that fashion has become more democratic and people in upper classes are as likely to be influenced by urban subcultures as the reverse.

2. According to all the sociological theories, fashion and clothing decisions are determined by the powerful organizations of the fashion industry.

ANS: False PG: 6 SOURCE: new LO: 4

RESPONSE: Symbolic interactionists focus on how individual choices are made, the symbolism of clothing choices, and how fashion is a form of communication.

3. Emile Durkheim's analysis of suicide demonstrates how even the process of taking one's own life can be better understood by the study of social facts.

ANS: True PG: 9 SOURCE: new LO: 4

4. In his research on suicide, Emile Durkheim showed that unmarried adults are less likely to commit suicide than married adults because single people experience greater freedom.

ANS: False PG: 4 SOURCE: pickup LO: 4

RESPONSE: Just the opposite is true; married adults are less likely to commit suicide than unmarried adults. Married adults experience a great degree of social solidarity.

5. Feminist theorists are in agreement that the fashion industry is patriarchal and that it exploits women and presents unrealistic images of beauty.

ANS: False PG: 7 SOURCE: new LO: 4

RESPONSE: Some feminists see fashion and other aspects of popular culture as a means of achieving power for women. Fashion can present women as powerful and dangerous.

6. The ability to see how our experience is mostly the result of personal choices and interpersonal relationships is known as the sociological imagination.

ANS: False PG: 8 SOURCE: pickup LO: 2

RESPONSE: The sociological imagination is the ability to link our personal troubles to the

larger structures of society.

7. Microstructures have a far greater impact on our lives than macro- or global structure.

ANS: False PG: 8 SOURCE: modified LO: 2

RESPONSE:: We are affected by our interpersonal interactions, but the way that society is organized also has a profound impact on us. Our lives are shaped by our place in the social structure, in our own society and globally.

8. The scientific revolution was based on a recognition of the need for inquiry based on empirical evidence.

ANS: True PG: 8 SOURCE: modified LO: 2

9. Because they were not working at the same time, Karl Marx and Emile Durkheim each had very different concerns about society.

ANS: False PG: 8 SOURCE: modified LO: 4

RESPONSE: Marx and Durkheim were both concerned about the impact on society of the rapid change brought on by the industrial revolution, and wanted to suggest ways of improving people's lives.

10. Functionalism would suggest that the best way to solve most social problems is to re-organize society and change the way that institutions function.

ANS: False PG: 10 SOURCE: pickup LO: 4

RESPONSE: Functionalists are concerned with maintaining social order and equilibrium among social institutions.

11. Functionalists believe that social structures have the same consequences for everyone within them.

ANS: False PG: 11 SOURCE: new LO: 4

RESPONSE: Merton noted that structures have different consequences for different members of the group, and that some consequences are less obvious (latent) and other are negative or "dysfunctional."

12. In *The Protestant Ethic and the Spirit of Capitalism*, Max Weber demonstrated that religious ideas could support the development of capitalism.

ANS: True PG: 13 SOURCE: pickup LO: 4

13. For most people the “self” is established at the time of birth; we are born with our personality intact, and with our sense of self.

ANS: False PG: 13 SOURCE: new LO: 4

RESPONSE: Mead and other symbolic interactionists have noted that the self is not fully formed at birth, but emerges through the process of symbolic communication and social interaction.

14. Because they were prevented from earning a higher education, women have not made any significant contributions to the field of sociology.

ANS: False PG: 13 SOURCE: pickup LO: 9

RESPONSE: While their contributions were ignored for many decades, women made important contributions. It was Harriet Martineau who translated the work of Comte into English. She also wrote one of the first books on research methods. Jane Addams was an important early figure in doing fieldwork, and in using sociological research to solve social problems.

15. The results based on any sample of a population may be generalized to that population.

ANS: False PG: 18 SOURCE: modified LO: 5

RESPONSE: It is only safe to draw conclusions about the population if the sample was selected randomly, so that all possible respondents have a chance of being chosen.

16. It is possible for sociologists to systematically observe a social setting while also taking part in the activities with the people they are studying.

ANS: True PG: 21 SOURCE: modified LO: 5

17. One potential problem with participant-observation research is that it generally involves just one person measuring variables in just one social setting which makes reliability an issue.

ANS: True PG: 22 SOURCE: modified LO: 5

18. Census data, police crime reports, and records of key life events are perhaps the most frequently used sources of official statistics.

ANS: True PG: 22 SOURCE: pickup LO: 5

19. Equality of opportunity is the inevitable outcome of a globalized and postindustrial world.

ANS: False PG: 24 SOURCE: new LO: 6

RESPONSE: Postindustrialism and globalization have created more opportunities for some, but have also contributed to an increasingly large gap between the world's poor and wealthy people, within and between countries.

Short Answer Questions

1. Define sociology.

ANS: Sociology is the systematic study of human behavior in social context.

PG: 4 SOURCE: pickup LO: 1

2. How does conflict theory explain the fashion world?

ANS: Conflict theory argues that fashion cycles serve to create great profit for owners and executives in the fashion industry and related industries.

PG: 6 SOURCE: new LO: 4

3. Define the sociological imagination.

ANS: Sociological imagination is the ability to see the connection between personal troubles and social structures.

PG: 8 SOURCE: pickup LO: 2

4. Define social structures.

ANS: Social structures are stable patterns of social relations.

PG: 8 SOURCE: pickup LO: 2

5. What does the Democratic Revolution refer to?

ANS: The Democratic Revolution began in the mid-1700s when people began to believe that they, not God, were responsible for organizing society and solving social problems. It was embodied in the French and American Revolutions.

PG: 9 SOURCE: new LO: 2

6. What is the difference between manifest and latent functions?

ANS: Manifest functions are the intended and easily observed functions of social structures. Latent functions are less obvious and the unintended effects of social structures.

PG: 11 SOURCE: pickup LO: 4

7. What is class consciousness?

ANS: Class consciousness is the term Marx used to refer to the awareness that people have and share of being in the same exploited social class.

PG: 11 SOURCE: new LO: 4

8. Define feminist theory.

ANS: Feminist theory focuses on various aspects of patriarchy, the system of male dominance in society. Feminists argue that male dominance is the result of power differences

and social convention, not biology.

PG: 15 SOURCE: modified LO: 4

9. What is a control group?

ANS: A control group in an experiment is the group that is not exposed to the independent variable.

PG: 19 SOURCE: pickup LO: 5

10. Define a dependent variable.

ANS: A dependent variable is the presumed effect in a cause-and-effect relationship.

PG: 18 SOURCE: pickup LO: 5

11. What is the difference between reliability and validity?

ANS: Reliability is the degree to which a study produces consistent results from one time to the next. Validity is the degree to which a study is actually measuring what it is supposed to measure.

PG: 19 SOURCE: pickup LO: 5

12. What is the most widely used sociological method?

ANS: Surveys are the most widely used sociological method.

PG: 19 SOURCE: new LO: 5

13. What is meant by participant observation?

ANS: Sociologists engage in participant observation when they attempt to observe a social milieu objectively and take part in the activities of the people they are studying.

PG: 21 SOURCE: pickup LO: 5

14. What does the text suggest are the great sociological puzzles of the current times?

ANS: The postindustrial shift from an economy of manufacturing to a service economy, and the increasing globalization of the world are current and important sociological puzzles.

PG: 23 SOURCE: new LO: 6

Essay Questions

1. Discuss the “ambiguity” of gender within the fashion industry, as suggested by various types of feminist theory.

ANS: From one feminist perspective, the fashion industry is male-dominated or patriarchal. It creates unrealistic expectations for women, and generates huge profits by continuously changing styles, colors, and the like. From another feminist perspective, fashion and other aspects of popular culture may serve as means for women to gain and exert their power and influence.

PG: 7 SOURCE: new LO: 2, 4

2. Explain the three levels of social structure that surround and impact the individual. Use

examples.

ANS: Microstructures are the small group, intimate, and interpersonal social relations. Macrostructures are the patterns of social relations that are outside of the interpersonal arena. These involve social structures like the economy, as well as dominant ideologies like patriarchy. Global structures are the economic, communication and other interconnections among the countries of the world.

PG: 8 SOURCE: pickup LO: 2

3. Identify and briefly discuss the distinguishing features of the sociological perspective.

ANS: Sociology challenges common sense by applying a unique perspective that links the experience of the individual to the larger society. Sociology investigates the affects of social forces on the individual. A key concept within this perspective is the “sociological imagination” which refers to the ability to see the connections between individual lives and the workings of the social structure.

PG: 8 SOURCE: modified LO: 1, 2

4. Describe the influence of the scientific, democratic, and industrial revolutions on the emergence and growth of sociology?

ANS: The Scientific Revolution involved the turn to empirical evidence, away from supernatural explanations, for natural events. The Democratic Revolution occurred with the realization that people could and do organize society and solve social problems. The Industrial Revolution refers to the change from an agrarian society to one based on manufacture. The earliest sociologists believed there could be the systematic study of society, and were motivated to look for answers to problems brought on by the rapid social changes brought on by industrialization.

PGS: 8-9 SOURCE: modified LO: 3

5. Compare and contrast functionalism, conflict theory, symbolic interactionism, and feminist theory. What makes the most sense to you in the context of the world we live in today?

ANS: Functionalism emphasizes social order and social stability. Conflict theory focuses on patterns of social inequality, including economic class. Symbolic interactionism investigates the meanings that people attach to their behavior and interpersonal communication. Feminist theory views male dominance, or patriarchy, as at least as important as class conflict in shaping people’s lives.

PGS: 9-15 SOURCE: pickup LO: 4

6. What are the steps in the research process? Explain how the process is cyclical.

ANS: The first step is selecting a question to investigate. The second step is to review all of the existing research literature on the topic in order to see what other sociologists have already debated and discovered. Selecting a research method is next, followed by collecting the data in a manner that is appropriate for the research method. The fifth step, analyzing the data that are collected, may be the most challenging. It requires the researcher to think creatively. The final step is to publish results so that others may review and critique the work. This suggests new questions and the process begins once again.

PG: 16-17 SOURCE: pickup LO: 5

7. Set up a research project where you wish to determine the motivations for watching a popular television program. What research method would you use? What population will you study?
ANS: Answers will vary, but they will likely involve either survey research or participant observation. Students may select any number of populations, including children or adults.
PGS: 18-22 SOURCE: pickup LO: 5

8. Explain why sociologists might turn to existing documents for their research. Give examples of the types of existing sources they are most likely to use.
ANS: When doing research on social forces at the macro-level, sociologists use the large data sets that are gathered by other agencies such as the Centers for Disease Control or the FBI. The Census, police crime reports, and records of key life events are the most commonly used sources for statistics. Diaries, newspapers, and published historical works are the sources most commonly used for more qualitative types of questions.
PG: 22 SOURCE: pickup LO: 5

9. Explain the impact of postindustrialism and globalization on the way we live.
ANS: Postindustrialism has moved us into forms of employment that rely on technology. Increasing numbers of women have been drawn into higher education and paid employment. For some, the standard of living has improved. Globalization has brought formerly separate nations into closer contact through increased international manufacture, trade, commerce, and communication. We rely on people in other countries more than ever before. Postindustrialism and globalization have also contributed to increasing disparities in wealth and opportunities between people and nations.
PG: 24 SOURCE: modified LO: 6