



Chapter 2 Exercises

Multiple Choice

- Alexis wants to research the 1960s feminist movement. She reads articles from the time period, watches documentaries and interviews, and reads scholarly journals. What kind of research method is Alexis using?
 - Ethnography
 - Surveys
 - Experiments
 - Secondary data analysis
- Reliability is defined by the text as:
 - How well the study measures what it was designed to measure
 - How long a study is expected to remain relevant and influential
 - How close the study's results come to the experimenter's hypothesis
 - A measure of a study's consistency that considers how likely results are to be replicated if a study is reproduced
- John wants to study whether a larger number of laptops available to students at his school leads to higher grades. Choose the independent and dependent variable.
 - Independent variable: grades; dependent variable: number of laptops
 - Independent variable: John; dependent variable: grades
 - Independent variable: grades; dependent variable: John
 - Independent variable: number of laptops; dependent variable: grades
- Quincia is studying how of the lack of comprehensive sex education is affecting a small, rural town in North Dakota. She spends two months in the town, observing and interviewing the townspeople. Quincia is conducting a(n) _____.
 - ethnography
 - case study
 - experiment
 - secondary data analysis.
- A class of third graders is told that the assistant principal will be visiting their class to confirm their teacher's reports of bad behavior. When the principal visits, the students behave perfectly. This is an example of _____.
 - the authority effect
 - the regressive effect
 - the Hawthorne effect
 - the cognizant effect
- Which of the following is *not* an example of a sociological hypothesis?
 - The more study hall periods students are given during the school day, the worse they perform on their tests.
 - The more clothes Jamilla buys, the less money she has in her bank account.
 - The longer an inmate spends in prison, the more difficult it is for them to adapt to the outside world.
 - The more positive reinforcement a parent gives a child, the better they do in school.
- Kendra is researching the effects of vitamin C on test-taking ability. Before the exam, Kendra gives Group A orange juice and Group B water. Vitamin C is the _____.
 - experimental group
 - control group
 - dependent variable
 - independent variable

8. The term *interpretive framework* can be defined as:
- A basis for which sociologists determine whether their independent and dependent variables reflect the results
 - A sociological research approach that seeks in-depth understanding of a topic or subject through observation or interaction; this approach is not based on hypothesis testing
 - An established scholarly research method that involves asking a question, researching existing sources, forming a hypothesis, designing and conducting a study, and drawing conclusions
 - Specific explanations of abstract concepts that a researcher plans to study
9. Tyson is researching whether actors in popular media negatively impact teenagers' body images. He is going undercover at a local high school to observe and participate to better understand the world students live in. Tyson is conducting which research method?
- Field research
 - Surveys
 - Experiments
 - Secondary data analysis
10. Which of the following is an example of nonreactive research?
- Gathering data from government studies
 - Educating classrooms on the necessity of safe sex
 - Interviewing heroin addicts and providing them with clean needles
 - Volunteering at a local food bank and interacting with homeless people
11. Miguel is doing a research paper on New York City's Stonewall riots of 1969. He visits the scene of the riots, interviews people who were there, reads the police reports of the event, and watches video footage. Miguel is conducting a(n) _____.
- overview
 - case study
 - experiment
 - data analysis
12. Which of the following is not a purpose of the American Sociological Association's code of ethics?
- To guarantee the safety of their participants
 - To maintain value neutrality
 - To ensure the financial gain of the researchers
 - To foster professionally responsible scholarship in sociology
13. The term *value neutrality* is defined by the text as:
- A practice of remaining impartial, without bias or judgment, during the course of a study and in publishing results
 - The study of evolving ethics and morals in relation to sociological research
 - A systematic approach to record and value information gleaned from secondary data as it relates to the study at hand
 - A study's participants being randomly selected to serve as a representation of a larger population
14. Kyle is collecting newspaper clippings from his grandfather about the American public's perception of World War II. This is an example of _____.
- tertiary data
 - interactive data
 - primary data
 - secondary data

15. Which of the following is an example of an unethical sociological research practice?
- Conducting a literature review prior to conducting an experiment
 - Drawing conclusions from a study that the hypothesis did not predict
 - Observing study participants without their consent
 - Using a control group and an experimental group during observation
16. Thomas wants to better understand the trends in literacy rates in Baltimore city over the past fifty years using Baltimore city data. What type of research should Thomas conduct?
- A survey
 - Field research
 - An experiment
 - Secondary data analysis
17. What is the importance of interpretive framework?
- It leads to in-depth knowledge of a participant's social world.
 - It eliminates the need for a literature review.
 - It relies on statistics to determine causal relationships.
 - It prevents researchers from making unethical decisions.
18. Which of the following is not a step in the scientific method?
- Research existing sources
 - Report results
 - Receive corroboration from the field
 - Formulate a hypothesis
19. Kevin conducted a study on whether the length of the line at a local Starbucks affected how much the customers enjoyed their coffee after receiving it. Malcolm conducted the study at his local Starbucks and found the same results. Kevin's study had a high level of ____.
- literacy
 - validity
 - interpretation
 - reliability
20. In order to better understand the sorority pledging process at her university for her sociology thesis, Carmen pledges with a popular sorority. This is an example of ____.
- literature review
 - participant observation
 - secondary data analysis
 - dependent variables

Free Response

21. Write down the first three steps of the scientific method. Think of a broad topic that you are interested in and what would make a good sociological study—for example, ethnic diversity in a college, homecoming rituals, athletic scholarships, or teen driving. Now, take that topic through the first steps of the process. For each step, write a few sentences or a paragraph:
- Ask a question about the topic.
 - Do some research and write down the titles of some articles or books you'd want to read about the topic.
 - Formulate a hypothesis.
22. What type of data do surveys gather? For what topics would surveys be the best research method? What drawbacks might you expect to encounter when using a survey? To explore further, ask a research question and write a hypothesis. Then, create a survey of about six questions relevant to the topic. Provide a rationale for each question. Next, define your population and create a plan for recruiting a random sample and administering the survey.

23. Imagine you are about to do field research in a specific place for a set time. Instead of thinking about the topic of study itself, consider how you, as the researcher, will have to prepare for the study. What personal, social, and physical sacrifices will you have to make? How will you manage your personal belongings? What organizational equipment and systems will you need to collect the data?
24. Create a brief research design about a topic in which you are passionately interested. Write a letter to a philanthropic or grant organization requesting funding for your study. How can you describe the project in a convincing yet realistic and objective way? Explain how the results of your study will be a relevant contribution to the body of sociological work already in existence.
25. Why do you think the ASA crafted such a detailed set of ethical principles? What type of study could put human participants at risk? Think of some examples. Do you think that, in the name of sociology, some researchers might be tempted to cross boundaries that threaten human rights? Why?
26. Would you willingly participate in a sociological study that could potentially put your health and safety at risk but had the potential to help thousands of people? For example, would you participate in a study of a new drug that could cure diabetes or cancer even if it meant great inconvenience and physical discomfort for you or possible permanent damage?