

## CHAPTER 2: SOCIOLOGICAL RESEARCH METHODS

Category	Chapter 2: Learning Objectives
<b>KNOWLEDGE:</b> Remembering previously learned material	<ol style="list-style-type: none"> <li>1. Describe the key steps in conducting qualitative research.</li> <li>2. State the major strengths and weaknesses of secondary analysis of existing data.</li> <li>3. Describe the major ethical concerns in sociological research.</li> </ol>
<b>COMPREHENSION:</b> The ability to grasp the meaning of the material	<ol style="list-style-type: none"> <li>4. Describe the research cycle from the deductive and inductive points of view.</li> <li>5. Describe the six steps in the conventional research process.</li> <li>6. Explain why validity and reliability are important considerations in sociological research.</li> <li>7. Explain the concept of triangulation.</li> </ol>
<b>APPLICATION:</b> The ability to use material in new and concrete situations	<ol style="list-style-type: none"> <li>8. Describe the need for systematic research</li> </ol>
<b>ANALYSIS:</b> The ability to break down material into its component parts so that its organizational structure may be understood	<ol style="list-style-type: none"> <li>9. Differentiate between quantitative and qualitative research and give examples of each.</li> <li>10. Distinguish between a representative sample and a random sample and explain why sampling is an integral part of quantitative research.</li> <li>11. Describe the major types of surveys and indicate their major strengths and weaknesses.</li> <li>12. Describe the major methods of field research and indicate when researchers are most likely to utilize each of them.</li> <li>13. Describe the structure of an experiment and distinguish between laboratory and field experiments.</li> </ol>
<b>SYNTHESIS:</b> The ability to put parts together to form a new whole	<ol style="list-style-type: none"> <li>14. Indicate the relationship between dependent and independent variables in a hypothesis.</li> </ol>
<b>EVALUATION:</b> The ability to judge the value of material for a given purpose	<ol style="list-style-type: none"> <li>15. Distinguish between sociology and common sense.</li> </ol>

**MULTIPLE CHOICE SECTION**

1. Sociologists obtain their knowledge of human behavior through \_\_\_\_\_, which result(s) in a body of information that helps us move beyond guesswork and common sense in understanding society.

- a. common sense ideas
- b. research
- c. myths
- d. scientific laws

ANS: b REF: page 34 OBJ: 2.15 DIF: fact

2. In *Suicide*, sociologist Emile Durkheim documented that a high suicide rate was symptomatic of a large-scale social problem. This research was in direct contradiction to the historically held notion that suicide was:

- a. a mass community problem
- b. a regional issue
- c. small-scale religious bigotry
- d. a psychological illness

ANS: d REF: page 34 OBJ: 2.15 DIF: application

3. A trademark of sociology involves the unmasking of fallacies in the everyday and official interpretations of society. This process is called:

- a. debunking
- b. demystifying
- c. deductive reasoning
- d. reformative

ANS: a REF: page 36 OBJ: 2.15 DIF: concept

4. Durkheim's research on suicide documented that suicide was a large-scale social problem and not an isolated individual problem. This would be an example of:

- a. demystifying
- b. myth making
- c. debunking
- d. formative approach

ANS: c REF: page 36 OBJ: 2.15 DIF: application

5. The \_\_\_\_\_ approach uses religion, customs, habits, traditions, and law to answer important questions. It is based on strong beliefs about what is right and wrong and what “ought to be” in society.

- a. empirical
- b. deductive
- c. inductive
- d. normative

ANS: d REF: page 36 OBJ: 2.4 DIF: concept

6. A researcher wanting to investigate the moral beliefs, traditions, religious views, and customs in regards to physician-assisted suicide would use the \_\_\_\_\_ approach.

- a. empirical
- b. explanatory
- c. observational
- d. normative

ANS: d REF: page 36 OBJ: 2.4 DIF: application

7. The \_\_\_\_\_ approach attempts to answer questions through systematic collection and analysis of data. This approach is referred to as the conventional model, or the “scientific method,” and is based on the assumption that knowledge is best gained by direct, systematic observation.

- a. descriptive
- b. empirical
- c. normative
- d. explanatory

ANS: b REF: page 36 OBJ: 2.4 DIF: concept

8. A researcher attempting to study physician assisted suicide through the systematic collection and analysis of data would use the \_\_\_\_\_ approach.

- a. empirical
- b. explanatory
- c. normative
- d. descriptive

ANS: a REF: page 36 OBJ: 2.4 DIF: application

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9. In a(n) \_\_\_\_\_ study of suicide, sociologists might ask: Why do African American men over age sixty-five have a significantly lower suicide rate than white males in the same age bracket?
- a. descriptive
  - b. explanatory
  - c. evaluative
  - d. observational

ANS: b REF: page 36 OBJ: 2.4 DIF: application

10. The relationship between theory and research has been referred to as a continuous cycle. The theory and research cycle consists of two approaches. In the \_\_\_\_\_ approach, the researcher begins with a theory and uses research to test the theory.
- a. deductive
  - b. normative
  - c. inductive
  - d. explanatory

ANS: a REF: page 37 OBJ: 2.4 DIF: concept

11. A \_\_\_\_\_ is a set of logically interrelated statements that attempts to describe, explain, and (occasionally) predict social events.
- a. statement
  - b. theory
  - c. commonsense approach
  - d. testimonial

ANS: b REF: page 37 OBJ: 2.15 DIF: concept

12. If we use the \_\_\_\_\_ approach to determine why people commit suicide, we start by formulating a theory about the “causes” of suicide and then test our theory by collecting and analyzing data (such as vital statistics on suicides).
- a. explanatory
  - b. inductive
  - c. normative
  - d. deductive

ANS: d REF: page 37 OBJ: 2.4 DIF: application

13. The relationship between theory and research has been referred to as a continuous cycle. The theory and research cycle consists of two approaches. In the \_\_\_\_\_ approach, the researcher collects information or data (facts or evidence) and then generates theories from the analysis of that data.
- a. normative
  - b. deductive
  - c. inductive
  - d. explanatory
- ANS: c REF: page 37 OBJ: 2.4 DIF: concept
14. Which approach to the *theory-and-research cycle* does the following sequence reflect: (1) specific observations suggest generalizations, (2) generalizations produce a tentative theory, (3) the theory is tested through the formation of hypotheses, and (4) hypotheses may provide suggestions for additional observations?
- a. explanatory
  - b. deductive
  - c. normative
  - d. inductive
- ANS: d REF: page 37 OBJ: 2.4 DIF: fact
15. Sociologists using the \_\_\_\_\_ approach to study suicide might start by simultaneously collecting and analyzing data related to suicidal behavior and then generate a theory.
- a. explanatory
  - b. deductive
  - c. normative
  - d. inductive
- ANS: d REF: page 37 OBJ: 2.4 DIF: application
16. With \_\_\_\_\_ research, the goal is scientific objectivity, and the focus is on data that can be measured numerically.
- a. qualitative
  - b. observational
  - c. quantitative
  - d. explanatory
- ANS: c REF: page 37 OBJ: 2.9 DIF: concept

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17. Researchers in one study examined the effects of church membership, divorce, and migration on suicide rates in the United States and using complex statistical techniques, concluded that suicide rates are typically higher where divorce and migration rates are higher and church membership is lower. This is an example of:

- a. observational research
- b. quantitative research
- c. explanatory research
- d. qualitative research

ANS: b REF: page 37 OBJ: 2.9 DIF: application

18. Eric wants to test his hypothesis that unemployed men are more likely to commit spousal abuse than men who are employed. He is most likely to use a \_\_\_\_\_ to test his hypothesis.

- a. qualitative approach
- b. quantitative approach
- c. discriminant approach
- d. variable approach

ANS: b REF: page 37 OBJ: 2.9 DIF: application

19. With \_\_\_\_\_ research, interpretative description (words) rather than statistics (numbers) is used to analyze underlying meanings and patterns of social relationships.

- a. qualitative
- b. observational
- c. quantitative
- d. explanatory

ANS: a REF: page 37 OBJ: 2.9 DIF: concept

20. Researchers in one study systematically analyzed the contents of the notes of suicide victims to determine recurring themes, such as feelings of despair or failure. They hoped to determine if any patterns could be found that would help in understanding why people might kill themselves. This is an example of:

- a. explanatory research
- b. qualitative research
- c. observational research
- d. quantitative research

ANS: b REF: page 37 OBJ: 2.9 DIF: application

21. Becky would like to conduct a study to determine how women define spousal abuse and the meanings they attach to incidents of abuse. She will most likely use a \_\_\_\_\_ approach to analyze her results.

- a. qualitative
- b. discriminant
- c. quantitative
- d. factor analysis

ANS: a REF: page 37 OBJ: 2.9 DIF: application

22. Tim would like to compare suicide rates between elite athletes and non-athletes by analyzing suicide notes looking for patterns of feelings of despair or failure. He will most likely use a \_\_\_\_\_ approach to his study.

- a. qualitative
- b. quantitative
- c. conventional
- d. none of the above

ANS: a REF: page 37 OBJ: 2.9 DIF: application

23. A researcher would like to compare suicide rates between recent immigrants and more established immigrants using a quantitative research approach. Which research model would be most appropriate?

- a. conventional research model
- b. explanatory research model
- c. qualitative research model
- d. nonscientific research model

ANS: a REF: page 39 OBJ: 2.5 DIF: application

24. Which of the following represents a correct sequence of steps in the “conventional” research model?

- a. Select and define the research problem, develop the research design, collect and analyze the data, formulate the hypothesis, and draw conclusions and report the findings.
- b. Develop the research design, formulate the hypothesis, select and define the research problem, collect and analyze the data, and draw conclusions and report the findings.

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- c. Select and define the research problem, formulate the hypothesis, develop the research design, collect and analyze the data, and draw conclusions and report the findings.
- d. Formulate the hypothesis, select and define the research problem, draw conclusions and report the findings, develop the research design, and collect and analyze the data.

ANS: c REF: page 39 OBJ: 2.5 DIF: fact

25. Sociologist Emile Durkheim selected suicide as a research topic because he wanted to demonstrate the importance of society in situations that might appear to be arbitrary acts by individuals. Which step is this in the conventional research model?
- a. Review previous research.
  - b. Formulate the hypothesis.
  - c. Select and define the research problem.
  - d. Develop the research design.

ANS: c REF: page 39 OBJ: 2.15 DIF: application

26. Sociologists conducting research may formulate a(n) \_\_\_\_\_, which is a statement of the relationship between two or more concepts.
- a. theory
  - b. hypothesis
  - c. variable
  - d. operational definition

ANS: b REF: page 39 OBJ: 2.5 DIF: concept

27. Social integration and loneliness are examples of \_\_\_\_\_, which are the abstract elements representing some aspect of the world in simplified form.
- a. theories
  - b. principles
  - c. operational definitions
  - d. concepts

ANS: d REF: page 39 OBJ: 2.5 DIF: application

28. A(n) \_\_\_\_\_ is any concept with measurable traits or characteristics that can change or vary from one person, time, situation, or society to another. It is the observable and/or measurable counterpart of a concept.

- a. variable
- b. theory
- c. hypothesis
- d. insight

ANS: a REF: page 40 OBJ: 2.5 DIF: concept

29. In a hypothesis, the researcher considers the \_\_\_\_\_ to be the cause.

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

ANS: a REF: page 40 OBJ: 2.14 DIF: concept

30. Age, sex, race, and ethnicity are often used as \_\_\_\_\_ variables.

- a. multiple
- b. dependent
- c. control
- d. independent

ANS: d REF: page 40 OBJ: 2.14 DIF: fact

31. In a hypothesis, the researcher presumes the \_\_\_\_\_ to *be caused* by another variable.

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

ANS: b REF: page 40 OBJ: 2.14 DIF: concept

32. Sociologist Emile Durkheim used the degree of social integration in society to determine its influence on the rate of suicide. In this example, the “degree of social integration” is the \_\_\_\_\_ variable.

- a. multiple
- b. dependent
- c. independent
- d. control

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ANS: c REF: page 40 OBJ: 2.14 DIF: application

33. Sociologist Emile Durkheim used the degree of social integration in society to determine its influence on the rate of suicide. In this example, the “rate of suicide” is the \_\_\_\_\_ variable.
- a. dependent
  - b. control
  - c. independent
  - d. multiple

ANS: a REF: page 40 OBJ: 2.14 DIF: application

34. The researcher has developed the hypothesis that homicide rates increase as the rate of unemployment increase. The rate of unemployment would be considered the \_\_\_\_\_ variable and the homicide rate would be considered the \_\_\_\_\_ variable.
- a. dependent; independent
  - b. dependent; control
  - c. independent; dependent
  - d. independent; control

ANS: c REF: page 40 OBJ: 2.14 DIF: application

35. Sociologists create a(n) \_\_\_\_\_, which is an explanation of an abstract concept in terms of observable features that are specific enough to measure the variable.
- a. correlational definition
  - b. operational definition
  - c. policy statement
  - d. interpretative definition

ANS: b REF: page 40 OBJ: 2.14 DIF: concept

36. Suppose that your goal is to earn an “A” in this sociology course. Your professor may have created a(n) \_\_\_\_\_ by specifying an “A” as earning a test average of 90 percent or above.
- a. interpretative statement
  - b. qualitative variable
  - c. statement of correlation
  - d. operational definition

ANS: d REF: page 40 OBJ: 2.14 DIF: application

37. Social scientists cite many causes for suicide including rapid social change, economic conditions, hopeless poverty, and lack of religiosity. This is an example of:

- a. singular determination
- b. multiple determination
- c. plural association
- d. multiple causation

ANS: d REF: page 40 OBJ: 2.14 DIF: application

38. The *unit of analysis* is referred to as:

- a. the “what” or “whom” being studied
- b. research design
- c. categorical analysis
- d. statistical method

ANS: a REF: page 41 OBJ: 2.14 DIF: concept

39. In social science research, \_\_\_\_\_ are the most typical unit of analysis.

- a. nations
- b. categories
- c. cities
- d. individuals

ANS: d REF: page 41 OBJ: 2.14 DIF: concept

40. In sociologist Emile Durkheim’s attempt to explain the rates of suicide, \_\_\_\_\_ were the units of analysis.

- a. individuals
- b. families
- c. social groups/categories
- d. religious organizations

ANS: c REF: page 41 OBJ: 2.14 DIF: fact

41. \_\_\_\_\_ studies are based on observations that take place at a single point in time; these studies focus on behavior or responses at a specific moment.

- a. Latitudinal

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- b. Cross-sectional
- c. Longitudinal
- d. Cross-reference

ANS: b REF: page 41 OBJ: 2.14 DIF: concept

42. Using \_\_\_\_\_ studies, sociologist Emile Durkheim was able to compare suicide rates over a period of time in France and other European nations.

- a. latitudinal
- b. cross-sectional
- c. longitudinal
- d. cross-reference

ANS: c REF: page 41 OBJ: 2.14 DIF: fact

43. Because the researcher had access to twenty years of data on the same participants in an education program, the researcher was able to perform a(n) \_\_\_\_\_ study.

- a. cross-sectional
- b. operational
- c. reformative
- d. longitudinal

ANS: d REF: page 41 OBJ: 2.14 DIF: application

44. As a researcher you must decide which population—persons about whom you want to be able to draw conclusions—will be observed or questioned. In \_\_\_\_\_, every member of an entire population being studied has the same chance of being selected.

- a. random sampling
- b. probability sampling
- c. scattered sampling
- d. rotational sampling

ANS: a REF: pages 41 OBJ: 2.10 DIF: concept

45. As a researcher collecting and analyzing data, you would be engaging in \_\_\_\_\_ if you placed all the names of the population being observed or questioned into a rotating drum and conducting a drawing.

- a. rotational sampling
- b. scattered sampling

- c. random sampling
- d. probability sampling

ANS: c REF: page 41 OBJ: 2.10 DIF: application

46. As a researcher you must decide which population—persons about whom you want to be able to draw conclusions—will be observed or questioned. In \_\_\_\_\_, participants are deliberately chosen because they have specific characteristics.

- a. probability sampling
- b. scattered sampling
- c. random sampling
- d. indeterminate sampling

ANS: a REF: page 41 OBJ: 2.10 DIF: concept

47. As a researcher collecting and analyzing data, you would be engaging in \_\_\_\_\_ if you included such factors as age, sex, race, ethnicity, and educational attainment in deciding what population will be observed or questioned.

- a. rotational sampling
- b. scattered sampling
- c. random sampling
- d. probability sampling

ANS: d REF: page 41 OBJ: 2.10 DIF: application

48. A researcher is interested in uncovering the social factors that may motivate suicide bombers. Because this would include a small number of cases, which research model would be most appropriate?

- a. conventional research model
- b. qualitative research model
- c. longitudinal research model
- d. probability research model

ANS: b REF: pages 43 OBJ: 2.6 DIF: application

49. In Silvia Canetto's study, she found that gender differences in suicidal behavior are more closely associated with beliefs about and expectations for men and women rather than purely interpersonal crises. She did not gather data but engaged in:

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- a. statistical modeling
- b. predictable staging
- c. research design
- d. problem formulation

ANS: d REF: page 44 OBJ: 2.6 DIF: application

50. What is one of the main steps that is different between a conventional research design and a qualitative research design?

- a. Conventional research is used primarily for hard based sciences.
- b. In a qualitative research design, the researcher begins with a general approach rather than a highly detailed plan.
- c. Only the qualitative design conducts a thorough literature review.
- d. The qualitative design collects data and selects a statistical model.

ANS: b REF: page 43 OBJ: 2.6 DIF: concept

51. A researcher develops an interest in the motivating factors of job satisfaction among migrant workers. Which of the following steps will be unique to this research design?

- a. access to people who can provide necessary data
- b. thoroughness of the literature review
- c. the accuracy of the hypothesis
- d. the validity of the researcher's operational definitions

ANS: a REF: page 43 OBJ: 2.6 DIF: application

52. \_\_\_\_\_ is the process through which data are organized so that comparisons can be made and conclusions drawn.

- a. Theory building
- b. Hypothesis construction
- c. Analysis
- d. Methodology

ANS: c REF: page 41 OBJ: 2.6 DIF: concept

53. As sociologist Emile Durkheim analyzed his data, he identified all except which of the following categories of suicide?

- a. egoistic
- b. anomic
- c. altruistic
- d. eccentric

ANS: d REF: page 43 OBJ: 2.6 DIF: fact

54. According to sociologist Emile Durkheim, \_\_\_\_\_ suicide occurs among people who are isolated from any social group.

- a. egoistic
- b. anomic
- c. altruistic
- d. fatalistic

ANS: a REF: page 43 OBJ: 2.6 DIF: concept

55. Sociologist Emile Durkheim concluded that \_\_\_\_\_ suicides were relatively high in Protestant countries in Europe because Protestants believed in individualism and were more loosely tied to the church than were Catholics.

- a. anomic
- b. egoistic
- c. fatalistic
- d. altruistic

ANS: b REF: page 43 OBJ: 2.6 DIF: application

56. According to sociologist Emile Durkheim, \_\_\_\_\_ suicide occurs among individuals who are excessively integrated into society.

- a. egoistic
- b. anomic
- c. altruistic
- d. fatalistic

ANS: c REF: page 43 OBJ: 2.6 DIF: concept

57. Based on sociologist Emile Durkheim's study, an example of \_\_\_\_\_ suicide is when military leaders kill themselves after defeat in battle because they have so strongly identified themselves with their cause that they believe they cannot live with defeat.

- a. fatalistic
- b. egoistic
- c. anomic
- d. altruistic

ANS: d REF: page 43 OBJ: 2.6 DIF: application

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58. \_\_\_\_\_ research is likely to be used when the research question does not easily lend itself to numbers and statistical methods.

- a. Quantitative
- b. Qualitative
- c. Conventional
- d. Formulation

ANS: b REF: page 43 OBJ: 2.1 DIF: concept

59. The first step in qualitative research involves the researcher:

- a. beginning with a general approach rather than a highly detailed plan
- b. conducting a literature review
- c. gaining access to people or other resources that may provide data
- d. appropriating funding from a governmental agency

ANS: a REF: page 43 OBJ: 2.1 DIF: concept

60. \_\_\_\_\_ are specific strategies or techniques for systematically conducting research.

- a. Investigative methods
- b. Research methods
- c. Theoretical methods
- d. Experimental methods

ANS: b REF: page 44 OBJ: 2.8 DIF: concept

61. \_\_\_\_\_ researchers frequently attempt to study the social world from the point of view of the people they are studying.

- a. Quantitative
- b. Experimental
- c. Qualitative
- d. Correlational

ANS: c REF: page 43 OBJ: 2.11 DIF: fact

62. The American Sociological Association requires that sociologists adhere to all except which of the following?

- a. Researchers must maintain objectivity and integrity in their research by disclosing the findings even if they do not support their views.
- b. Researchers are allowed to use any means necessary in conducting their research projects.
- c. Researchers must protect confidential information provided by their participants.
- d. Researchers must acknowledge research collaboration and assistance they receive from others and disclose all sources of financial support.

ANS: b REF: pages 55-56 OBJ: 2.3 DIF: fact

63. A(n) \_\_\_\_\_ is a questionnaire in which the researcher gathers facts or attempts to determine the relationships among facts.

- a. survey
- b. experiment
- c. case study
- d. content analysis

ANS: a REF: page 44 OBJ: 2.11 DIF: concept

64. A researcher wishes to compare income, educational level, and race in regard to people's attitudes toward capital punishment. \_\_\_\_\_ research would probably be the best research method for this researcher.

- a. Content analysis
- b. Experimental
- c. Observation
- d. Survey

ANS: d REF: page 44 OBJ: 2.11 DIF: application

65. \_\_\_\_\_ are persons who provide data for analysis through interviews or questionnaires.

- a. Observers
- b. Respondents
- c. Pollers
- d. Controllers

ANS: b REF: page 44 OBJ: 2.11 DIF: concept

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66. \_\_\_\_\_ are the most widely used research method in the social sciences because they make it possible to study things that are not directly observable (such as people's attitudes and beliefs) and to describe a population too large to observe directly.

- a. Field experiments
- b. Surveys
- c. Case studies
- d. Correlational studies

ANS: b REF: page 44 OBJ: 2.11 DIF: fact

67. Which of the following methods would most likely be used to study the attitudes of the American public on gun control legalization?

- a. a survey
- b. an experiment
- c. observation research
- d. a case study

ANS: a REF: page 44 OBJ: 2.11 DIF: application

68. Survey data are collected by using all of the following except:

- a. self-administered questionnaires
- b. telephone interviews
- c. experiments
- d. face-to-face interviews

ANS: c REF: page 45 OBJ: 2.11 DIF: fact

69. A(n) \_\_\_\_\_ is a printed research instrument containing a series of items to which subjects respond.

- a. questionnaire
- b. interview
- c. telephone survey
- d. computer-assisted interview

ANS: a REF: page 44 OBJ: 2.11 DIF: concept

70. A(n) \_\_\_\_\_ is a data-collection encounter in which an interviewer asks the respondent questions and records the answers.

- a. survey
- b. online form

- c. interview
- d. portfolio

ANS: c REF: page 45 OBJ: 2.11 DIF: concept

71. A researcher is interested in gathering in depth data on the victims of crime. Which type of survey would be most appropriate?

- a. computer assisted telephone survey
- b. mail survey
- c. online survey
- d. face-to-face interview

ANS: d REF: page 45 OBJ: 2.11 DIF: application

72. Interviews have specific advantages. Which of the following was NOT identified as an advantage of interviews?

- a. Interviews are inexpensive to conduct.
- b. They are usually more effective in dealing with complicated issues.
- c. They provide an opportunity for face-to-face communication.
- d. When open-ended questions are used, the researcher may gain new perspectives.

ANS: a REF: page 45 OBJ: 2.11 DIF: fact

73. In the 2000s, \_\_\_\_\_ survey research has increased dramatically as software packages have made this type of research easier to conduct.

- a. online
- b. interview
- c. mail-in survey
- d. "person on the street" interview

ANS: a REF: page 46 OBJ: 2.11 DIF: fact

74. Which of the following types of research best lends itself to multivariate analysis—research involving more than two independent variables?

- a. experiments
- b. surveys
- c. participant observation
- d. case studies

ANS: b REF: page 46 OBJ: 2.11 DIF: fact

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75. In \_\_\_\_\_, researchers use existing material and analyze data that were originally collected by others.

- a. primary analysis
- b. tertiary analysis
- c. secondary analysis
- d. manifest analysis

ANS: c REF: page 46 OBJ: 2.2 DIF: concepts

76. Joyce wants to do a study of domestic abuse but lacks the time and money to gather her own data. Consequently, she analyzes data previously gathered by the National Opinion Research Center (NORC) and the Roper Public Opinion Research Center that is related to this topic. In this case, Joyce is conducting:

- a. content analysis
- b. secondary analysis
- c. survey
- d. participant observation

ANS: b REF: page 46 OBJ: 2.2 DIF: application

77. \_\_\_\_\_ is the systematic examination of cultural artifacts or various forms of communication to extract thematic data and draw conclusions about social life.

- a. Content analysis
- b. Content standardization
- c. Content validity
- d. Content reliability

ANS: a REF: page 49 OBJ: 2.2 DIF: concept

78. Which technique would be used by researchers in studying the treatment of gender in elementary reader books?

- a. case studies
- b. an experiment
- c. a survey
- d. content analysis

ANS: d REF: page 49 OBJ: 2.2 DIF: application

79. A student wrote a term paper based on a systematic examination of letters to the editor in the local paper. This type of study illustrates:

- a. content analysis
- b. an experiment
- c. survey research
- d. participant observation

ANS: a REF: page 49 OBJ: 2.2 DIF: application

80. Which of the following was identified as a weakness of secondary analysis?

- a. Data is readily available and inexpensive.
- b. The researcher often does not collect the data personally and the chances of bias may be reduced.
- c. Data may be incomplete, unauthentic, or inaccurate.
- d. Use of existing sources makes it possible to analyze longitudinal data to provide a historical context.

ANS: c REF: page 49 OBJ: 2.2 DIF: fact

81. \_\_\_\_\_ is the study of social life in its natural setting: observing and interviewing people where they live, work, and play.

- a. The survey
- b. Secondary analysis
- c. Field research
- d. The experiment

ANS: c REF: page 49 OBJ: 2.12 DIF: concept

82. \_\_\_\_\_ refers to the process of collecting data while being part of the activities of the group that the researcher is studying.

- a. The experiment
- b. Survey research
- c. Participant observation
- d. Secondary analysis

ANS: c REF: page 49 OBJ: 2.12 DIF: concept

83. Watching students in a college classroom in order to determine the number of times they participated in a class discussion would be an example of \_\_\_\_\_ field research.

- a. participant observation
- b. case study

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- c. ethnographic
- d. experimental

ANS: a REF: page 49 OBJ: 2.12 DIF: application

84. Lucy has volunteered at the local crisis center. While she is performing as a volunteer, she is given permission to gather data on the number of women who report being abused, and the number of women who later participated in counseling. Lucy is using \_\_\_\_\_ as a method of gathering data.

- a. representative sampling
- b. secondary analysis
- c. content analysis
- d. participant observation

ANS: d REF: page 49 OBJ: 2.12 DIF: application

85. Most participant observation research takes the form of a(n) \_\_\_\_\_, which is often an in-depth, multifaceted investigation of a single event, person, or social grouping.

- a. experiment
- b. content analysis
- c. case study
- d. correlational study

ANS: c REF: page 50 OBJ: 2.12 DIF: concept

86. A(n) \_\_\_\_\_ is a detailed study of the life and activities of a group of people by researchers who may live with that group over a period of years.

- a. correlational study
- b. ethnography
- c. experiment
- d. content analysis

ANS: b REF: page 50 OBJ: 2.12 DIF: concept

87. In their research, *Middletown and Middletown in Transition*, sociologists Robert Lynd and Helen Lynd lived for a number of years in Muncie, Indiana to research daily lives of town residents. This is an example of a(n):

- a. ethnography

- b. experimental
- c. content analysis
- d. survey

ANS: a REF: page 50 OBJ: 2.12 DIF: application

88. The Code of Ethics of \_\_\_\_\_ sets forth certain basic standards that sociologists must follow in conducting research.

- a. the American Sociological Society
- b. the National Association for the Advancement of Colored People
- c. the American Sociological Association
- d. the American Association of University Professors

ANS: c REF: page 55 OBJ: 2.3 DIF: fact

89. A(n) \_\_\_\_\_ is an extended, open-ended interaction between an interviewer and an interviewee.

- a. ethnography
- b. unstructured interview
- c. structured interview
- d. secondary analysis

ANS: b REF: page 51 OBJ: 2.12 DIF: concept

90. In \_\_\_\_\_ sampling, the researcher interviews a few individuals who possess a certain characteristic; these interviewees are then asked to supply the names of others with the same characteristic. This process continues until the sample is an acceptable size and no new information of any significance is being gained.

- a. random
- b. simple
- c. stratified
- d. snowball

ANS: d REF: page 51 OBJ: 2.12 DIF: concept

91. The term \_\_\_\_\_ was developed by sociologists Barney Glaser and Anselm Strauss to describe an inductive method of theory construction wherein researchers collect and analyze data simultaneously.

- a. field theory
- b. grounded theory
- c. lab theory

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d. structured theory

ANS: b REF: page 51 OBJ: 2.12 DIF: concept

92. A(n) \_\_\_\_\_ is a carefully designed research method in which the researcher studies the impact of certain variables on subjects' attitudes or behavior.

- a. case study
- b. correlational study
- c. experiment
- d. participant observation

ANS: c REF: page 52 OBJ: 2.13 DIF: concept

93. In an experiment, the \_\_\_\_\_ contains the subjects who are exposed to an independent variable to study its effect on them.

- a. experimental group
- b. correlated group
- c. control group
- d. deviant group

ANS: a REF: page 52 OBJ: 2.13 DIF: concept

94. In an experiment, the \_\_\_\_\_ contains the subjects who are not exposed to the independent variable.

- a. experimental group
- b. correlated group
- c. deviant group
- d. control group

ANS: d REF: page 52 OBJ: 2.13 DIF: concept

95. If an experiment were conducted to examine whether viewing pornography increased the likelihood of committing rape, the group that did not view pornographic films would be considered the \_\_\_\_\_ group.

- a. independent
- b. experimental
- c. control
- d. dependent

ANS: c REF: page 52 OBJ: 2.13 DIF: application

96. In a \_\_\_\_\_ experiment, subjects are studied in a closed setting so that researchers can maintain as much control as possible over the research.

- a. field
- b. laboratory
- c. natural
- d. correlated

ANS: b REF: page 53 OBJ: 2.13 DIF: concept

97. \_\_\_\_\_ refers to changes in a subject's behavior caused by the researcher's presence or by the subject's awareness of being studied.

- a. Triangulation
- b. Redundancy
- c. Multicollinearity
- d. The Hawthorne effect

ANS: d REF: page 54 OBJ: 2.13 DIF: concept

98. Because of particular strengths and weaknesses of all research approaches, researchers often employ multiple research methods and theoretical perspectives. This practice is known as:

- a. the duplication factor
- b. the Delaney quagmire
- c. triangulation
- d. the Hawthorne effect

ANS: c REF: page 54 OBJ: 2.7 DIF: application

### **TRUE-FALSE SECTION**

1. The sociological perspective incorporates theory and research to arrive at a more accurate understanding of the "hows" and "whys" of human social interaction.

ANS: True REF: page 34 OBJ: 2.15

2. In *Suicide*, sociologist Emile Durkheim documented that a high suicide rate was symptomatic of a large-scale social problem. This research was in direct contradiction to the historically held notion that suicide was due to psychological illness.

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ANS: True REF: page 34 OBJ: 2.15

3. Sociology involves debunking—the unmasking of fallacies (false or mistaken ideas or opinions) in the everyday and official interpretations of society.

ANS: True REF: page 36 OBJ: 2.15

4. The deductive approach proceeds as follows: (1) theories generate hypotheses, (2) hypotheses lead to observations (data gathering), (3) observations lead to the formation of generalizations, and (4) generalizations are used to support the theory, to suggest modifications to it, or to refute it.

ANS: True REF: page 37 OBJ: 2.4

5. In the inductive approach, the researcher collects information or data (facts or evidence) and then generates theories from the analysis of that data.

ANS: True REF: page 37 OBJ: 2.4

6. There were fewer than 3,400 suicides in the United States in 2007.

ANS: False REF: page 47, table 2-1 OBJ: 2.4

Rejoinder: There were more than 34,000 suicides in the United States recorded in 2007.

7. Sociologist Emile Durkheim emphasized that individual acts of suicide provide better explanations for suicide than do suicide rates.

ANS: False REF: page 39 OBJ: 2.15

Rejoinder: Just the opposite, Durkheim reasoned that if suicide were purely an individual act, then the rate of suicide—the relative number of people who kill themselves each year—should be the same for every group regardless of culture and social structure.

8. Variables are the observable and/or measurable counterparts of concepts; for example, “suicide” is a concept and the “rate of suicide” is a variable.

ANS: True REF: page 40 45 OBJ: 2.14

9. Social scientists cite many causes for suicide including rapid social change, economic conditions, hopeless poverty, and lack of religiosity. This is an example of multicollinearity.

ANS: False REF: page 40 OBJ: 2.14

Rejoinder: This is an example of multiple causation—an event occurs as a result of many factors operating in combination.

10. Durkheim’s study of suicide is often criticized because his sample size was so small—around 50 cases.

ANS: False REF: page 41 47 OBJ: 2.6

Rejoinder: In Durkheim’s study, he collected data from vital statistics for approximately 26,000 suicides.

11. Sociologist Emile Durkheim concluded that single people had proportionately higher suicide rates than married persons because they had a low degree of social integration; he referred to this as anomic suicide.

ANS: False REF: page 43 OBJ: 2.14

Rejoinder: The correct response is egoistic suicide; anomic suicide results from a lack of shared values or purpose and from the absence of social regulation.

12. Laud Humphreys sought to interview the family, friends, and acquaintances of persons killed in single-car crashes that he thought might have been “autocides.”

ANS: False REF: page 56 OBJ: 2.3

Rejoinder: Sociologist William Zellner actually conducted this research. Humphreys studied homosexuality.

13. Quantitative research is often complex, involves a smaller number of cases, and provides a more holistic picture of some particular social phenomenon or human problem.

ANS: False REF: page 43 OBJ: 2.1

Rejoinder: The correct response is qualitative research.

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14. Qualitative researchers generally use surveys, secondary analyses of existing statistical data, and experimental designs.

ANS: False REF: page 43 OBJ: 2.1

Rejoinder: The correct response is quantitative researchers; qualitative researchers frequently attempt to study the social world from the point of view of the people they are studying.

15. Researchers frequently select a representative sample (a small group of respondents) from a larger population (the total group of people) to answer questions about their attitudes, opinions, or behavior.

ANS: True REF: page 41 OBJ: 2.10

16. Case studies are the most widely used research method in the social sciences because they make it possible to study things that are not directly observable—such as people’s attitudes and beliefs—and to describe a population too large to observe directly.

ANS: False REF: page 50 OBJ: 2.11

Rejoinder: Surveys are the most widely used research method; case studies often involve participant observation and even though they provide in-depth information, they are very time consuming and generally focus on a single event, person, or social grouping.

17. Survey data may be collected by interviews. One strength of interviews is that people may be influenced by the interviewer’s race, age, sex, size, or other attributes in responding to the questions asked.

ANS: False REF: page 46 OBJ: 2.11

Rejoinder: This is a weakness of survey research and not a strength.

18. In secondary analysis, researchers use existing materials and analyze data that were originally collected by others. Existing data sources include public records, official reports of organizations and government agencies, and surveys conducted by researchers in universities and private corporations.

ANS: True REF: page 46 OBJ: 2.11

19. Content analysis is the systematic examination of cultural artifacts or various forms of communication to extract thematic data and draw conclusions about social life.

ANS: True REF: page 49 OBJ: 2.2

20. Sociologists who are interested in observing social interactions as it occurs primarily use structured surveys.

ANS: False REF: page 46 OBJ: 2.12

Rejoinder: The correct response is participant observation, which is the process of collecting data while being part of the activities of the group that the researcher is studying.

21. Survey work involves not only immersing oneself into the group or community that the researcher studies but also engaging in dialogue to learn more about social life through ongoing interaction with others.

ANS: False REF: page 50 OBJ: 2.12

Rejoinder: The correct response is ethnographic work.

22. Conventional experiments require that subjects be divided into two groups: the control group contains the subjects who are exposed to the independent variable and the experimental group who are not exposed to the independent variable.

ANS: False REF: page 52 OBJ: 2.13

Rejoinder: This should be just the opposite: the experimental group is exposed to the independent variable and the control group is not exposed to the independent variable.

23. The Hawthorne effect refers to changes in the subject's behavior caused by the researcher's presence or by the subject's awareness of being studied.

ANS: True REF: page 54 OBJ: 2.7

24. The National Societal Association (NSA) Code of Ethics set forth certain basic standards that sociologists must follow in conducting research.

ANS: False REF: page 55 OBJ: 2.3

Rejoinder: The correct response is the American Sociological Association (ASA) Code of Ethics.

**SHORT RESPONSE SECTION**

1. Distinguish between common sense and sociological research.

ANS: Sociologists obtain their knowledge of human behavior through research, which results in a body of information that helps us move beyond guesswork and common sense in understanding society. The sociological perspective incorporates theory and research to arrive at a more accurate understanding of the “hows” and “whys” of human social interaction. Once we have an informed perspective about social issues, we are in a better position to find solutions and make changes. Since much of sociology deals with everyday life, we might think that common sense, our own personal experiences, and the media are the best sources of information. However, our personal experiences are subjective, and much of the information provided by the media comes from sources seeking support for a particular point of view. The content of the media is also influenced by the continual need for audience ratings. We need to be able to evaluate the information we receive. This is especially true because the quantity of information available has grown dramatically as a result of the information explosion brought about by computers and by the telecommunications industry.

REF: page 34 OBJ: 2.15

2. Discuss the connection between sociology and scientific evidence by comparing the normative approach with the empirical approach.

ANS: Sociology involves debunking—the unmasking of fallacies (false or mistaken ideas or opinions) in the everyday and official interpretation of society. When answering societal questions, sociologists use either the normative approach or the empirical approach. The normative approach uses religion, customs, habits, traditions, and law to answer important questions. It is based on strong beliefs about what is right and wrong and what “ought to be” in society. The empirical approach attempts to answer questions through systematic collection and analyses of data. This approach is referred to as the conventional model, or the “scientific method,” and is based on the assumption that knowledge is best gained by direct, systematic observation. Most sociologists believe that two basic scientific standards must be met: (1) scientific beliefs should be supported by good evidence or information and (2) these beliefs should be open to public debate and critiques from other scholars, with alternative interpretations being considered. Sociologists typically use two types of empirical studies: descriptive and explanatory. Descriptive studies attempt to describe social reality or provide facts about some group, practice, or event.

Studies of this type are designed to find out what is happening to whom, where, and when. By contrast, explanatory studies attempt to explain cause-and-effect relationships and to provide information on why certain events do or do not occur.

Sociologists engage in theorizing and conducting research in order to describe, explain, and sometimes predict how and why people will act in certain situations.

REF: page 36 OBJ: 2.15

3. Describe the theory and research cycle and explain the deductive and inductive approaches.

ANS: The relationship between theory and research has been referred to as a continuous cycle. A theory is a set of logically interrelated statements that attempts to describe, explain, and predict social events. A theory attempts to explain why something is the way it is. Research is the process of systematically collecting information for the purpose of testing an existing theory or generating a new one. The theory and research cycle consists of deductive and inductive approaches. In the deductive approach, the researcher begins with a theory and uses research to test the theory. This approach proceeds as follows: (1) theories generate hypotheses, (2) hypotheses lead to observations (data gathering), (3) observations lead to the formation of generalizations, and (4) generalizations are used to support the theory, to suggest modifications to it, or to refute it. In the inductive approach, the researcher collects information or data (facts or evidence) and then generates theories from the analysis of that data. This approach proceeds as follows: (1) specific observations suggest generalizations, (2) generalizations produce a tentative theory, (3) the theory is tested through the formation of hypotheses, and (4) hypotheses may provide suggestions for additional observations.

REF: pages 37 OBJ: 2.4

4. Differentiate between quantitative and qualitative research and give examples of each.

ANS: With quantitative research, the goal is scientific objectivity, and the focus is on data that can be measured numerically. It typically emphasizes complex statistical techniques. Most sociological studies on suicide have used quantitative research. They have compared rates of suicide with almost every conceivable variable, including age, sex, race/ethnicity, education, and even sports participation.

By contrast, with qualitative research, interpretive description (words) rather than statistics (numbers) is used to analyze underlying meanings and patterns of social relationships. An example of qualitative research is a study in which the researcher systematically analyzed the contents of the notes of suicide victims to determine recurring themes, such as a feeling of despair or failure.

Through this study, the researcher would hope to determine if any patterns could be found that would help in understanding why people might kill themselves.

REF: pages 39-44    OBJ: 2.9

5. Outline the six (6) steps of the “conventional” research model.

ANS: The “conventional” research model focuses on quantitative research and includes the following steps: (1) Select and clearly define the research problem (topic), (2) Review previous research—it is important to review the literature to see what others have written about the topic, (3) Formulate the hypothesis—a statement of the relationship between two or more concepts (independent variable and dependent variable) and create an operational definition—an explanation of an abstract concept in terms of observable features that are specific enough to measure the variable, (4) Develop the research design—considering the units of analysis (what or whom is being studied) and the time frame of the study (cross-sectional studies or longitudinal studies), (5) Collect (random sampling and probability sampling) and analyze the data (validity and reliability), and (6) Draw conclusions (noting limitations of the study) and report the findings.

REF: pages 39-41    OBJ: 2.5

6. Compare and contrast the difference between the conventional research model and the qualitative research model.

ANS: The conventional research model focuses on quantitative research. Here the goal is scientific objectivity, and the focus is on data that can be measured numerically.

The conventional research model includes the following steps: (1) Select and clearly define the research problem (topic), (2) Review previous research—it is important to review the literature to see what others have written about the topic, (3) Formulate the hypothesis—a statement of the relationship between two or more concepts (independent variable and dependent variable) and create an operational definition—an explanation of an abstract concept in terms of observable features that are specific enough to measure the variable, (4) Develop the research design—considering the units of analysis (what or whom is being studied) and the time frame of the study (cross-sectional studies or longitudinal studies), (5) Collect (random sampling and probability sampling) and analyze the data (validity and reliability), and (6) Draw conclusions (noting limitations of the study) and report the findings. By contrast, with qualitative research, an interpretive description (words) rather than statistics (numbers) is used to analyze underlying meanings and patterns of social relationships. A qualitative approach often involves a different type of research question and a smaller number of cases.

REF: pages 39-44 OBJ: 2.14

7. Distinguish between a representative sample and a random sample and explain why sampling is an integral part of quantitative research.

ANS: When collecting and analyzing data, sociologists must decide which population—persons about whom we want to be able to draw conclusions—will be observed or questioned. Then it is necessary to select a sample of people from the larger population to be studied. It is important that the sample accurately represent the larger population. For example, if you arbitrarily selected five students from your sociology class to interview, they probably would not be representative of your school's total student body. However, if you selected five students from the total student body by a random sample, they might be closer to being representative. In random sampling, every member of an entire population being studied has the same chance of being selected. For example, you would have a more representative sample of the total student body if you placed all the students' names in a rotating drum and conducted a drawing. By contrast, in probability sampling, participants are deliberately chosen because they have specific characteristics, possibly including such factors as age, sex, race/ethnicity, and educational attainment.

REF: pages 41 OBJ: 2.10

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8. Discuss the differences between cross-sectional and longitudinal studies.

ANS: After determining the unit of analysis of your study, you must select a time frame: cross-sectional or longitudinal. Cross-sectional studies are based on observations that take place at a single point in time; these studies focus on behavior or responses at a specific moment. Longitudinal studies are concerned with what is happening over a period of time or at several different points in time; they focus on processes and social change.

REF: pages 41 OBJ: 2.6

9. Discuss the unique features identified with the qualitative approach.

ANS: Although the qualitative approach follows the conventional research approach in presenting a problem, asking a question, collecting and analyzing data, and seeking to answer the question, it also has several unique features such as: (1) the researcher begins with a general approach rather than a highly detailed plan (flexibility is necessary because of the nature of the research question); (2) the researcher has to decide when the literature review and theory application should take place (initial work may involve redefining existing concepts or reconceptualizing how existing studies have been conducted); (3) the study presents a detailed view of the topic (qualitative research usually involves a smaller number of cases and many variables); (4) access to people or other resources that can provide the necessary data is crucial (many qualitative researchers generate their own data) and (5) appropriate research method(s) are important for acquiring useful qualitative data (qualitative studies are often based on field research such as observation, participant observation, case studies, ethnography, and unstructured interviews).

REF: pages 43 OBJ: 2.1

10. Describe the major types of surveys and indicate their major strengths and weaknesses.

ANS: A survey is a poll in which the researcher gathers facts or attempts to determine the relationships among facts. Surveys are often done when the researcher wants to describe, compare, and predict knowledge, attitudes, and behavior. Surveys are the most widely used research method in the social sciences because they make it possible to study things that are not directly observable—such as people's attitudes and beliefs—and to describe a population too large to observe directly. Survey data are collected by using self-administered questionnaires, face-to-face interviews, and/or telephone interviews.

Self-administered questionnaires are relatively simple and inexpensive to administer, they allow for rapid data collection and analysis, and they permit respondents to remain anonymous. A major disadvantage is the low response rate. Face-to-face interviews are usually more effective in dealing with complicated issues and provide an opportunity for communication between the interviewer and the respondent. When open-ended questions are used, the researcher may gain new perspectives. A major disadvantage is the cost and time involved in conducting the interview and analyzing the results. Also, people may be influenced by the interviewer's race, age, sex, size, or other attributes in responding to the questions asked. Telephone interviews save time and money. Some respondents may be more honest than when they are facing an interviewer. They also give greater control over data collection and provide greater personal safety for respondents and researchers than do personal encounters. Problems include the increasing number of unlisted telephone numbers, people's widespread use of answering machines, voice mail, and caller ID to filter their incoming telephone calls.

REF: pages 44-45 OBJ: 2.11

11. Define secondary analysis and discuss the strengths and weaknesses identified with it.

ANS: Secondary analysis occurs when researchers use existing material and analyze data that were originally collected by others. Existing data sources include public records, official reports of organizations and government agencies, and surveys conducted by researchers. Secondary analysis may involve obtaining raw data collected by other researchers and undertaking a statistical analysis of the data, or it may involve the use of other researchers' existing statistical analyses. Strengths include the following: (1) data are readily available and inexpensive, (2) since the researcher often does not collect the data personally, the chances of bias may be reduced, and (3) the use of existing sources makes it possible to analyze longitudinal data to provide a historical context within which to locate original research. Weaknesses include the following: (1) the data may be incomplete, unauthentic, or inaccurate, (2) the various data from which content analysis is done may not be strictly comparable with one another, and (3) coding this data—sorting, categorizing, and organizing them into conceptual categories—may be difficult.

REF: pages 46-47 OBJ: 2.2

12. Describe the major methods of field research and indicate when researchers are most likely to utilize each of them.

ANS: Field research is the study of social life in its natural setting: observing and interviewing people where they live, work, and play. Field research includes the following types: participant observation—which refers to the process of collecting data while being part of the activities of the group that the researcher is studying; case studies—which is often an in-depth, multifaceted investigation of a single event, person, or social grouping; ethnography—which is a detailed study of the life and activities of a group of people by researchers who may live with that group over a period of years; and unstructured interviews—which are an extended, open-ended interaction between an interviewer and an interviewee.

Field research provides opportunities for researchers to view from the inside what may not be obvious to an outside observer. They are useful when attitudes and behaviors can be understood best within their natural setting or when the researcher wants to study social processes and change over a period of time. They provide a wealth of information about the reactions of people and give us an opportunity to generate theories from the data collected. Finally, research of this type is important for the study of race, ethnicity, and gender because it often includes those who have been previously excluded from studies and provides information on them.

REF: pages 49-50 OBJ: 2.12

13. Describe the structure of an experiment and distinguish between laboratory and natural experiments.

ANS: An experiment is a carefully designed situation in which the researcher studies the impact of certain variables on subjects' attitudes and behavior. Experiments are designed to create "real life" situations, ideally under controlled circumstances, in which the influence of different variables can be modified and measured. Conventional experiments require that subjects be divided into two groups: an experimental group and a control group. The experimental group contains the subjects who are exposed to an independent variable (the experimental condition) to study its effects on them. The control group contains the subjects who are not exposed to the independent variable. The members of the two groups are matched for similar characteristics so that comparisons may be made between the groups. In the simplest experimental design, subjects are: (1) pretested (measured) in terms of the dependent variable in the hypothesis, (2) exposed to a stimulus representing an independent variable, and (3) post-tested (remeasured) in terms of the dependent variable. The experimental and control groups are then compared to see if they differ in relation to the dependent variable, and the hypothesis stating the relationship of the two variables is confirmed or rejected. In a laboratory experiment, subjects are studied in a closed setting so that researchers can maintain as much control as possible over the research.

By contrast, natural experiments are real-life occurrences such as floods and other disasters that provide researchers with “living laboratories.”

REF: pages 52-54 OBJ: 2.13

14. Explain the concept of triangulation. Why should a researcher employ this research method?

ANS: There is no one best research method because of the “complexity of social reality and the limitations of all research methodologies.” Many sociologists believe that it is best to combine multiple methods in a given study. Triangulation is the term used to describe this approach. Triangulation refers not only to research methods, but also to multiple data sources, investigators, and theoretical perspectives in a study. Multiple data sources include persons, situations, contexts, and time. Multiple methods and approaches provide a wider scope of information and enhance our understanding of critical issues. Many researchers also use multiple methods to validate or refine one type of data by use of another type.

REF: page 54 OBJ: 2.7

15. Describe the major ethical concerns in sociological research.

ANS: Beginning in the 1960s, the U.S. government set up regulations for “the protection of human subjects.” Because of scientific abuses in the past, researchers are now mandated to weigh the societal benefits of research against the potential physical and emotional costs to participants. Researchers are required to obtain written “informed consent” statements from the persons they study. The American Sociological Association (ASA) Code of Ethics sets forth certain basic standards that sociologists must follow in conducting research: (1) researchers must endeavor to maintain objectivity and integrity in their research by disclosing their research findings in full and including all possible interpretations of the data (even those interpretations that do not support their own viewpoints), (2) researchers must safeguard the participants’ right to privacy and dignity while protecting them from harm, (3) researchers must protect confidential information provided by participants, even when this information is not considered to be “privileged” (legally protected, as in the case between doctor and patient and between attorney and client) and legal pressure is applied to reveal this information, and (4) researchers must acknowledge research collaboration and assistance they receive from others and disclose all sources of financial support. Sociologists are obligated to adhere to this code and to protect research participants.

REF: pages 54-55 65-67 OBJ: 2.3

**ESSAY SECTION**

1. Discuss why sociological research is necessary to go beyond the limitations of commonsense thought.

REF: pages 34 OBJ: 2.15

The following are suggested areas for students to address in their essays:

Describe what is meant by common sense and point out some of its fallacies

Differentiate between common sense beliefs and scientific reality

Use Durkheim's study of suicide to demonstrate the distinction between common sense beliefs and scientific reality

Provide some of your own examples to illustrate the difference between common sense and reality

2. Explain how sociological research is grounded in the scientific tradition.

REF: pages 36 OBJ: 2.8

The following are suggested areas for students to address in their essays:

Start by pointing out that sociology attempts to debunk fallacies

Differentiate between the normative approach and the empirical approach

Provide an example of the normative approach and the empirical approach

Differentiate between a descriptive study and an explanatory study

Provide an example of a descriptive study and an explanatory study

Differentiate between the deductive approach and the inductive approach

Describe the four steps in the deductive approach

Describe the four steps in the inductive approach

3. Describe the primary differences between quantitative and qualitative research and give examples of each.

REF: pages 37      OBJ: 2.9

The following are suggested areas for students to address in their essays:

Describe the goal of quantitative research and explain why sociologists use this approach

Provide an example of quantitative research

Describe the objective of qualitative research and explain why sociologists use this approach

Provide an example of qualitative research

4. Analyze the six steps of the “Conventional” Research Model. Be sure to include a discussion of the terms hypothesis, variable, sampling, validity, and reliability.

REF: pages 39-41      OBJ: 2.5

The following are suggested areas for students to address in their essays:

Explain what is meant by “conventional”

List the six steps of the “conventional” research model

Define the term “hypothesis” and provide an example

Define the term “variable” and provide an example

Differentiate between an independent variable and a dependent variable

Differentiate between a cross-sectional study and a longitudinal study

Compare random sampling with probability sampling

5. Describe survey research paying special attention to the different types of surveys. Explain the strengths and weaknesses of this type of research method.

REF: pages 44-46      OBJ: 2.2

The following are suggested areas for students to address in their essays:

Define the term survey, questionnaire, and interview

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Describe some of the strengths of survey research

Discuss some of the weaknesses of survey research

6. Describe the components of an experiment and explain how sociologists are able to employ this research method.

REF: pages 52-54 OBJ: 2.13

The following are suggested areas for students to address in their essays:

Define the term “experiment”

Describe the experimental group

Describe the control group

Provide an example of the “cause-and-effect” relationship

Discuss the strengths and weaknesses of an experiment

Provide at least two examples of research studies that lends itself to sociological analysis not provided in the text

7. Summarize the Hawthorne experiments and explain why this research is important.

REF: page 54 OBJ: 2.13

The following are suggested areas for students to address in their essays:

Describe the setting of the Hawthorne experiment

Identify the purpose of the Hawthorne experiment

Define the “Hawthorne Effect”

Discuss the results of the Hawthorne experiment

Encourage students to include any personal experiences regarding the Hawthorne Effect

8. Why is it important to have “ethics” in sociological research?

REF: 54-56 OBJ: 2.3

The following are suggested areas for students to address in their essays:

Identify the association responsible for establishing ethics for sociological research

Explain why it is important to have ethics in sociological research

Describe the four basic standards that sociologists must follow in conducting research

Identify which one of the basic standards is the most important in relation to sociological research

Describe any other ethical principles that should be observed when conducting sociological research

Students should be encouraged to suggest any additions to the ASA Code of Ethics that they believe to be important

9. Take a position regarding the ethical implications of sociologist William Zellner's research on "autocides."

REF: pages 56 OBJ: 2.3

The following are suggested areas for students to address in their essays:

Describe the research that Zellner conducted

Discuss whether or not you believe this research was ethical

10. Take a position regarding the ethical implications of Laud Humphreys' research in "tearooms."

REF: page 56 OBJ: 2.3

The following are suggested areas for students to address in their essays:

Describe the research that Humphrey conducted

Discuss whether or not you believe this research was ethical