***THINK Sociology*  
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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
   1. Survey research
   2. Field research
   3. Secondary data
   4. an experiment

(answer: d; page 38)

1. Throughout the course of his research investigation, Farzan measured his variables the same way each and every time. This means that Farzan’s research can be trusted or that it is:
   1. Reliable
   2. Valid
   3. Ethical
   4. Objective

(answer: a; page 35)

1. 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.
   1. Longitudinal
   2. Cross-Sectional
   3. Comparative
   4. Experimental

(answer: a; page 35)

1. Samir says that the higher a person’s income, the more likely he/she is to vote in local elections. This statement of how these variables are related is a(n):
   1. Theory
   2. Cohort
   3. Hypothesis
   4. Sample

(answer: c; page 34)

1. 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’s study has:
   1. Causation
   2. Objectivity
   3. Validity
   4. Reliability

(answer: b; page 33)

1. 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, this is:
   1. Correlation
   2. Causation
   3. Reliability
   4. Verstehen

(answer: d; page 33)

1. Michelle is examining the eating habits of college students at the local university. She uses the quantitative data of food sales purchased with a student identification card as well as qualitative data from in-depth interviews with local students. By using multiple approaches Michelle is engaging in:
   1. Objectivity
   2. Triangulation
   3. Correlation
   4. Operationalization

(answer: b; page 44)

1. At the annual meeting of the Canadian Sociological Association, hundreds of sociologists will share the findings of their investigations. The presenters will be discussing:
   1. Reliability
   2. Validity
   3. Social research
   4. Cohorts

(answer: c; page 32)

1. Professor Herchak is researching the study habits of students at the college where he teaches. He hands out a survey to all the students in his introductory sociology class. As such, this is an example of a(n):
   1. Random sample
   2. Sample of convenience
   3. Oversample
   4. Population

(answer: b; page 38)

1. Jessica is interested in the number of females in leadership positions in Fortune 500 companies. Jessica’s research is:
   1. A case study
   2. Qualitative
   3. Ethnographic
   4. Quantitative

(answer: d; page 43)

1. Carlos is studying the relationship between cheating and divorce among married couples. All of the couples have the same household income. As such, income is a(n):
   1. Independent variable
   2. Dependent variable
   3. Control variable
   4. Qualitative variable

(answer: c; page 34)

1. Amina has analyzed the transportation needs of workers living in a low-income section of town. She presents her findings to the Metropolitan Transit Authority. This is an example of:
   1. Triangulation
   2. Needs assessment
   3. Operationalization
   4. Ethnography

(answer: b; page 45)

1. Professor Pettigrew’s class will be conducting social research. Their first step is to:
   1. Review the literature
   2. Develop a hypothesis
   3. Decide on a topic
   4. Collect data

(answer: c; page 34; knowledge)

1. 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?
   1. Participant observation
   2. Case study
   3. Experiment
   4. Survey

(answer: a; page 39)

1. 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. When bars stay open later, people have the opportunity to drink more before driving. As such, the relationship between car accidents and bar hours involves a:
   1. Positive correlation
   2. Negative correlation
   3. Spurious correlation
   4. Reliable correlation

(answer: a; page 34)

1. 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:
   1. Oversampling
   2. Triangulation
   3. Operationalization
   4. Generalization

(answer: d; page 36)

1. Dr. Crumbly measured student success using grade point average (GPA). Because GPA actually measures student success, Mr. Crumbly’s research has:
   1. Reliability
   2. Validity
   3. Ethics
   4. Objectivity

(answer: b; page 35)

1. Bobby wants to ensure that his sample looks like the population that he is studying. Bobby should use:
   1. Oversampling
   2. Triangulation
   3. A random sample
   4. A case study

(answer: c; page 36)

1. Corey wants to survey prisoners about their experience with violence inside the penitentiary. In Corey’s study, prisoners are the:
   1. Population
   2. Independent variable
   3. Dependent variable
   4. Cohort

(answer: a; page 35)

1. Rosa’s research examines the physical fitness behaviour of pregnant women at a single point in time. Rosa’s research is an example of a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ study.
   1. Longitudinal
   2. Cross-sectional
   3. Comparative
   4. Population

(answer: b; page 35)

1. Tawanda just learned that that there are numerous processes used by researchers to find information. Tawanda just learned about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
   1. Ethics
   2. Samples
   3. Research designs
   4. Cohorts

(answer: c; page 35)

1. Jason wants to know if student grades are impacted by being involved in a romantic relationship. In Jason’s study, grades are the:
   1. Independent variable
   2. Dependent variable
   3. Control variable
   4. Spurious variable

(answer: b; page 33)

1. 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:
   1. Sample
   2. Cohort
   3. Theory
   4. Hypothesis

(answer: c; page 34)

1. 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:
   1. Objectivity
   2. Correlation
   3. Research methods
   4. Variables

(answer: c; page 32)

1. 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?
   1. Participant observation
   2. Case study
   3. Ethnography
   4. Triangulation

(answer: b; page 39)

1. Barbara states that the average age of the full-time employees at the University is 33 years. The average is also the:
   1. Mean
   2. Mode
   3. Median
   4. Sample

(answer: a; page 40; knowledge)

1. Muhammad 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.
   1. Positive correlation
   2. Spurious correlation
   3. Negative correlation
   4. Reliable correlation

(answer: c; page 34)

1. 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.
   1. Positive correlation
   2. Negative correlation
   3. Spurious correlation
   4. Unreliable correlation

(answer: c; page 34)

1. The Student Health Care Center is conducting research on the use of prescription medications by 250 students over a period of 4 years. The students used in this longitudinal study are called a(n):
   1. Cohort
   2. Independent variable
   3. Dependent variable
   4. Population

(answer: a; page 35)

1. Okim wants to know about the movie viewing habits of First Nations people. Because First Nations people represent a small proportion of the Canadian population, Okim should take a bigger sample of First Nations people. This means that Okim should use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
   1. Random sampling
   2. Oversampling
   3. Generalization
   4. Triangulation

(answer: b; page 36)

1. 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 :
   1. Selection effects
   2. The Hawthorne effect
   3. Central tendency
   4. Parsimony

(answer: b; page 39)

1. 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?
   1. Ethnography
   2. Participant Observation
   3. Case Study
   4. None of the Above

(answer: a; page 39)

1. Quincy is conducting research on how males and females are portrayed in story books for children. He reads the children stories looking for themes suggesting that females depend on men to care for them and save them. This type of qualitative research is called:
   1. Secondary data
   2. Participant observation
   3. Ethnography
   4. Content

(answer: d; page 43)

1. Takaya is conducting research on the stigma of obesity in Canada. He is currently studying relevant academic articles and information. Takaya is in which stage of social research?
   1. Develop a hypothesis
   2. Review the literature
   3. Collect data
   4. Analyze results

(answer: b; page 34)

1. Naomi wants to study the crime rates in various European countries. Which research method should she use?
   1. Experiment
   2. Field research
   3. Survey
   4. Comparative studies

(answer: d; page 35; challenging)

1. 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 the abstract concepts into something measureable, Lorenzo is involved in:
   1. Operationalizing
   2. Theorizing
   3. Oversampling
   4. Triangulation

(answer: a; page 35)

1. Professor Mercado was awarded a $1,000 grant to study the drinking behaviour of college faculty. Because he has a limited budget, Dr. Mercado is extremely reluctant to use his resources. This unwillingness is an example of:
   1. Oversampling
   2. Triangulation
   3. Central Tendency
   4. Parsimony

(answer: d; page 35)

1. 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:
   1. Population
   2. Parsimony
   3. Variable
   4. Sample

(answer: d; page 35)

1. Dr. Mead studied a random sample of 50 social science students at her college. Her findings can be generalized to which population?
   1. All social science students in Canada
   2. All students at her college
   3. All social science students at her college
   4. All students at any college

(answer: c; page 36; challenging)

1. Norton is conducting research that involves interviewing people about their commuting habits. This is an example of which type of social research method?
   1. Participant observation
   2. Case study
   3. Secondary data
   4. Survey

(answer: d; page 35)

1. Professor Larocque noticed that on the last test she gave, some students had extremely low grades. In this situation, which would be the best measure of central tendency for Professor Larocque to use?
   1. Median
   2. Mode
   3. Mean
   4. Average

(answer: a; page 40; challenging)

1. In Canada, researchers or institutions that receive funding from any of the main federal research funding agencies are obliged to use:
   1. The Tri-Council Policy Statement
   2. The Canadian Ethics Manual
   3. The Research Legitimacy Document
   4. The Federal Research Guide

(answer: a; page 42; knowledge)

1. Ricardo is exploring the academic achievement of children in loving families. Because ‘loving families’ is an abstract idea, it is a:
   1. Variable
   2. Concept
   3. Cohort
   4. Research Design

(answer: b; page 35)

1. Melissa is researching changes in the Canadian crime rate by using data from Statistic Canada. Melissa is using:
   1. Surveys
   2. Field research
   3. Experiments
   4. Secondary data

(answer: d; page 39)

1. Eddie wants to know if participating in sports at school influences the self-esteem of teen-aged girls. In Eddie’s study, participating in sports is the:
   1. Independent variable
   2. Dependent variable
   3. Control variable
   4. Spurious variable

(answer: a; page 33)

1. Who conducted a series of experiments to test a subject’s ability to reject the orders of a perceived superior?
   1. Stanley Milgram
   2. Morris Freilich
   3. Eileen Barker
   4. Steven Stack

(answer: a; page 38; knowledge)

1. 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?
   1. Participant observation
   2. Survey
   3. Experiment
   4. Interviews

(answer: a; page 39; challenging)

1. Panagiotis wants to know if males are more likely than females to skip classes. In this study, which is the independent variable?
   1. Skipping
   2. Sex
   3. Males
   4. Females

(answer: b; page 33; challenging)

1. Nader wants to know if Muslim students study more than students from other religious backgrounds. In this study, which is the dependent variable?
   1. Religion
   2. Muslim
   3. Time spent studying
   4. Other religious backgrounds

(answer: c; page 33; challenging)

1. In 2010, the No. 1 region in the world for cannabis herb seizures was:
   1. North America
   2. South America
   3. Western Europe
   4. North Africa

(answer: a; page 37; knowledge)

**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.

(Synthesis; pages 33-34; challenging)

1. Explain the similarities and differences between causation and correlation. Discuss the 3 types of correlation.

(; page 34)

1. Compare and contrast hypothesis, concept, and theory.

(; page 34-35)

1. Describe the 6 steps of social research.

(Comprehension; pages 34-41)

1. Make a list of concepts and describe how you would operationalize them.

(Application; page 35; challenging)

1. Define field research and discuss the three common methods of field research.

(Comprehension; page 39)

1. Compare and contrast the three measures of central tendency.

(Comprehension; page 40)

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

(; pages 35-38)

1. 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.

(Evaluation; pages 35-39; challenging)

1. Discuss objectivity and verstehen. Describe an example in which a researcher employs these concepts.

(Application; page 33)

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

(Comprehension; page 35)

1. Describe how you would conduct research to study the relationship between country music and suicide.

(Synthesis; page 36; challenging)

1. What research method issues arise when comparing drug-related crime rates from different countries?

(Synthesis; page 37; challenging)

1. Evaluate Stanley Milgram’s obedience study by using the three core principles in research ethics.

(Evaluation; pages 38 & 42; challenging)

1. Discuss the relationship between research methods and the four sociological paradigms.

(; page 44; challenging)

**TRUE/FALSE**

1. Symbolic interactionists prefer qualitative data.

(Comprehension; answer: T; page 44)

1. Reliable means that you’re actually measuring the thing you set out to measure in the first place.

(Comprehension; answer: F; page 35)

1. Dependent variables are kept constant in experiments.

(Comprehension; answer: F; page 34)

1. In most sociological research, ethics is not an important issue.

(answer: F; page 42)

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

(Comprehension; answer: T; page 44)

1. Large samples are always reliable.

(Evaluation; answer: F; page 35)

1. Non-numerical data is qualitative data.

(answer: T; page 43)

1. Participant observation increases the chances of the Hawthorne effect.

(Evaluation; answer: F; page 39)

1. The mean cannot be calculated for qualitative data.

(Comprehension; answer: T; page 40)

1. Correlation proves that one variable causes the other variable.

(Comprehension; answer: F; page 34)

**FILL-IN-THE-BLANK**

1. The process of using multiple approaches to study a phenomenon is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(answer: triangulation; page 44)

1. A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a comprehensive and systematic explanation of events that lead to testable predictors.

(answer: theory; page 34)

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ studies use data from different sources to evaluate them against each other.

(answer: comparative; page 35)

1. Turning abstract ideas into something measureable is called\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(answer: operationalizing; page 35)

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ variables are kept constant in experiments.

(answer: control; page 33)

1. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an investigation of the opinions or experiences of a group of people by asking them questions.

(answer: survey; page 35)

1. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the midpoint in a distribution of numbers.

(answer: median; page 40)

1. In a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ relationship, one condition leads to a certain consequence.

(answer: causal; page 34)

1. The ability to conduct research without allowing personal biases of prejudices to influence you is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(answer: objectivity; page 33)

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ variables are the responses to the manipulated variables.

(answer: dependent; page 33)

1. A group of subjects randomly chosen from a defined population is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(answer: random sample; page 36)

1. Weber’s idea of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ means understanding the meaning of action from the actor’s point of view.

(answer: verstehen; page 33)

1. The mean, mode, and median are measures of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(answer: central tendency; page 40)

1. Data that others have already collected or published is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(answer: secondary data; page 39)

1. The target group from which a researcher wants information is called the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(answer: population; page 35)

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ studies look at one event in a single point in time.

(answer: cross-sectional; page 35)

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are the scientific procedures that sociologists use to conduct research and develop knowledge about a particular topic.

(answer: research methods; page 32)

1. In the relationship between time spent studying and grades, grades are the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ variable.

(Application; answer: dependent; page 33)

1. In the relationship between age and income, age is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ variable.

(answer: independent; page 33)

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an indication that one factor might be the cause for another factor.

(answer: correlation; page 34)

1. Because frequency of church attendance is actually a measure of religiosity, church attendance is a \_\_\_\_\_\_\_\_\_\_\_\_\_ measure of religiosity.

(Application; answer: valid; page 35)

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ variables are deliberately manipulated in experiments.

(answer: independent; page 33)

1. An that studies the needs of a specific group and presents the results in a written statement is a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(Comprehension; answer: needs assessment; page 45)

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ studies include data from cohort observations over time.

(Comprehension; answer: longitudinal; page 33)

1. The average is also called the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(answer: mean; page 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.

(Comprehension; page 33)

1. 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.

(Comprehension; page 34)

1. What is the difference between reliability and validity?

Answer: Reliability means that results are able to be trusted, and validity means that you’re actually measuring the thing you set out to measure in the first place.

(Comprehension; page 35)

1. 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.

(; page 39)

1. What are the three measure of central tendency?

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.

(page 40)

1. 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.

(page 42)

1. 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.

(pages 34-41)