

CHAPTER 2

SOCIOLOGICAL RESEARCH

MULTIPLE CHOICE

1) David is studying the behaviour of fans during college football games. David conducts this research in the stadium, the natural setting for football games. This is an example of_____.

- a. survey research
- b. field research
- c. secondary data analysis
- d. an experiment

Answer: b

Diff: moderate

Type: MC

Page Reference: 37

2) Martin has decided to do a study of how much students spend on textbooks. Which of the following would be the most reliable measure of the cost of a student's textbooks?

- a. Looking at their bookstore receipt
- b. Asking the students how much they spent on books
- c. Calculating an average cost of books per discipline
- d. Counting the number of books bought by each student

Answer: a

Diff: challenging

Type: MC

Page Reference: 32

3) Dr. Yi's research examines how attitudes towards the Canadian government have changed over a 30-year period. Dr. Yi's project is an example of a(n) _____ study.

- a. longitudinal
- b. cross-sectional
- c. comparative
- d. experimental

Answer: a

Diff: moderate

Type: MC

Page Reference: 33

4) Samir is studying income and voting behaviour. Which of the following is an example of a hypothesis for this study?

- a. People should take more interest in local politics.
- b. Why do people vote in elections?
- c. The higher a person's income, the more likely he/she is to vote in local elections.
- d. People vote for all kinds of reasons.

Answer: c

Diff: challenging

Type: MC

Page Reference: 32

5) Erika is doing a survey on people's opinions about abortion. Although Erika is opposed to abortion, she does not allow her personal biases to prejudice her research. This suggests that Erika is practicing:

- a. ethics
- b. objectivity
- c. validity
- d. reliability

Answer: b

Diff: moderate

Type: MC

Page Reference: 31

6) Lila is studying the relationship that develops between drug users and drug dealers. Lila wants to understand the behaviours and attitudes of the subjects from the actors' point of view. According to Max Weber, Lila is practicing:

- a. objectivity
- b. causation
- c. reliability
- d. *verstehen*

Answer: d

Diff: moderate

Type: MC

Page Reference: 31

7) Michelle is examining the eating habits of students at the local university. Which of the following would be an example of triangulation?

- a. She conducts several surveys at different times of the day.
- b. She uses the quantitative data of food sales purchased as well as qualitative data from in-depth interviews with students.
- c. She interviews students, teachers, and the people who work at the cafeteria.
- d. After collecting her data she calculates various statistics and presents the results in a table.

Answer: b

Diff: challenging

Type: MC

Page Reference: 38–39

8) Which term refers to the scientific procedures that sociologists use to conduct research and collect data about a particular topic?

- a. Reliability
- b. Validity
- c. Research methods
- d. Objectivity

Answer: c

Diff: easy

Type: MC

Page Reference: 30

9) Professor Herchak is researching the study habits of students at the college where he teaches. Which of the following is an example of a convenience sample?

- a. Half the students registered at the college
- b. All the students in his two sections of Introduction to Sociology
- c. Thirty students randomly selected from the registrar's list of all students
- d. Only the full-time students at the college.

Answer: b

Diff: challenging

Type: MC

Page Reference: 35

10) Jessica is interested in the number of females in leadership positions in Fortune 500 companies. Jessica's research is:

- a. longitudinal
- b. qualitative
- c. ethnographic
- d. quantitative

Answer: d

Diff: moderate

Type: MC

Page Reference: 33

11) Carlos is studying the relationship between cheating and divorce among married couples. He wants household income to be a control variable. Which is the best way for Carlos to do this?

- a. Only select couples where both spouses work.
- b. Select couples with a range of different household incomes.
- c. Select couples with the same household income.
- d. Only select couples where one of the spouses works.

Answer: c

Diff: challenging

Type: MC

Page Reference: 32

12) What can arise when people recognize a problem and take action to deal with it?

- a. Triangulation
- b. Social Policy
- c. Operationalization
- d. Ethnography

Answer: b

Diff: easy

Type: MC

Page Reference: 44

13) Professor Pettigrew's class will be conducting social research. Their first step is to:

- a. review the literature
- b. develop a hypothesis
- c. decide on a topic
- d. collect data

Answer: c

Diff: easy

Type: MC

Page Reference: 31

14) Lance is conducting research on the employment-seeking skills of homeless people in Vancouver. Lance poses as a volunteer at a homeless shelter so that he can study homeless people in their natural environment. This is an example of which type of field research?

- a. Participant observation
- b. Case study
- c. Experiment
- d. Survey

Answer: a

Diff: moderate

Type: MC

Page Reference: 37–38

15) Imani is conducting research on car accidents in Canada. Imani finds that as the number of hours that local bars stay open increases, the number of car accidents also increases. As such, the relationship between car accidents and bar hours involves a:

- a. positive correlation
- b. negative correlation
- c. spurious correlation
- d. reliable correlation

Answer: a

Diff: moderate

Type: MC

Page Reference: 33

16) Dr. Lergo selected a sample of 250 Canadian truck drivers and interviewed them on their use of driving log books. Dr. Lergo takes the findings from the sample and applies them to all truck drivers in Canada. This is an example of:

- a. oversampling
- b. triangulation
- c. operationalization
- d. generalization

Answer: d

Diff: moderate

Type: MC

Page Reference: 34

17) Dr. Crumbly measured student success using grade point average (GPA). Because GPA actually measures student success, Mr. Crumbly's research has:

- a. reliability
- b. validity
- c. ethics
- d. objectivity

Answer: b

Diff: moderate

Type: MC

Page Reference: 32

18) Bobby wants to ensure that his sample looks like the population that he is studying. Bobby should use:

- a. oversampling
- b. triangulation
- c. a random sample
- d. a case study

Answer: c

Diff: moderate

Type: MC

Page Reference: 34

19) Corey wants to survey prisoners about their experience with violence inside the penitentiary. In Corey's study, prisoners are the:

- a. population
- b. independent variable
- c. dependent variable
- d. cohort

Answer: a

Diff: moderate

Type: MC

Page Reference: 34

20) Rosa is conducting cross-sectional research on the exercise habits of pet owners in Ottawa. How might she collect her data?

- a. By interviewing pet owners in Ottawa over a 10-year period
- b. By surveying a sample of pet owners in Ottawa
- c. By collecting existing data from a variety of sources
- d. By reading similar studies conducted in other cities

Answer: b

Diff: challenging

Type: MC

Page Reference: 33

21) Tawanda just learned that there are numerous processes used by researchers to find information. Tawanda just learned about _____.

- a. ethics
- b. samples
- c. research designs
- d. cohorts

Answer: c

Diff: moderate

Type: MC

Page Reference: 33

22) Jason wants to know if student grades are impacted by being involved in a romantic relationship. In Jason's study, grades are the:

- a. independent variable
- b. dependent variable
- c. control variable
- d. spurious variable

Answer: b

Diff: moderate

Type: MC

Page Reference: 32

23) Hadassah develops a comprehensive and systematic explanation of male domination of females around the world. Her explanation results in the development of testable predictions concerning violence, housework, income, and power in male-female relationships. Hadassah's explanation is an example of a:

- a. sample
- b. cohort
- c. theory
- d. hypothesis

Answer: c

Diff: moderate

Type: MC

Page Reference: 32

24) Professor Joftis is teaching his students about the scientific procedures that sociologists use to conduct research and develop knowledge about a particular topic. Professor Joftis is discussing:

- a. objectivity
- b. correlation
- c. research methods
- d. variables

Answer: c

Diff: moderate

Type: MC

Page Reference: 30

25) Serena is conducting a research project on a student who takes classes during the day and works as a stripper during the night. This detailed investigation of a single person that is carried out in order to shed light on a complex issue is an example of which type of field research?

- a. Participant observation
- b. Case study
- c. Ethnography
- d. Triangulation

Answer: b

Diff: moderate

Type: MC

Page Reference: 38

26) What is the mean of the following numbers: 20, 30, 100?

- a. 20
- b. 30
- c. 50
- d. 75

Answer: c

Diff: moderate

Type: MC

Page Reference: 40

27) Mohamed is conducting research on the relationship between education and fertility. Muhammad finds that the more education a woman has, the fewer children she is likely to have because educated women spend much of their childbearing years in school or climbing the career ladder. This suggests that there is a _____ between education and fertility.

- a. positive correlation
- b. spurious correlation

- c. negative correlation
- d. reliable correlation

Answer: c

Diff: moderate

Type: MC

Page Reference: 33

28) The sale of Christmas trees and the number of suicides are increasing. The increase in Christmas tree sales and death by suicide are probably both explained by the holiday season. During this time of year, a large number of people purchase trees to decorate their homes. Also, during this season, a large number of people become depressed and commit suicide. This suggests that there is a _____ between Christmas tree sales and suicide.

- a. positive correlation
- b. negative correlation
- c. spurious correlation
- d. unreliable correlation

Answer: c

Diff: moderate

Type: MC

Page Reference: 33

29) The Student Health Care Centre is conducting research on the use of prescription medications by 250 students over a period of four years. The students used in this longitudinal study are called a(n):

- a. cohort
- b. independent variable
- c. dependent variable
- d. population

Answer: a

Diff: moderate

Type: MC

Page Reference: 33

30) Okim wants to know about the number of text messages sent and received by ten of his friends each day. He knows that most of his friends send and receive many messages

each day. However, one of his friends does not own a cell phone, and therefore does not send any messages. Which would be the best measure of central tendency for Okim to use?

- a. Mean
- b. Median
- c. Average
- d. Centre

Answer: b

Diff: challenging

Type: MC

Page Reference: 40

31) The grade point average (GPA) of students participating in an experiment on academic achievement rose over the course of the academic year. The students worked harder to do better in school because they knew they were being studied. This is an example of:

- a. selection effects
- b. the Hawthorne effect
- c. central tendency
- d. spuriousness

Answer: b

Diff: moderate

Type: MC

Page Reference: 37

32) Ronnie interviewed 35 prostitutes in Montreal in an effort to gain an understanding of the social perspectives and cultural values of street walkers. This is an example of which type of field research?

- a. Ethnography
- b. Content analysis
- c. Case study
- d. Experiment

Answer: a

Diff: moderate

Type: MC

Page Reference: 38

33) Quincy is conducting research on how males and females are portrayed in story books for children. He reads the children's stories looking for themes suggesting that females depend on men to care for them and save them. This type of qualitative research is called:

- a. secondary data analysis
- b. participant observation
- c. ethnography
- d. content analysis

Answer: d

Diff: moderate

Type: MC

Page Reference: 38

34) Takaya is conducting research on the stigma of obesity in Canada. He is currently reading relevant academic articles and information. Takaya is in which stage of social research?

- a. Develop a hypothesis
- b. Review the literature
- c. Collect data
- d. Analyze results

Answer: b

Diff: moderate

Type: MC

Page Reference: 31–32

35) Naomi wants to study the crime rates in various European countries. Which research method would be the easiest to use?

- a. Experiment
- b. Field research
- c. Survey
- d. Secondary analysis

Answer: d

Diff: challenging

Type: MC

Page Reference: 38

36) Lorenzo's hypothesis suggests that the more religious a teenager is, the less likely they are to have sexual intercourse before marriage. Lorenzo measures religiosity by the number of times a week a person prays and sexual experience by the number of sexual partners that a person has had. By turning these abstract concepts into something measureable, Lorenzo is involved in:

- a. operationalizing
- b. theorizing
- c. hypothesizing
- d. triangulation

Answer: a

Diff: moderate

Type: MC

Page Reference: 32

37) What is a good way to avoid ethical dilemmas in social science research?

- a. Read the Tri-Council policy statement on ethical conduct.
- b. Make sure to follow the scientific method.
- c. Only use statistical analysis.
- d. Get participants' consent.

Answer: d

Diff: challenging

Type: MC

Page Reference: 41

38) Garret is interested in the speeding behaviour of student drivers. He selects 700 students as a subset of the group that he is interested in studying. The 700 students that Garret selects make up a:

- a. population
- b. research topic
- c. cohort
- d. sample

Answer: d

Diff: moderate

Type: MC

Page Reference: 34

39) Dr. Mead studied a random sample of 50 social science students at her college. Her findings can be generalized to which population?

- a. All social science students in Canada
- b. All students at her college
- c. All social science students at her college
- d. All students at any college

Answer: c

Diff: challenging

Type: MC

Page Reference: 34

40) Norton is conducting research that involves interviewing people about their commuting habits. This is an example of which type of social research method?

- a. Participant observation
- b. Case study
- c. Secondary data analysis
- d. Survey

Answer: d

Diff: moderate

Type: MC

Page Reference: 35

41) Professor Larocque noticed that on the last test she gave, two students had extremely low grades. In this situation, which would be the best measure of central tendency for Professor Larocque to use?

- a. Median
- b. Mode
- c. Mean
- d. Average

Answer: a

Diff: challenging

Type: MC

Page Reference: 40

42) In Canada, researchers or institutions that receive funding from any of the main federal research funding agencies are obliged to use:

- a. the *Tri-Council Policy Statement*
- b. the *Canadian Ethics Manual*
- c. the *Research Legitimacy Document*
- d. the *Federal Research Guide*

Answer: a

Diff: easy

Type: MC

Page Reference: 41

43) Ricardo is exploring the academic achievement of children in loving families. Because “academic achievement” is a characteristic that can be measured, it is a:

- a. variable
- b. concept
- c. cohort
- d. hypothesis

Answer: a

Diff: moderate

Type: MC

Page Reference: 32

44) Melissa is researching changes in the Canadian crime rate by using data from Statistics Canada. Melissa is using:

- a. surveys
- b. field research
- c. experiments
- d. secondary data analysis

Answer: d

Diff: moderate

Type: MC

Page Reference: 38

45) Eddie wants to know if participating in sports at school influences the self-esteem of teenage girls. In Eddie's study, participating in sports is the:

- a. independent variable
- b. dependent variable
- c. control variable
- d. spurious variable

Answer: a

Diff: moderate

Type: MC

Page Reference: 32

46) Who conducted a series of experiments to test a subject's ability to reject the orders of a perceived superior?

- a. Stanley Milgram
- b. Morris Freilich
- c. Eileen Barker
- d. Steven Stack

Answer: a

Diff: easy

Type: MC

Page Reference: 37

47) Martin wants to know how often restaurant employees wash their hands. He is concerned about the Hawthorne effect. Which research method could Martin use to make sure the Hawthorne effect does not influence his findings?

- a. Participant observation
- b. Survey
- c. Experiment
- d. Interviews

Answer: a

Diff: challenging

Type: MC

Page Reference: 37

48) Panagiotis wants to know if males are more likely than females to skip classes. In this study, which is the independent variable?

- a. Skipping
- b. Sex
- c. Males
- d. Females

Answer: b

Diff: challenging

Type: MC

Page Reference: 32

49) Nader wants to know if Muslim students study more than students from other religious backgrounds. In this study, which is the dependent variable?

- a. Religion
- b. Muslim
- c. Time spent studying
- d. Other religious backgrounds

Answer: c

Diff: challenging

Type: MC

Page Reference: 32

50) At which stage of the research cycle are ethics most likely to be a concern?

- a. Select a research design and collect data
- b. Decide on a topic
- c. Develop a hypothesis
- d. Analyze results

Answer: a

Diff: challenging

Type: MC

Page Reference: 41

ESSAY

1) Explain the purpose of the independent variable, dependent variable, and control variable. Develop an example of a research project and identify each variable.

Answer:

Diff: challenging

Type: ES

Page Reference: 32

2) Explain the similarities and differences between causation and correlation. Discuss the three types of correlation.

Answer:

Diff: moderate

Type: ES

Page Reference: 33

3) Compare and contrast hypothesis, concept, and theory.

Answer:

Diff: moderate

Type: ES

Page Reference: 31–32

4) Describe the six steps of social research.

Answer:

Diff: moderate

Type: ES

Page Reference: 31–41

5) Make a list of variables and describe how you would operationalize them.

Answer:

Diff: challenging

Type: ES

Page Reference: 32

6) Define field research and discuss the three common methods of field research.

Answer:

Diff: moderate

Type: ES

Page Reference: 37

7) Compare and contrast the three measures of central tendency. Explain when it is best to use each measure.

Answer:

Diff: challenging

Type: ES

Page Reference: 40

8) Describe the different sampling methods and the issues to think about when sampling.

Answer:

Diff: moderate

Type: ES

Page Reference: 34

9) Describe three sociological research studies that you would do. For each study, identify the research method that you would use, and explain why you prefer that method.

Answer:

Diff: challenging

Type: ES

Page Reference: 30–41

10) Discuss objectivity and *verstehen*. Describe an example in which a researcher employs these concepts.

Answer:

Diff: moderate

Type: ES

Page Reference: 31

11) Discuss the similarities and differences in comparative studies, cross-sectional studies, and longitudinal studies.

Answer:

Diff: moderate

Type: ES

Page Reference: 33

12) Describe how you would conduct research to study the relationship between music and suicide.

Answer:

Diff: challenging

Type: ES

Page Reference: 35

13) What research issues arise when comparing drug-related crime rates from different countries?

Answer:

Diff: challenging

Type: ES

Page Reference: 36

14) Evaluate Stanley Milgram's obedience study by using the three core principles in research ethics.

Answer:

Diff: challenging

Type: ES

Page Reference: 37, 41

15) Discuss the relationship between research methods and the four sociological paradigms.

Answer:

Diff: challenging

Type: ES

Page Reference: 44

TRUE/FALSE

1) Symbolic interactionists prefer qualitative data.

- a. True
- b. False

Answer: a

Diff: moderate

Type: TF

Page Reference: 34

2) *Reliable* means that you're actually measuring the thing you set out to measure in the first place.

- a. True
- b. False

Answer: b

Diff: moderate

Type: TF

Page Reference: 32

3) Dependent variables are kept constant in experiments.

- a. True
- b. False

Answer: b

Diff: easy

Type: TF

Page Reference: 32

4) Ethical concerns are most likely to arise when deciding on a topic.

- a. True
- b. False

Answer: b

Diff: challenging

Type: TF

Page Reference: 41

5) Two researchers can look at the same data and come to different conclusions.

- a. True
- b. False

Answer: a

Diff: moderate

Type: TF

Page Reference: 44

6) Large samples are always reliable.

- a. True
- b. False

Answer: b

Diff: moderate

Type: TF

Page Reference: 32

7) Non-numerical data is qualitative data.

a. True

b. False

Answer: a

Diff: easy

Type: TF

Page Reference: 33

8) Participant observation increases the chances of the Hawthorne effect.

a. True

b. False

Answer: b

Diff: challenging

Type: TF

Page Reference: 37

9) The mean cannot be calculated for qualitative data.

a. True

b. False

Answer: a

Diff: moderate

Type: TF

Page Reference: 40

10) Correlation proves that one variable causes the other variable.

a. True

b. False

Answer: b

Diff: moderate

Type: TF

Page Reference: 33

FILL-IN-THE-BLANK

1) Martin conducted surveys and also interviewed some participants in his research on internet use. Using multiple approaches is an example of triangulation.

Diff: moderate

Type: FIB

Page Reference: 38–39

2) A(n) theory is a comprehensive and systematic explanation of events that lead to testable predictors.

Diff: easy

Type: FIB

Page Reference: 32

3) If you wanted to study tuition fees in the ten provinces, this would be a(n) comparative study.

Diff: moderate

Type: FIB

Page Reference: 33

4) Amina is researching political opinions on campus. She decides to use the attributes “liberal” and “conservative” to measure her variable. This process is called operationalizing.

Diff: challenging

Type: FIB

Page Reference: 32

5) Peter is studying the relationship between physical activity and health. He is worried that older people may exercise less and have more health problems, so he only surveys people aged 18–25. In this study, age is a control variable.

Diff: moderate

Type: FIB

Page Reference: 32

6) A(n) survey is an investigation of the opinions or behaviours of a group of people.

Diff: easy

Type: FIB

Page Reference: 35

7) If you suspect there are outliers in your data, it may be better to report the median as a more representative measure of central tendency.

Diff: moderate

Type: FIB

Page Reference: 40

8) In a(n) causal relationship, one condition leads to a certain consequence.

Diff: easy

Type: FIB

Page Reference: 33

9) The ability to conduct research without allowing personal biases or prejudices to influence you is called objectivity.

Diff: easy

Type: FIB

Page Reference: 31

10) Lucas is studying the relationship between age and commuting habits. In this relationship, age is the independent variable.

Diff: moderate

Type: FIB

Page Reference: 32

11) A group of subjects randomly chosen from a defined population is a random sample.

Diff: easy

Type: FIB

Page Reference: 34

12) A situation in which people behave differently because they know they are being studied is called the Hawthorne effect.

Diff: moderate

Type: FIB

Page Reference: 37

13) The mean, mode, and median are measures of central tendency.

Diff: easy

Type: FIB

Page Reference: 40

14) Data that others have already collected or published is called secondary data.

Diff: easy

Type: FIB

Page Reference: 38

15) Josefina wants to know what sociology students eat for lunch. Since there are over 200 sociology students at the university where she studies, Josefina chooses 30 students from her Introduction to Sociology class and asks them what they had for lunch. This subset of 30 students is a(n) sample.

Diff: moderate

Type: FIB

Page Reference: 34

16) Cross-sectional studies look at one event at a single point in time.

Diff: easy

Type: FIB

Page Reference: 33

17) Research methods are the scientific procedures that sociologists use to conduct research and develop knowledge about a particular topic.

Diff: easy

Type: FIB

Page Reference: 30

18) In the relationship between time spent studying and grades, grades are the dependent variable.

Diff: moderate

Type: FIB

Page Reference: 32

19) In the relationship between age and income, age is the independent variable.

Diff: moderate

Type: FIB

Page Reference: 32

20) Correlation is an indication that one factor might be the cause for another factor.

Diff: easy

Type: FIB

Page Reference: 33

21) Because frequency of church attendance is actually a measure of religiosity, church attendance is a valid measure of religiosity.

Diff: moderate

Type: FIB

Page Reference: 32

22) If you want to measure what people do rather than what they say they do, the best research method to use is field research.

Diff: challenging

Type: FIB

Page Reference: 37

23) Social policies arise because people recognize a problem and take action to deal with it.

Diff: moderate

Type: FIB

Page Reference: 44

24) Longitudinal studies include data from cohort observations over time.

Diff: easy

Type: FIB

Page Reference: 33

25) The average is also called the mean.

Diff: easy

Type: FIB

Page Reference: 40

SHORT ANSWER

1) What is the difference between an independent variable and a dependent variable?

Answer:

An independent variable is deliberately manipulated to test the response in an experiment. A dependent variable responds to the manipulated variable.

Diff: moderate

Type: SA

Page Reference: 32

2) What are the different kinds of correlation?

Answer:

Positive correlation includes two variables that move in a parallel direction. Negative correlation occurs when variables move in opposite directions. Spurious correlation occurs when two variables appear to be related, but actually have a different cause.

Diff: moderate

Type: SA

Page Reference: 33

3) Monique wants to know about the income of her co-workers. Explain the term *validity* and state which of the following is the most valid measure of income: weekly salary, seniority, number of hours worked.

Answer:

Validity means that you're actually measuring the thing you set out to measure in the first place. Weekly salary is the most valid measure of income.

Diff: challenging

Type: SA

Page Reference: 32

4) Identify and describe the three types of field research.

Answer:

Participant observation is a type of field research in which the researcher poses as a person who is normally in the environment. Case studies are investigations of one person or event in detail. Ethnography is a research method that aims to understand the social perspective and cultural values of a particular group by participating in or getting to know their activities in detail.

Diff: Challenging

Type: SA

Page Reference: 37–38

5) Identify and describe the three measure of central tendency presented in the text.

Answer:

A mean is an average. Median refers to the midpoint of a distribution of numbers. Mode refers to the most common value in a distribution.

Diff: easy

Type: SA

Page Reference: 40

6) What are the three core principles in research ethics identified by the Tri-Council Policy Statement?

Answer:

The three core principles are respect for persons, concern for welfare, and justice.

Diff: moderate

Type: SA

Page Reference: 41

7) Identify the six steps of social research.

Answer:

The first step is to decide on a topic, the second step is to review the literature, the third step is to develop a hypothesis, the fourth step is to collect data, the fifth step is to analyze results, and the sixth step is to share and publish results.

Diff: moderate

Type: SA

Page Reference: 30–31