

AP/SOCI 2030 6.0

Sociological Research Methods

Review Questions and Suggested Answers*

***These review questions and suggested answers with reference pages are based on the study questions from the required text (Fundamentals of Social Research, by Earl Babbie and Lucia Benaquisto, Third Canadian Edition, 2014)**

Chapter 1: Human Inquiry and Science

MULTIPLE CHOICE

1. Which view recognizes that scientists are human and, as such, have personal orientations that affect what they observe and how they explain it?
 - a. postmodern
 - b. premodern
 - c. modern
 - d. Ultramodern

Ans. A ref. p. 13

2. Professor Rodgers found that the average level of happiness reported by people under 65 years of age declined from 1957 to 1970. For the same group, the average level of happiness increased slightly from 1971 to 1978. Rodgers also found that the average level of happiness reported by people age 65 and older increased from 1957 to 1978. What is the variable in this study?
 - a. aged 65 and older
 - b. less than age 65
 - c. age
 - d. age 65

Ans. C ref. 16

3. In contrast to knowing things only through agreement, what is considered a key source of knowledge?
 - a. media
 - b. current trends
 - c. personal experience
 - d. historical fact

Ans. C ref. p. 5

4. What does social scientific theory address?
 - a. what should be
 - b. what is and why
 - c. matters of value
 - d. how and where

Ans. B ref. p. 13

5. Which form does a probabilistic explanation take?

- a. x is always y
- b. x is never y
- c. x tends to be y
- d. y is always x

Ans. C ref. p. 7

6. What does the statement “Knowledge for knowledge’s sake” best describe?

- a. pure research
- b. applied research
- c. inductive logic
- d. deductive logic

Ans. A ref. p. 26

7. Which of the following is NOT an aim of social science?

- a. judging social values
- b. predicting social phenomena
- c. understanding social regularities
- d. explaining social regularities

Ans. A ref. p 13-14

8. Which of the following is among the safeguards against error in social research?

- a. making observations less deliberate
- b. replicating under slightly varying circumstances
- c. using only simple measurement devices
- d. avoiding independent replications by other researchers

Ans. B ref. p. 9

9. What is an independent variable?

- a. a theoretical concept
- b. a variable influencing other variables
- c. a variable influenced by other variables
- d. a set of attributes

Ans. B ref. p. 19

10. When describing qualitative and quantitative explanations, what can we conclude?
- Both types of explanations tend to be idiographic.
 - Both types of explanations tend to be nomothetic.
 - Qualitative explanations tend to be idiographic, and quantitative explanations tend to be nomothetic.
 - Qualitative explanations tend to be nomothetic, and quantitative explanations tend to be idiographic.

Ans. C ref. 24-25

11. What statement best describes deductive approaches to social theory and research?
- Deductive begins with big things and moves toward small things.
 - Deductive begins at the bottom and moves toward the top.
 - Deductive begins at a micro level and moves toward a macro level.
 - Deductive begins with theoretical ideas and moves toward observable things.

Ans. D ref. 23-24

12. A social science instructor asks students in an introductory class to complete questionnaires about their drinking behaviours. They are told that the instructor will analyze them and use the data in preparing a journal article for publication. What ethical practice is in question?
- respecting privacy and confidentiality
 - avoiding deception
 - avoiding harm
 - ensuring voluntary participation

Ans. D ref. p. 27

13. "Exposure to classical music increases IQ scores." This hypothesis is an example of what kind of statement?
- nomothetic
 - informal
 - idiographic
 - Causal

Ans. C ref. p. 19-20

14. In order to understand the experiences of first year university students, a researcher developed a large random sample of students to interview. He ensured the sample was representative of the diversity within the general student population. By doing so, what error of inquiry has the researcher managed to avoid?
- a. selective observation
 - b. inaccurate observation
 - c. illogical reasoning
 - d. Overgeneralization

Ans. C ref. p. 9

15. What are the two foundations of science?
- a. theory and logic
 - b. observation and logic
 - c. observation and theory
 - d. logic and experience

Ans. B ref. 6-7

16. Richard examined the following categories of undergraduate students: full-time, part-time, and flex-time. What are these categories known as?
- a. concepts
 - b. variables
 - c. classes
 - d. Attributes

Ans. D ref. p. 16

17. What aspect of science does theory deal with?
- a. observational
 - b. logical
 - c. critical
 - d. Political

Ans. B ref. p. 13

18. To study the implementation of a new educational program, Emily designs an experiment to assess its success. She measures student ability before and after the program, to try to establish whether there has been an increase in ability that can be attributed to the new resource. What type of research has Emily designed?
- a. action research
 - b. social impact assessment research
 - c. evaluation research
 - d. basic research
- Ans. C ref. p. 26**

TRUE/FALSE

1. Theory that is logically inconsistent is acceptable as long as it is empirically accurate. **(Ans. F, ref. p. 14-15)**
2. Idiographic explanations are inductive and nomothetic explanations are deductive. **(Ans. F, ref. p. 23-24)**
3. The misuse of authority refers to experts who discuss their area of expertise in public. **(Ans. F, ref. p. 8)**
4. We can predict without understanding. **(Ans. T, ref. p. 7)**
5. The premodern view assumes that we see things as they really are. **(Ans. T, ref. p. 10)**
6. Science can settle debates about values. **(Ans. F, ref. p. 13)**
7. Ethical rules of social research are simple and absolute. **(Ans. F, ref. p. 26)**
8. Pure research creates knowledge for knowledge's sake. **(Ans. T, ref. p. 26)**
9. Nonscientific concerns shape the activities of social researchers. **(Ans. T, ref. 26)**

SHORT ANSWER QUESTIONS:

1. Discuss how scientific inquiry tries to avoid the common pitfalls that produce error in nonscientific inquiry.
2. Discuss how the scientific method is an approach to correct inaccuracies of ordinary human inquiry.

3. Compare and contrast the three views of reality that provide the philosophical backdrop for the discussion of science.
4. List five sociological variables and their attributes.
5. Explain what is meant by the statement “Tradition and authority are the two-edged swords in the search for knowledge about the world.”

Chapter 2: Paradigm, Theory and Research

MULTIPLE CHOICE

1. Which of the following is NOT a function of theory for research?
- Theory helps us avoid being taken in by flukes.
 - Theory helps us to analyze our raw data.
 - Theory helps us to make sense out of observed patterns.
 - Theory shapes and directs research efforts.

B Ref. p. 31

2. Which term refers to a model or scheme for helping people organize and interpret the world?
- paradigm
 - concept
 - hypothesis
 - Law

A Ref. p. 32

3. Which of the following topics would a macrotheorist be more likely to study than a microtheorist?
- the effects of judges' instructions on jury deliberations
 - the relationships between government, family, and the economy
 - dating behaviours
 - student–faculty interactions

B Ref. p. 33

4. In a study of women, the following notation was used:

$$Y = f(X)$$

where Y represented fertility plans, and
 X represented occupational plans.

What does this notation state?

- Fertility plans are a function of occupational plans.
 - Occupational plans are a function of fertility plans.
 - Gender impacts fertility plans.
 - Occupational plans are affected by gender.
- A Ref. p. 44-45**

5. Which best describes the grounded theory method?
- a. It is a method based on quantitative data.
 - b. It is a deductive method of theory construction.
 - c. It requires the researcher to construct theory by observing aspects of social life.
 - d. It is a process of testing theory.

C Ref. p. 54

6. Professor May wants to learn how grandparents define their role when they become the guardians of their grandchildren. May asks grandparents questions like “How did you come to have custody of your grandchild?” and “Do you feel more like a parent or a grandparent?” Which paradigm is May probably using?
- a. ethnomethodology
 - b. life cycle paradigm
 - c. structural functionalism
 - d. symbolic interactionism

D Ref. p. 35-36

7. The original source of Minamata disease, which produces severe nervous disorders and birth defects, was traced to the Chisso Chemical Company’s dumping of mercury into a bay where Japanese villagers fished. The villagers of Minamata, the village in which the company was located, refused to become involved in lawsuits against the chemical company for many years. However, the residents of Niigata, a fishing village 65 kilometres up the river from the factory, filed lawsuits against the chemical company. Which of the following uses the conflict paradigm to explain the differences in behaviour related to lawsuits in the two villages?
- a. The Minamata victims were less likely to be tied socially, economically, and physically to the company than were the Niigata victims.
 - b. The Japanese culture frowns on lawsuits.
 - c. The chemical company controlled more of the village resources in Minamata than in Niigata.
 - d. People in Niigata are more aggressive than people in Minamata.

C Ref. p. 34-35

8. Jeremy attended a chamber music concert. During one of the movements he jumped up and yelled, "Way to go violin!" Later he screamed, "Come on cello!" What type of social scientific paradigm was Jeremy probably using to do his research?
- a. symbolic interactionist
 - b. structural functionalist
 - c. Conflict
 - d. Ethnomethodologist **D. Ref. p. 36**

9. Which of the following statements is true of social science?

- a. The logical integrity of a theory demonstrates its correctness.
- b. If a theory is logically correct it need NOT be empirically correct.
- c. The collection of empirical facts provides understanding.
- d. Logical integrity and empirical verification are essential to scientific inquiry.

D Ref. p. 54

10. Theory directly relates to which type of questions?

- a. Who?
- b. What?
- c. When?
- d. Why?

D Ref. p. 32

11. What would symbolic interactionists believe about masculinity and femininity?

- a. They are reversible.
- b. They are directed by religion.
- c. They are part of a gendered order.
- d. They are negotiable.

D Ref. p. 35-36

12. One technique ethnomethodologists use is to *break the rules* to violate people's expectations. What concern may arise from such behaviour?
- Will the researchers put themselves in jeopardy?
 - How will we quantify people's reactions?
 - Is engaging in such experiments ethical?
 - What practical concerns are being ignored?

C Ref. p. 36

13. Which of the following research questions investigates topics at the "most macrolevel" of analysis?
- How do activists use their experiences with police brutality and repression to construct a meaningful understanding of such situations?
 - Are periods of unemployment in social democratic states shorter than in more liberal states?
 - Is lower socioeconomic status associated with higher incidence of negative health outcomes?
 - Does interpersonal conflict in marriages contribute to later adult anxiety among the couples' children?

B Ref. p. 33

14. Who created the theory of the looking-glass self?
- Comte
 - Durkheim
 - Goffman
 - Cooley

D Ref. p. 35

15. Which approach is described as studying what underlies dominant assumptions and conventions?
- critical theory
 - postmodernism
 - rationalism
 - symbolic interactionism

B Ref. 41

16. Which method of data collection would be most appropriate to use when applying an inductive, grounded-theory approach to theory development?
- a. survey research
 - b. experimental research
 - c. field research
 - d. focus group research **C Ref. p. 53**
17. What was the purpose of the “Asch Experiment”?
- a. to discover what caused the differing levels of church involvement in the U.S.A.
 - b. to understand how people internalize the idea of distributive justice
 - c. to see if employment discrimination exists in Canada
 - d. to show that we can rationally understand and predict even nonrational human behavior **D Ref. p. 39-40**
18. Which of these describes Comte’s postulated third stage of history?
- a. when knowledge is based on observations through the five sense rather than on belief and logic alone
 - b. when is replaced with philosophical ideas such as “nature”
 - c. when religious paradigms predominate in explanations
 - d. when society could never be studied scientifically
- A Ref. p. 34**
19. What variable would a conflict theorist have NO interest in studying?
- a. class
 - b. gender
 - c. ethnic struggles
 - d. social reality **D Ref. p. 35**
20. Some believe that the ideal of objectivity conceals as much as it reveals. What expectation that is key to responsible research is therefore being ignored?
- a. dual irony
 - b. preparedness
 - c. causality
 - d. Transparency **D Ref. p. 41**

TRUE/FALSE

1. Social scientists generally believe that the succession from one paradigm to another represents progress from a false view to a true one. **F Ref. p. 33**
2. The idea that knowledge is based on observations made through the five senses rather than on beauty is called positivism. **T Ref. p. 34**
3. Sophisticated positivists assume that humans will always act rationally. **F Ref. p. 39**
4. The traditional model of science uses inductive logic. **F Ref. p. 42-43**
5. Theories must always shape and direct research efforts. **F Ref. P. 31**
6. While our subjectivity is individual, our search for objectivity is social. **T Ref. p. 40**
7. All research is tightly linked to theory. **F Ref. p. 32**
8. A single voice that should be known represents the feminist paradigm. **F Ref. p. 39**
9. A researcher must always begin with a hypothesis in order to properly apply the Wallace model of the research process. **F Ref. p. 50**
10. The three key variables in Henry and Ginzberg's research were employment, discrimination, and race. **T Ref. p. 45**

SHORT ANSWER QUESTIONS

1. How are theory and research linked? Give examples.
2. Briefly explain and give an example of a topic that a researcher might study when using each of the following: conflict paradigm, symbolic interactionism, ethnomethodology, structural functionalism, and the feminist paradigm.
3. Propose a research topic. Outline how you would study it by referring to the three main elements in the traditional model of science—theory, operationalization, and observation.
4. What is “positivism”? Define how this view sees the study of social sciences. How has it been recently challenged?

Chapter 3: Ethical Issues for Social Researchers

MULTIPLE CHOICE

1. Which scenario would research ethics boards (REBs) be LEAST concerned about?
 - a. the impact that reliving traumatizing events may have on war veterans when they are interviewed
 - b. the use of deception in gaining access to the “squeegee” community in downtown Toronto
 - c. the legal consequences that a study on assisted suicide may bring to research subjects
 - d. the amount of funding that a graduate student has obtained to carry out research on human subjects in Peru

Ans. D (Ref. p. 64)

2. Suppose that a researcher can identify a subject’s responses but promises NOT to do so publicly. What ethical guarantee does this give the subject?
 - a. anonymity
 - b. full disclosure
 - c. confidentiality
 - d. Sensitivity

Ans. C (Ref. p. 72)

3. What ethical issue does debriefing subjects help deal with?
 - a. obtaining full and informed consent before a study begins
 - b. avoiding the use of deceit when studying humans
 - c. targeting vulnerable populations
 - d. avoiding legal harm to participants

Ans. B (Ref. p. 75)

4. How was deception used in the Milgram experiment?
- a. Teachers were NOT told that they were part of an experiment.
 - b. Electric shocks were NOT being administered to individuals.
 - c. Learners were NOT told that they were, in fact, receiving the experimental stimulus.
 - d. Researchers were NOT told who was the learner and who was the teacher.

Ans. B (Ref. p. 78)

5. According to the Tri-Council Policy Statement on Ethical Conduct for Research Involving Humans, what are the three core principles of modern research ethics?
- a. respect for persons, reducing harm, and informed consent
 - b. respect for human dignity, maximizing benefits, and reducing harm
 - c. respect for persons, concern for welfare, and justice
 - d. respect for persons, concern for welfare, and informed consent

Ans. C (Ref. p. 65-67)

6. What is an important ethical disadvantage of deceiving participants?
- a. It can damage the professional reputation of the researcher and their discipline.
 - b. It means that records of personal data about the participants cannot be anonymized.
 - c. It makes it more difficult to gain access to deviant or hidden populations.
 - d. It requires debriefing to correct any problems that occurred as a result of the deception.

Ans. A (Ref. p. 75)

7. What is NOT a type of disclosure?
- a. identity disclosure
 - b. residual disclosure
 - c. attribute disclosure
 - d. personal disclosure

Ans. D (Ref. p. 68)

8. Russel Ogden faced challenges when researching assisted death among people with HIV/AIDS. What do these challenges illustrate?
- a. failing to protect research subjects from harm
 - b. the unprotected guarantee of confidentiality
 - c. the legal guarantee of privileged communication between researcher and subject
 - d. how a university best protects the rights of academic freedom and research

Ans. C (Ref. p. 72)

9. There is an expectation of transparency in the work that researchers do. How does this concept relate to the analysis and reporting phase of the research process?
- a. Researcher reveal sources.
 - b. Researchers publish results.
 - c. Researchers plan and organize.
 - d. Researchers admit mistakes. **Ans. D (Ref. 76)**

10. What ethical concern is NOT discussed in relation to Humphreys's *Tearoom Trade* study?
- a. invasion of privacy
 - b. compromised confidentiality
 - c. risk of harm
 - d. lack of consent

Ans. B (Ref. 77)

11. Many of the subjects in Milgram's research on obedience experienced an unexpected degree of stress. How did Milgram justify this?
- a. The acute stress that they felt was only temporary.
 - b. There was no need to debrief the subjects because they saw the value of their contribution.
 - c. The majority of subjects reported that they were glad to have been in the experiment.
 - d. Psychological stress and pain are secondary to physical pain felt by subjects in other studies.

Ans. C (Ref. 78-79)

12. What is the main ethical issue in the Tuskegee syphilis study?

- a. no harm to participants
- b. confidentiality
- c. analysis and reporting
- d. Anonymity

Ans. A (Ref. p. 62)

13. What is the main ethical issue in the experiments that were conducted on Canadian prisoners?

- a. anonymity
- b. confidentiality
- c. voluntary participation
- d. analysis and reporting

Ans. C (Ref. 63)

14. What scientific norm is threatened by the expectation of voluntary participation?

- a. reliability
- b. repeatability
- c. generalizability
- d. Validity

Ans. C (Ref. p. 70)

15. After the implementation of the Tri-Council Policy Statement (TCPS) on ethical conduct for research involving humans, it was acknowledged that there needed to be recognition of different contexts. As a result, what was the focus of a major revision in TCPS 2?

- a. quantitative research
- b. inductive research
- c. deductive research
- d. qualitative research

Ans. D (Ref. p. 67)

16. Some topics of research provoke more attention to ethical concerns than do others. Despite researchers' best efforts; there are certain things that are out of their control that must be incorporated into an ethical research design. In this respect, what did Stephen Baron's research on homeless Canadian skinhead youths illustrate?
- Some vulnerable populations may be unwilling to participate.
 - The research reported can have unintended consequences.
 - Physical characteristics of the researcher must be considered in the data collection process.
 - The questions asked in the data collection process may not be well understood.

Ans. C (Ref. p. 76)

17. Why is there a need for review committees to independently evaluate the treatment of human subjects for research proposals?
- It protects the researcher from legal jeopardy.
 - It can reveal ethical issues overlooked by the most scrupulous of researchers.
 - It protects the research institution from legal jeopardy.
 - It can reveal methodological issues overlooked in the research design.

Ans. B (Ref. p. 71)

TRUE/FALSE

- Concerns about ethical standards for research involving human subjects have been present in North America since the beginning of the 20th century. **Ans. F (Ref. p. 64)**
- The main goal behind the Tri-Council Working Group was to create a joint policy concerning ethical standards for research involving human and animal subjects. **Ans. F (Ref. p. 64)**
- In common usage, *ethics* is typically associated with morality, and matters involving right and wrong. **Ans. T (Ref. p. 69)**
- A respondent is guaranteed anonymity when the researcher can identify a given person's responses but essentially promises NOT to do so publicly. **Ans. F (Ref. p. 71)**
- With the adoption of many professional codes of conduct and other guidelines, ethical issues in research have been finally resolved. **Ans. F (Ref. p. 77)**
- Ethical guidelines involve standard solutions to standard problems. **Ans. F (Ref. p. 69)**
- Morality and ethics are a matter of agreement. **Ans. T (Ref. p. 69)**

8. Removing identifying information from your data to protect confidentiality raises questions about validity. **Ans. T (Ref. p. 74)**
9. Scientific inquiry is always rigorously planned and organized. **Ans. F (Ref. p. 76)**
10. Ethical considerations are of most concern during research design inception. **Ans. F (Ref. 79)**

SHORT ANSWER QUESTIONS:

1. You are interested in studying the relational dynamics that take place in psychiatric hospitals and the types of norms that dominate the interactions between those who staff these institutions and the mentally ill patients. In order to carry out your study, you decide to apply for a janitorial position at St. Patrick's Mental Clinic. However, to raise as little suspicion as possible, you remove your educational and professional qualifications from your CV, leaving only the high school from which you graduated, as well as the jobs you had during the summers before you began college.

What ethical concern(s) does your research project raise? What steps would you likely take at the end of your research to address the ethical issue(s) that concerned you?

2. Identify the ethical issues raised in Humphreys's study of homosexual behaviour. What ethical principles are most likely to be violated when you conduct a covert study on adults? Include examples in your answer.
3. The Research Ethics Review Board at ABC University has received a research proposal for a study that will try to replicate the early 1960s study on obedience to authority conducted by Stanley Milgram. As a committee member of the Review Board, critically assess and evaluate the ethics of this proposed experiment.

Chapter 4: Research Design and Causation

MULTIPLE CHOICE

1. Suppose a researcher wanted to know why there was a considerable decrease in the number of home invasions in the city of North Bay during 2012. What type of study would the researcher design?
 - a. A descriptive study
 - b. an explanatory study
 - c. an exploratory study
 - d. a panel study

Ans. B, ref. p. 88-89

2. Which of the following hypotheses best fits the criteria of causality?
 - a. Males have higher suicide rates than females.
 - b. As income increases, age tends to increase.
 - c. As education increases, income tends to increase.
 - d. As education increases, income tends to increase even after controlling for gender and race.

Ans. D, ref. p. 91-93

3. What can a researcher conclude if it is established that variable X comes before variable Q in time?
 - a. that variable X is a cause of variable Q
 - b. that variable X is NOT a cause of variable Q
 - c. that variable Q is a cause of variable X
 - d. that variable Q is NOT a cause of variable X

Ans. D, ref. p. 92

4. What is the term that describes a case in which one variable seems to cause another, yet the relationship between the two makes no sense?
- a. nonspurious relationship
 - b. spurious relationship
 - c. nomothetic relationship
 - d. correlational relationship

Ans. C, ref. p. 92

5. There is a strong correlation between the number of firefighters that show up at a fire and the amount of damage produced by the fire. The size of the fire influences both the number of firefighters and the amount of damage. What does this illustrate about the relationship between the number of firefighters and the amount of damage?
- a. It is caused by a third factor.
 - b. It is causal.
 - c. It is NOT correlational.
 - d. It is a real relationship.

Ans. A ref. p. 92

6. Dr. Jones is faced with the question of from whom or from what will the information in his medical research project be gathered. At what stage of the research design project has Dr. Jones found himself?
- a. purpose of research
 - b. units of analysis
 - c. motivations for research
 - d. time dimension

Ans. B, ref. 95-101

7. Jacob is at the final stage of his research project on famine. Which stage has Jacob reached?
- a. analysis
 - b. operationalization
 - c. data processing
 - d. Application

Ans. D, ref. p. 116

8. The topic of surrogate mothers interested Professor Snyder. Professor Snyder read the available materials on the topic and wanted to develop an age, education, and income profile of women who serve as surrogate mothers in Canada. In order to develop this profile, what type of study should Snyder undertake?
- a. a trend study
 - b. a descriptive study
 - c. an explanatory study
 - d. a panel study

Ans. B, ref. p. 88

9. Professor Dooley examined the literature on AIDS and could find nothing that examined children's attitudes toward parents and friends with AIDS. What type of study should Dooley develop to further examine this topic?
- a. a panel study
 - b. a descriptive study
 - c. an exploratory study
 - d. an explanatory study

Ans. C, ref. p. 87-88

10. A researcher examined newspaper editorials from major Canadian cities that dealt with the topic of university grade inflation. What was the unit of analysis?
- a. grade inflation
 - b. the major cities
 - c. the newspapers
 - d. the newspaper editorials

Ans. D, ref. p. 95-101

11. Professor Root was studying the arrest rates for drunken driving in urban and rural areas of Ontario. He found that the arrest rate was higher in the rural areas. Professor Root concluded that people who live in rural areas are more likely to drive while intoxicated than are people who live in urban areas. What does Root's conclusion illustrate?
- a. the ecological fallacy
 - b. the individualistic fallacy
 - c. good deductive reasoning
 - d. the importance of trend studies

Ans. A, ref. p. 101-103

12. What unit of analysis would a researcher use to conduct a study of women's attitudes toward abortion?
- a. the individual
 - b. attitudes
 - c. each abortion
 - d. the women's attitudes

Ans. A, ref. p. 95-101

13. Jasmine is confused by a report that claims that women are more likely to vote for Liberals than men. She is confused because her best friend, Selena, always votes Conservative. Which false criteria for nomothetic causality is Jasmine guilty of using?
- a. units of analysis
 - b. majority of cases
 - c. exceptional cases
 - d. complete causation

Ans. C, ref. p. 93

14. What type of design is a single Canadian census?
- a. a cross-sectional study
 - b. a panel study
 - c. a time series study
 - d. a trend study

Ans. A, ref. p. 103

15. Which of the following designs uncovers only net changes?
cohort and trend studies
- a.
 - b. trend and panel studies
 - c. cohort and panel studies
 - d. cohort and cross-sectional studies

Ans. Ans. A, p. 107

16. Researcher John collects data from town hall records on the number of students in local schools and the average test performance of students in these schools. He wants to determine if there is a relationship between school size and average test performance at the school. What is John's unit of observation?
- a. groups
 - b. social artifacts
 - c. organizations
 - d. Individuals

Ans. B, ref. p. 95-101

17. Rosemary is conducting a study in which she intends to follow a random selection of teens over a five-year period. Each year she will randomly sample 300 individuals from a total of 25 high schools. What form of research is she performing?
- a. cohort study
 - b. panel study
 - c. trend study
 - d. cross-sectional study

Ans. A, ref. p. 105-106

18. What kind of relationship is the positive relationship between shoe size and IQ?
- a. causal
 - b. negative
 - c. spurious
 - d. non-spurious

Ans. C, ref. p. 92

19. Dr. Rafael has decided to further refine his research findings. He has chosen the smaller group that has been selected from a larger one for closer study. Which term describes the smaller research group?
- population
 - Party
 - Sample
 - Subset

Ans. C, ref. p. 114

20. In which step of a research study are data actually collected?
- observation
 - sampling
 - processing
 - Analysis

Ans. A, ref. p. 115

TRUE/FALSE

- If two variables are correlated with each other, there must be a causal relationship between them. **(Ans. F, ref. p. 91-92)**
- Social scientists perhaps most typically choose individuals as their units of analysis. **(Ans. T, ref. p. 95)**
- Research designs are descriptive, explanatory, or exploratory—never more than one. **(Ans. F, ref. p. 89).**
- A research proposal describes what you intend to accomplish and how. **(Ans. T, ref. p. 117-118)**
- Answers to researchers' questions about experiences or events that happened a long time ago yield information that is sometimes called "retrospective data." **(Ans. T, ref. p. 109)**

Short Answer Questions

- What are the two models of explanation? How do they differ from each other? Give examples to support your answer.
- What is the difference between a necessary and a sufficient cause? Give an example of each.

3. Discuss why the time element is important in research designs. Describe designs that make different use of the time element. Give examples of research studies employing the different designs.
4. Identify and give an example of any of the four units of analysis. Illustrate the ecological fallacy using your examples.
5. Given the downturn of the economy and the difficult financial times in which we are living and will continue to experience for the next few years, Professor Hirsh thought this will be a perfect time to trace the impact of economic recessions on the professional opportunities of those entering the labour force for the first time. He is interested in providing an aggregate picture of the labour participation and the employment opportunities available to those who are beginning to look for work in Canada. Since he predicts that the recession might last for almost a decade, he will likely be able to make his observations over an extended period of time.

What time dimension design would you recommend to Professor Hirsh in order to document the effects of the economic decline on labour force participation? What would be the characteristics of his sample, and when would he observe it?

Chapter 5: Conceptualization, Operationalization, Measurement

MULTIPLE CHOICE

1. Which sequence illustrates the progression of measurement steps?
 - a. conceptualization, nominal definition, operational definition, and measurements in the real world
 - b. nominal definition, conceptualization, operational definition, and measurements in the real world
 - c. operational definition, conceptualization, nominal definition, and measurements in the real world
 - d. nominal definition, operationalization, conceptualization, and measurements in the real world
 - e. conceptualization, operationalization, nominal definition, and measurements in the real world

ANS: A

REF: 131

2. Which term is used to explain the observation that acts as a bridge between what researchers can measure and what they cannot measure?
 - a. an indicator
 - b. a concept
 - c. a direct observable
 - d. an indirect observable

ANS: A

REF: p. 127

3. For her most current research on euthanasia, Instructor Jones decided to use the device that provides the most appropriate way to understand the data. Which device did Instructor Jones use?
 - a. construct validity
 - b. a scale
 - c. an index
 - d. a typology

ANS: D

REF: p. 153-154

4. Professor Spence decided to define socioeconomic status as a combination of income and education. She then determined the questions to be asked in a survey and the categories of responses. Which type(s) of definitions was/were Professor Spence assigning to socioeconomic status?
- a. a nominal definition only
 - b. an operational and a real definition
 - c. a real definition only
 - d. a nominal and an operational definition

ANS: D **REF: p. 131**

5. Why would most social scientists refuse to accept the conceptualization of IQ as foot size?
- a. because such a measurement would lack precision
 - b. because such a measurement would lack reliability
 - c. because such a measurement would lack accuracy
 - d. because such a measurement would lack validity

ANS: D **REF: p. 147-150**

6. Professor Oldman created a questionnaire containing the items *height* and *weight*, and each was followed by a blank space. The questionnaire instructed respondents to enter their current height and weight in the appropriate spaces. In observing the respondents' answers to these questions, what is Professor Oldman measuring?
- a. direct observables
 - b. indirect observables
 - c. constructs
 - d. a nominal variable

ANS: B **REF: p. 126**

7. How do social researchers explain the concept of a nominal definition?

- a. as a statement of the essential nature of some entity
- b. as a statement detailing what will be involved in measuring some entity
- c. as a statement that allows us to observe some entity
- d. as a statement that assigns a definition to a concept

ANS: D

REF: p. 130

8. You are measuring how people feel about proposed income tax hikes, but you really want to know how well informed they are on the proposal. How do you solve this operationalization problem?

- a. by using single or multiple indicators
- b. by determining how observations are going to be made
- c. by explaining the specific dimensions of the variable to be studied
- d. by defining the relevant range of variations

ANS: C

REF: p. 128, 137

9. Professor Tyler wrote a proposal to study the impact of authoritarianism on child rearing practices. She began her research by reviewing the meaning of authoritarianism in the sociological and psychological literature. Based on this review, she formulated her own definition of authoritarianism. What does this process illustrate?

- a. operationalization
- b. the interchangeability of indicators
- c. conceptualization
- d. validity assessment

ANS: C

REF: p. 127

10. Which type of variable is *employment*?

- a. a ratio variable
- b. an interval variable
- c. an ordinal variable
- d. a nominal variable

ANS: D

REF: p. 138

11. Professor Tilton measured the variable *feelings toward women in combat* with the categories strongly agree, agree, indifferent, disagree, and strongly disagree. Which level of measurement was Professor Tilton using?

- a. nominal level
- b. interval level
- c. ratio level
- d. ordinal level

ANS: D

REF: p. 138-139

12. What is the lowest level of measurement in which there is an exact difference between attribute values?

- a. nominal level
- b. interval level
- c. ratio level
- d. ordinal level

ANS: B

REF: p. 139

13. Researchers sometimes fall into the trap of believing that terms have real meanings. When this occurs, what phrase describes the inaccurate thought process of the researcher?

- a. using reification
- b. using measurements that lack reliability
- c. using measurements that lack validity
- d. confusing reliability with validity

ANS: A

REF: p. 127

14. Dr. Hannah is writing his thesis research project on the topic of generosity. In order to produce accurate research, he must further identify generosity in terms of benevolence, hospitality, and unselfishness. Which aspect of a concept is Dr. Hannah using?

- a. reification
- b. dimension
- c. indicator
- d. specification

ANS: B

REF: p. 128

15. How did Abraham Kaplan define a direct observable?
- as something someone can see and feel directly
 - as something an individual can simply feel
 - as something an individual can measure directly
 - as something an individual can see simply and directly

ANS: D

REF: p. 126

TRUE/FALSE

1. Both scales and indexes are ordinal examples of variables.

ANS: T

REF: p. 151

2. Validity refers to the link between the operational and conceptual definitions.

ANS: T

REF: p. 147-148

3. *Precision* and *accuracy* are synonyms.

ANS: F

REF: p. 144

4. It is impossible to have several indicators of only one concept.

ANS: F

REF: p. 127-128

5. Changing definitions almost inevitably results in different descriptive conclusions.

ANS: T

PTS: 1

REF: p. 135

SHORT ANSWER QUESTIONS:

1. Select one of the following concepts. How would you conceptualize it? What indicators would you use to measure the concept? Are there dimensions to the concept?

- alienation
- poverty
- modernization
- child abuse

Suggested ANS:

Answers may vary. For example, let's choose child abuse. One possible answer is that child abuse refers to the mistreatment of a minor by his/her parent or guardian. Dimensions of child abuse include physical abuse, emotional abuse, and psychological abuse. Indicators might include:

1. Have you ever been slapped by a parent? (Yes/No);
 2. Have you ever been beaten by a parent with a whip or belt? (Yes/No);
 3. Have you ever been told that you were stupid by your mother/father? (Yes/No), etc.
2. According to Abraham Kaplan (1964), there are three classes of items/things that scientists measure. List and describe these three classes of items/things.

The three classes of items/things are:

1. direct observables (those things we can observe rather simply and directly, like the colour of an apple or the check mark made in a questionnaire);
 2. indirect observables (requires "relatively more subtle, complex, or indirect observations," such as a person's check mark beside female in a questionnaire and have indirectly observed that person's gender); and
 3. constructs (theoretical creations that are based on observations but they cannot be observed directly or indirectly, such as IQ).
3. How would you measure family size at the nominal, ordinal, and ratio levels?

Suggested ANS:

Nominal:

- 1) Are there other people (besides you) in your immediate family? (Yes/No); or
- 2) Do you have any brothers? (Yes/No)

Ordinal:

- 1) How many people (excluding yourself) are in your immediate (nuclear, family of orientation)?
- 2) Use attributes of (less than 3), (3–6), and (more than 6), or small, medium, and large

Ratio:

- 1) How many people (excluding yourself) are in your immediate (nuclear, family of orientation)? (0, 1, 2, 3, 4, 5, 6, ...)

4. Consider the topic of ethics in social research. Explain, in your opinion, why ethical considerations are so important in social research.

Suggested ANS:

Answers will vary. Students should mention that ethics are an evolving field, and are very individualized. However, there are trade-offs that must be made between choosing the “better” measure and choosing the more ethical measure. Many of the topics studied in social science research are considered to be sensitive, and could cause pain or trauma to respondents. Also, the validity and reliability of a measure must be weighed against the potential harm, inconvenience, and intrusion these measures might have on those whom they wish to study.

Chapter 6: Sampling

MULTIPLE CHOICE

1. Which statement best describes nonprobability sampling?
- It always produces samples that have distorted characteristics relative to the population.
 - It denies the researcher the use of statistical theory to estimate the probability of correct inferences.
 - It requires the use of sampling frames.
 - It includes stratified sampling.

ANS: B **REF: p. 163 - 166**

2. In general, what occurs as sample size increases?
- the standard error increases in size
 - the standard error decreases in size
 - the standard error remains the same regardless of changes in sample size
 - the standard error is a constant

ANS: B **REF: p. 177**

3. What happens when a researcher draws a judgmental sample?
- It allows researchers to use their prior knowledge about the topic.
 - It enlists the aid of uninformed respondents.
 - It results in a sample that has no researcher bias.
 - It ensures a representative sample.

ANS: A **REF: p. 163**

4. Which term refers to the unit about which information is collected and which provides the basis of analysis?
- a universe
 - a population
 - an element
 - a sampling frame

ANS: C **REF: p. 169**

5. Through a review of records, Shania was able to determine that the mean age of the population she was studying was 26.7 years. What type of description is this?
- a. a statistic
 - b. an inference
 - c. a parameter
 - d. a variable

ANS: C **REF: p. 171**

6. Dr. Smith instructs his graduate students to put together a sample for an upcoming research study of high school students. He asks the graduate students to stand outside the student union hall to solicit participants and find 50 students from each of grades 9 through 12. What sort of sampling method is being used?
- a. simple random sampling
 - b. quota sampling
 - c. cluster sampling
 - d. stratified sampling

ANS: B **REF: p. 165**

7. A researcher discovers that 10 percent of the households in a particular city are headed by a single person and that 90 percent of the families are husband–wife families. The researcher sends out interviewers and tells them to conduct 80 interviews, 10 percent of which should be with families that are headed by a single person, and 90 percent of which should be with husband–wife families. What type of strategy is the researcher using?

- a. simple random sampling
- b. quota sampling
- c. cluster sampling
- d. systematic sampling

ANS: B **REF: p. 165-166**

8. Refer to the above, what would be an appropriate strategy to use if the researcher wanted to do probability sampling?
- a. simple random sampling
 - b. quota sampling
 - c. cluster sampling
 - d. stratified sampling

ANS: D **REF: p. 185-187**

9. What type of sampling should be used to obtain the same size sample from strata of varying sizes?
- a. simple random sampling
 - b. systematic sampling
 - c. proportionate sampling
 - d. disproportionate sampling

ANS: D **REF: p. 192-194**

10. What is a study population?
- a. the theoretical and hypothetical aggregation of all elements as defined for a given survey
 - b. the theoretical specified aggregation of survey elements
 - c. that aggregation of elements from which the sample is actually selected
 - d. that aggregation of elements considered for selection in some stage of sampling

ANS: C **REF: p. 170**

11. Which type of sampling chooses every k th element in a list?
- a. simple random sampling
 - b. systematic sampling
 - c. disproportionate sampling
 - d. cluster sampling

ANS: B **REF: p. 182**

Smith took a random start between 1 and 20 and then took every 20th element from the sampling frame. Smith learned that 40 percent of the sample believed the company's president was doing a good job.

12. The calculated standard error of the above was 3 percent. What does this mean?

- a. Between 37 percent and 43 percent of the employees believe the president is doing a good job.
- b. Researchers are 95 percent certain that between 37 percent and 43 percent of the employees believe the president is doing a good job.
- c. Researchers are 68 percent certain that between 37 percent and 43 percent of the employees believe the president is doing a good job.
- d. Researchers are 99 percent certain that between 37 percent and 43 percent of the employees believe the president is doing a good job.

ANS: C **REF: p. 177-178**

13. Refer to the above, what is the sampling scheme used in this research study?

- a. systematic
- b. stratified
- c. simple random
- d. quota

ANS: A **REF: p. 182**

14. A researcher uses a list of registered voters as a sampling frame, and selects every 5th person on the randomized list. What kind of sampling is he using?

- a. stratified
- b. simple random
- c. systematic
- d. multistage cluster

ANS: C **REF: p. 182**

15. You are conducting a research study about how well federal prisons are operating. Besides the current inmates themselves, who would be the most appropriate informant?

- a. the spouse of an inmate
 - b. the federal justice minister
 - c. a recently released prisoner
 - d. the prison's warden
- ANS: C** **REF: p. 166**

16. Why are probability samples an advantage for the researcher?
- a. The method used to select them is random and provides no bias for the sample
 - b. Random selection provides no bias, and therefore the accuracy or representativeness is not a concern to the researcher
 - c. The method used to select them limits conscious and unconscious sampling bias and the accuracy or representativeness of the sample can be estimated
 - d. They are all perfectly representative of the population from which they are drawn

ANS: C **REF: p. 167-179**

17. What tool does a social researcher use to establish quota sampling?
- a. a typology
 - b. a matrix
 - c. an index
 - d. a scale

ANS: B **REF: p. 165**

18. Dr. Massri wants to complete a research study on the political affiliations of his fellow citizens in Egypt. Which type of sampling would give Dr. Massri the most appropriate results, especially since Dr. Massri is Egyptian?
- a. quota sampling
 - b. non-probability sampling
 - c. snowball sampling
 - d. purposive sampling

ANS: D **REF: p. 163**

19. What are the two basic steps required in multistage cluster sampling?
- a. sample selection and recording
 - b. compiling and choosing
 - c. listing and sampling
 - d. designing and sampling

ANS: C **REF: p. 189**

20. The Conservative Party of Canada is establishing sampling frames in order to conduct an upcoming opinion poll. Which tool would be an excellent choice for a sampling frame?
- a. an electoral register
 - b. a list of registered members of the Conservative party
 - c. a list of cell-phone numbers
 - d. a list of Conservative party donors

ANS: A **REF: p. 161 | 179**

TRUE/FALSE

1. The standard error tells us how closely the population parameter is clustered around a single sample statistic.

ANS: F **REF: p. 177**

2. Field researchers are often interested in studying deviant cases in order to improve their understanding of the more typical pattern.

ANS: T **REF: p. 164**

3. A confidence interval at the 68 percent confidence level will be larger than one constructed at the 95 percent confidence level.

ANS: F **REF: p. 177-178**

4. Cluster sampling requires a complete listing of all the primary sampling units.

ANS: T **REF: p. 188-189**

5. The general guideline for the cluster design is to minimize the number of clusters selected while increasing the number of elements within each cluster.

ANS: F **REF: p. 189**

SHORT ANSWER QUESTIONS:

Please note that the “answers” are suggested key points and should not be interpreted as a full and complete answer to the question.

1. Telephone directories are notorious for being inadequate sampling frames. Suppose the population was defined as “all telephone subscribers in the directory’s service area.” What criticisms could you make of the telephone directory as a sampling frame?

Answers may vary, but should include:

- The telephone directory does not include new subscribers.
 - The telephone directory does not list unlisted numbers.
 - The telephone directory typically involves a social class bias, as poor people are less likely to have a phone, and wealthy people may have more than one line, or even unlisted lines.
 - The telephone directory does not include cell-phone subscribers.
2. Compare probability designs with nonprobability designs. Identify the kinds of sampling designs available within each of these major categories. Explain a situation in which it would be more appropriate to use probability sampling and another in which nonprobability sampling would be preferred.

Answers may vary, but should include the following:

- Probability sampling includes EPSEM (equal probability of selection method), PPS (probability proportionate to size), simple random sampling, and systematic sampling.
 - Nonprobability sampling techniques include such methods as relying on available subjects, purposive (judgmental) sampling, snowball sampling, and quota sampling.
 - Probability sampling can be used in large, known populations (e.g., an electoral poll), whereas nonprobability samples are used in social research when there is a situation that doesn’t permit the kinds of probability samples used in larger-scale social surveys (e.g., homelessness).
3. Discuss the problems that occur when disproportionate sampling is used without a weighting scheme.

Answers may vary, but should include the following:

Ultimately, a probability sample is representative of a population if all elements in the population have an equal chance of selection in that sample (PPS). More generally, however, a probability sample is one in which each population element has a known nonzero probability of selection, even though different elements may have different probabilities. Weighting is a procedure

whereby units selected with unequal probabilities are assigned weights in such a manner as to make the sample representative of the population from which it was selected. When all cases have the same chance of selection, no weighting is necessary.

4. Why are informants so important to social research?

Answers may vary, but should include the following:

Researchers studying a social group may make use of informants. Informants should be selected in such a way that they provide a broad, diverse view of the group under study. To further expand, an informant is someone well versed in the social phenomenon that you wish to study, and who is willing to tell you what he or she knows. For example, if you were planning participant observation among the members of a known cult, you would attempt to make friends with someone who already is aware of this cult (e.g., a present member, or an individual who has a family member within this organization). This person could give you some background information about the cult. An informant is different than a respondent.

5. You notice that neither you nor anyone in your family have ever been included in a list of individuals chosen for jury duty. How do you explain this fact?

Answers will vary. However, answers should include the idea that jury duty lists are typically based on the voting age population or the registered voter population. As there are millions of people in Canada in these two populations, and the typical sample is about 1,000 people, the likelihood of being selected using probability sampling is small.

Chapter 7: Experiments

MULTIPLE CHOICE

1. What approach do social scientists sometimes use to ensure that experimental and control groups are similar before the experiment begins?
 - a. pair subjects who are different on relevant variables and assign one to the control group and one to the experimental group
 - b. create groups that are equivalent in terms of their averages on some relevant variables
 - c. assign subjects to the experimental and control groups in an orderly fashion
 - d. avoid matching subjects on relevant variables

ANS: B **REF: p. 207-209**

2. Which of the following describes a double-blind experiment?
 - a. The experimenters do NOT know which is the experimental group and which is the control group.
 - b. The experimental subjects do NOT know that they are in the experimental group, but the control group subjects know that they are in the control group.
 - c. Neither the subjects nor the experimenters knows which is the experimental group and which is the control group.
 - d. The control group subjects do NOT know that they are in the control group, but the experimental group subjects know that they are in the experimental group.

ANS: C **REF: p. 209-210**

3. What does an experiment examine?
 - a. the effect of the dependent variable on the independent variable
 - b. the effect of the posttest on the pretest
 - c. the effect of the control group on the experimental group
 - d. the effect of the independent variable on the dependent variable

ANS: D **REF: p. 206**

4. Which of the following is least suited to providing clear evidence about a causal relationship between the independent and dependent variables?
- a. classical experimental design
 - b. Solomon four-group design
 - c. posttest-only control group design
 - d. one-shot case study

ANS: D **REF: p. 213-214**

5. When does an instrumentation effect occur?
- a. when the instrument employed for the pretest has an effect that shows up on the post test
 - b. when the measurement instrument is changed from the pretest to the post test
 - c. when there is a change on the dependent variable from the pretest score to the post test score
 - d. when there is a change on the independent variable from the pretest score to the post test score

ANS: B **REF: p. 215**

6. What does the Hawthorne effect clearly demonstrate the need for?
- a. a field setting for the study
 - b. a control group
 - c. an independent variable
 - d. informed consent

ANS: B **REF: p. 209**

7. What is the function of pretesting in experiments?
- a. to measure a dependent variable among subjects before they are exposed to a stimulus representing an independent variable
 - b. to measure an independent variable among subjects before they are exposed to a stimulus representing a dependent variable
 - c. to remeasure a dependent variable among subjects before they are exposed to a stimulus representing an independent variable
 - d. to remeasure an independent variable among subjects before they are exposed to a stimulus representing a dependent variable

ANS: A **REF: p. 207**

8. You were asked to participate in an experiment to test the effectiveness of review sessions on exam grades. You concluded that you had been assigned to the control group because you simply took the scheduled exams. Since you did not want the students in the experimental group to get higher grades than you on the exams, you organized a review session with other control-group subjects. This illustrates which of the sources of internal invalidity?
- a. compensation
 - b. maturation
 - c. demoralization
 - d. compensatory rivalry

ANS: D **REF: p. 217**

9. Rebekah performed a study in which she introduced a stimulus—longer coffee breaks—and then measured how often employees left early—the dependent variable. No pretests were done. Which design did she use?
- a. Solomon four-group design
 - b. double-blind study
 - c. one-shot case study
 - d. static-group comparison

ANS: C **REF: p. 213**

10. The easiest of the true experimental designs is to conduct which of the following designs?
- a. classical design
 - b. post test-only control group design
 - c. one-group pretest-post test design
 - d. Solomon four-group design

ANS: B **REF: p. 213**

11. A researcher administered a math test to a group of grade 9 students in September. During the school year the students received an intensive program designed to improve their math skills. In May the math test was given again and the math scores improved. What did the researcher fail to control in this study?

- a. instrumentation
- b. statistical regression
- c. compensation
- d. selection biases

ANS: D **REF: p. 216**

12. Misty did an experiment in which half of her subjects were told that they had extrasensory perception and half were not. In reality, there was no difference between the groups. Interestingly, at the end of the three-month experiment, those subjects who had been told that they had extrasensory perception actually outscored the control group on the ability to accurately describe video scenes with the sound off. What does this example reflect?
- a. the Hawthorne effect
 - b. demoralization
 - c. the Pygmalion effect
 - d. selection biases

ANS: C **REF: p. 220**

13. Which tool does a researcher require to match experimental and control group preferences?
- a. a double-blind study
 - b. a pretest
 - c. a post test
 - d. a quota matrix

ANS: D **REF: p. 212**

14. What is the greatest weakness of laboratory experiments?
- a. validity
 - b. reliability
 - c. ethicality
 - d. artificiality

ANS: D **REF: p. 225**

15. Which design addresses the problem of testing interaction with the stimulus?
- a. Solomon four-group design
 - b. double-blind design
 - c. classical design
 - d. one-shot case study design

ANS: A **REF: p. 219**

16. Michael performed an experiment on police officers to determine the relationship between exercise and stress. One police department's officers performed 30 minutes of exercise at the beginning of their shift, while another department's officers did not. What is the name for the department that did not take part in an exercise program?
- the experimental group
 - the independent variable
 - the control group
 - the pretest group

ANS: C **REF: p. 207-208**

17. Chip used the local Yellow Pages to compile a random sample of 100 small businesses to participate in his experiment about hiring decisions. He then used a quota matrix containing the variables he felt would most likely influence the decision to hire. He assigned businesses in each matrix cell alternately to the experimental and control groups. What method of assigning subjects to the experimental and control groups did Chip use?
- nonprobability sampling
 - simple random selection
 - randomization
 - matching

ANS: D **REF: p. 211**

18. Isaac did an experiment at a military barracks over a period of a few months to examine the effect of group size on group morale. He randomly assigned soldiers to the experimental and control groups, and did a pretest and post test. Midway through the experiment, there was an incident in a nearby city in which the soldiers were visibly mistreated by the community. The incident affected the morale of both the experimental and control groups. Which source of internal invalidity is this an example of?
- maturation
 - history
 - instrumentation
 - compensation

ANS: B **REF: p. 215**

19. Which statement best describes “natural” experiments?
- a. experiments that occur in the laboratory
 - b. experiments that encourage subjects to act in different manners
 - c. experiments that have no manipulated dependent variable
 - d. experiments that occur without the experimenter’s intervention

ANS: D **REF: p. 206**

20. Martin performed an experiment at a local college. Students were measured on their views about stem cell research, and then shown a documentary on the topic. After the film, the students were given a survey to measure their opinions. What kind of tool is the survey?
- a. a dependent variable
 - b. a post test
 - c. a pretest
 - d. an independent variable

ANS: B **REF: p. 207**

21. As a longitudinal experiment, Juan worked with two different groups, one that was receiving a special stress-reduction training, and another that was not. These two groups were matched together on important variables, and a pretest and post test were both performed. However, Juan noticed that after sessions, the individuals in the stress-reduction training were telling those in the control group what they did each day. What form of internal invalidity is this?
- a. compensation
 - b. compensatory rivalry
 - c. diffusion or imitation of treatments
 - d. demoralization

ANS: C **REF: p. 216**

TRUE/FALSE

1. You need to control experimental mortality effects only when you do research on children.

ANS: F **REF: p. 216**

2. Experiments are particularly vulnerable to ethical breaches due to the degree of manipulation of subjects by researchers.

ANS: T **REF: p. 224**

3. Matching is always necessary in order to perform strong experimental designs.

ANS: F **REF: p. 211-213**

4. The tendency to see in others what we've been led to expect is called the Pygmalion effect.

ANS: T **PTS: 1** **REF: p. 220**

5. Milgram's obedience study was stopped after six days due to the risk of long-term psychological harm and immediate physical harm to the research subjects.

ANS: F **PTS: 1** **REF: p. 224**

SHORT ANSWER QUESTIONS:

1. Explain the elements of the classical experimental design. Is this design especially useful in dealing with causal relationships? If yes, why? If not, why?

ANS:

Answers should focus on the fact that the stimulus and group assignment is largely out of the control of the researcher, since he or she is using an existing situation. The advantage is it allows researchers to study situations where they cannot, either ethically or practically, construct the same situation as an experiment. The shortcomings are that the researcher has significantly less control when compared to other experimental contexts.

2. Researchers have increasingly been using the Internet as a vehicle for conducting experiments. What are the strengths and weaknesses associated with using this method?

ANS:

There are numerous experiments being conducted on the Web. There are many online psychology websites that perform research on the Web, as well as several universities that do. Because representative samples are not essential in most experiments, researchers can often use volunteers who respond to invitations online. One would have to consider biases and the internal and external validity of these experiments, as well as the ethical implications and considerations that must be made when using an online research tool.

3. Discuss the concepts of pretesting and post testing in experimental research, and provide an example of pretesting and post testing.

ANS:

Pretesting is the measurement of a dependent variable among subjects before they are exposed to a stimulus representing an independent variable. Post testing is the remeasurement of a dependent variable among subjects after they have been exposed to a stimulus representing an independent variable. Any differences between the first and last measurements on the dependent variable are then attributed to the independent variable. Students should be able to provide a relevant example of the concept.

4 What is the Solomon four-group design?

ANS:

The Solomon four-group design can safeguard against external invalidity in experiments. It addresses the problem of testing interaction with the stimulus. It involves four groups of subjects who are assigned randomly from a pool. While the design rules out interactions between testing and the stimulus, it also provides data for comparisons that will reveal the amount of such interaction that occurs in the classical experimental design. It can be time-consuming to organize this method, but it is useful in that it tackles a large number of the validity issues that are found in experimental research.

Chapter 8: Survey Research

MULTIPLE CHOICE

1. How should a researcher design a closed-ended question?
 - a. Closed-ended questions should limit respondents to three or four choices.
 - b. Closed-ended questions should have response categories that are mutually exclusive and exhaustive.
 - c. Closed-ended questions should provide uniformity of response.
 - d. Closed-ended questions should cover the range of likely responses.

ANS: A **REF: p. 232**

2. What do Babbie and Benaquisto suggest is the best way to order items in an interview?
 - a. randomize the items
 - b. begin with the most threatening question
 - c. begin with the most interesting question
 - d. begin with demographic questions

ANS: D **REF: p. 241**

3. Which guideline does the following questionnaire item violate? “Do you find that youth violence is NOT a serious problem in Canada today?”
 - a. Avoid double-barrelled questions.
 - b. Avoid negative items.
 - c. Avoid leading the respondent.
 - d. Avoid meaningful questions.

ANS: B **REF: p. 234-235**

4. By monitoring questionnaire returns, which threat to internal validity may it be possible to detect?
 - a. standard errors
 - b. statistical regression
 - c. compensatory rivalry
 - d. history

ANS: D **REF: p. 243-247**

5. A variety of methods are available for the presentation of response categories. Which method do Babbie and Benaquisto prefer?
- a. parentheses
 - b. slash-and-underscore
 - c. boxes
 - d. brackets

ANS: C **REF: p. 237**

6. When does a return rate graph begin?
- a. on the day the questionnaires were mailed
 - b. on the day the first response is received
 - c. on the day when at least 10 responses are received
 - d. on the day the second mailing is planned

ANS: A **REF: p. 247**

7. The survey question “Do you think parents should allow their children to drink energy drinks and that parents should purchase these drinks for their kids?” is considered an erroneous question. Why?
- a. because it involves attitudes that can change as a child ages
 - b. because it is not applicable to all parents
 - c. because respondents must be willing to answer
 - d. because it is a double-barrelled question

ANS: D **REF: p. 233**

8. Which of the following is a key problem of secondary analysis?
- a. cost
 - b. validity
 - c. sample selection
 - d. data collection strategies

ANS: B **REF: p. 263**

9. What happens when a follow-up is planned with a mail survey?
- The anonymity of respondents can no longer be guaranteed.
 - More thoughtful answers are usually provided by those who wait until the follow-up to respond.
 - Response rates typically increase.
 - Response bias can no longer be estimated.

ANS: C **REF: p. 248**

10. How do Babbie and Benaquisto recommend that the interviewer training session begin?
- with a discussion of general guidelines and procedures
 - with a description of what the study is about
 - with a description of the specifications
 - with a demonstration interview

ANS: B **REF: p. 253**

11. Suzie Jones is a trainee interviewer. During a training session, she asks you, "What should I do if ...?" What advice do you give Suzie?
- Check the specifications.
 - Do whatever you think is most appropriate in that situation.
 - Jot down the problem and skip that part of the interview.
 - Call me if it happens.

ANS: A **REF: p. 253**

12. What advantage do self-administered questionnaires have over interviews?
- Questionnaires are more effective in dealing with complicated issues.
 - Questionnaires produce fewer incomplete answers if the surveys are anonymous.
 - Questionnaires deal with the context of social life.
 - Questionnaires handle sensitive issues more effectively if the surveys are anonymous

ANS: D **REF: p. 259**

13. During an interview, what should an interviewer do when a respondent provides an incomplete or inappropriate response?
- probe a little further
 - ask if the respondent has a problem
 - proceed to the next question
 - call the interview supervisor for advice

ANS: A **REF: p. 252**

14. Which technique tends to yield the highest response rate?
- mail surveys
 - Web surveys
 - telephone surveys
 - face-to-face interviews

ANS: D **REF: p. 249 | 259**

15. According to Babbie and Benaquisto, what is the minimum level of completion rate that an interview survey should achieve?
- 50 percent
 - 60 percent
 - 70 percent
 - 80 percent

ANS: D **REF: p. 250**

16. Professor Donnelly wants to conduct a training session for the new interviewers who are working on his project. Donnelly asks you to review his plan for the training session. After reviewing the plan, which item do you tell Professor Donnelly to exclude?
- a discussion of specifications
 - practice interviews, in which the interviewers interview each other
 - a description of what the study is about
 - practice interviews on people that Donnelly has selected for the sample

ANS: D **REF: p. 253-354**

17. Which of the following lists the three main methods of administering survey questionnaires?
- a. self-administered questionnaires, face-to-face interviews, and mail surveys
 - b. face-to-face interviews, mail surveys, and electronic surveys
 - c. face-to-face interviews, telephone interviews, and electronic surveys
 - d. face-to-face interviews, self-administered questionnaires, and telephone surveys

ANS: D **REF: p. 243**

18. Which question construction guideline does the following questionnaire item most clearly violate? “Would you not say that binge drinking is not a serious problem among college students?”
- a. Avoid biased terms.
 - b. Avoid negative items.
 - c. Avoid double-barrelled questions.
 - d. Avoid misleading questions.

ANS: B **REF: p. 234-235**

19. What type of question does a researcher use when asking several questions that have the same set of answer categories?
- a. a contingency question
 - b. a dichotomous question
 - c. a matrix question
 - d. an open-ended question

ANS: C **REF: p. 240**

20. Matt asked the following question in his survey: “All lawyers are dishonest. How dishonest do you think your lawyer is?” What is the major flaw in Matt’s question?
- a. It is biased.
 - b. It is too short.
 - c. It contains negative items.
 - d. It is double-barrelled.

ANS: A **REF: p. 235**

TRUE/FALSE

1. Survey research is generally weak on reliability and strong on validity.

ANS: F **REF: p. 260**

2. Probes are used more frequently in open-ended questions than in closed-ended ones.

ANS: T **REF: p. 252**

3. Secondary analysis refers to analyzing data collected earlier by another researcher for some purpose other than the topic of the original study.

ANS: T **REF: p. 262**

4. The final session of training for an interviewer should include a thorough description of what the study is all about.

ANS: F **REF: p. 253**

5. Push polls are useful for predicting what voters really think about candidates.

ANS: F **REF: p. 231**

SHORT ANSWER QUESTIONS:

1. Describe the strengths and weaknesses of survey research.

Suggested ANS:

Answer should elaborate on the following strengths:

- useful in describing the characteristics of a large population
- can use large samples
- they provide flexibility
- measurement
- Answer should elaborate on the following weaknesses:
- standardization
- can seldom deal with the context of social life
- can be inflexible
- artificiality—cannot measure social action

Students should elaborate on the idea that survey research tends to be weak on validity and strong on reliability.

2. What suggestions can be made about including compensation with surveys? What is the most effective way of doing so?

Suggested: ANS:

Answers should include that compensation is beneficial to include when possible. Incentives can include money, coupons, gift certificates, gift cards, etc. Prepaid incentives (those given before a respondent takes part) are shown to increase respondent rates, without any measurable negative impact on the quality of data collected.

3. What is secondary analysis? What are the advantages and disadvantages of using secondary analysis in research?

Suggest ANS:

Secondary analysis is a form of research in which the data collected and processed by one researcher are reanalyzed—often for a different purpose—by another. This approach began in the 1960s, when survey researchers became aware of the potential value that lay in archiving survey data for analysis by scholars who had nothing to do with the survey design and data collection. Secondary analysis is a cost-effective method of research in terms of the time and money allotted to obtaining data. There are a large number of archives that contain a wide range of datasets.

There are some limitations, however, when using existing studies to investigate research questions for which they are not specifically designed. The exact information required by the researcher may not have been gathered. Another key problem involves the recurrent question of validity. Typically, you'll find that the original researcher asked a question that "comes close" to measuring what you're interested in, but you'll wish the question had been asked just a little differently or that another related question had also been asked.

4. As outlined in your text, discuss the guidelines for asking questions.

Suggested ANS:

Several general question guidelines are provided in the text. Students should include a brief discussion/understanding of the following guidelines:

- choose appropriate question forms
- open-ended and closed-ended questions

- make question items clear
- avoid double-barrelled questions
- respondents must be competent to answer
- respondents must be willing to answer
- questions should be relevant
- short items are best
- avoid negative items
- avoid biased items and terms

5. What are the ethical considerations that apply to survey research?

Suggested ANS:

Ethical considerations in survey research are similar to the ethical responsibilities and considerations in any and all types of social research. No matter the method that the research takes, whether it be face-to-face, over the phone, in the mail, or online, the researcher must provide for voluntary, informed consent from each participant. In addition, participants need to be told the purposes of the study through an introductory letter, or a verbal discussion when a telephone or face-to-face interview occurs. Confidentiality must be maintained.

Furthermore, the researchers' moral and ethical responsibility must be considerate of the respondent's time, interests, feelings, and experience with the survey. Researchers must show respect for respondents, and be sure to accurately represent the information they are provided. Ultimately, survey researchers must carefully consider ethical concerns when designing, implementing, and reporting their research.

Chapter 9: Unobtrusive Research

MULTIPLE CHOICE

1. Suppose we wanted to determine whether municipalities that have no-smoking by-laws are more likely to enact laws requiring cyclists to wear helmets than municipalities that do not have no-smoking by-laws. What would be the unit of analysis?
 - a. the individual cyclists
 - b. no-smoking by-laws
 - c. the individual municipalities
 - d. the helmet requirement legislation

ANS: C **REF: p. 280-282**

2. Georgia was comparing manifest coding and latent coding. Which of the following did Georgia learn about coding the latent content of information?
 - a. It is better designed for ensuring validity.
 - b. It has an advantage in terms of reliability.
 - c. It is better designed for tapping the underlying meaning of communication.
 - d. It has an advantage in terms of specificity of communication.

ANS: C **REF: p. 283-284**

3. Chris wanted to determine whether the news media reported about campus events. He decided to do a content analysis of the local paper. He counted each story that mentioned his university's name. By the end of two months, he had counted 136 events. Chris asked for your comments on his research. What did you tell him?
 - a. He did manifest coding.
 - b. He did latent coding.
 - c. He used stratified sampling.
 - d. He used cluster sampling.

ANS: D **REF: p. 283**

4. What is a weakness of content analysis?

- a. It is limited to examining social artifacts.
- b. A researcher can NOT use it to study change over time.
- c. Its use influences what is being studied.
- d. If a researcher makes a coding error, that data must be recoded.

ANS: A **REF: p. 289**

5. You are interested in doing a content analysis of the types of merchandise listed for sale in the garage sale classifieds. What is your unit of analysis?

- a. an online newspaper
- b. the type of merchandise
- c. the individual garage sale ad
- d. garage sale flyers you receive in the mail

ANS: B **REF: p. 280-282**

6. Which of the following methods is the best way to address the problem of accuracy of records in historical and comparative analysis?

- a. by using multiple researchers
- b. by corroboration
- c. by indexical reverberation
- d. by re-interviewing all the sources of information

ANS: B **REF: p. 293**

7. Which term refers to the possibility that patterns of behaviour at a group level do not reflect corresponding patterns on an individual level?

- a. ecological fallacy
- b. replication
- c. *verstehen*
- d. unobtrusive measurement

ANS: A **REF: p. 273**

8. There is a saying about having to walk a mile in another person's shoes before judging the person. Which sociological concept is similar to this saying?

- a. *verstehen*
- b. comparative analysis
- c. ideal types
- d. ecological fallacy

ANS: A **REF: p. 294**

9. For which topic is content analysis least likely to be useful?

- a. themes in newspaper editorials
- b. dating patterns among grade 12 students
- c. topics covered in class lectures
- d. the theme of love as portrayed in song

ANS: B **REF: p. 279-280**

10. Professor Jenner was interested in using Statistics Canada data to examine the trend in unemployment rates in Canada. However, Jenner's definition of unemployment did not match the one used by Statistics Canada. What issue was Professor Jenner dealing with?

- a. reliability
- b. validity
- c. ecological fallacy
- d. ideal types

ANS: B **REF: p. 273**

11. Which problem can be reduced by using unobtrusive measures?

- a. the researcher's impact on the phenomenon being studied
- b. invalid operationalization of concepts
- c. unreliable measurements
- d. lack of corroboration

ANS: B **REF: p. 269-270**

12. A researcher first selects a sample of online newspapers from across the country. Then, she samples specific pages within them. What kind of sampling is she using?

- a. cluster sampling
- b. systematic random sampling
- c. quota sampling
- d. snowball sampling

ANS: A **REF: p. 283**

13. Which method examines “who says what, to whom, why, how, and with what effect”?

- a. content analysis
- b. secondary analysis
- c. analysis of existing statistics
- d. historical and comparative analysis

ANS: A **REF: p. 279**

14. Which ethical concern still applies to unobtrusive research?

- a. freedom of speech
- b. no harm to participants
- c. confidentiality
- d. deception

ANS: C **REF: p. 270**

15. To conduct his research on suicide, which research methodology did Emile Durkheim use?

- a. experimental research
- b. survey research
- c. content analysis
- d. existing statistics

ANS: D **REF: p. 269**

16. Which term means the process of transforming raw data into a standardized form?

- a. coding
- b. systematic random sampling
- c. quota sampling
- d. snowball sampling

ANS: A **REF: p. 283**

17. Lisa did a content analysis of letters to the editor. She counted the number of times the words *disagree* and *agree* appeared, but she also coded the underlying message of the letters as being positive or negative. What was Lisa studying as she counted the number of times that the two words appeared in the letters?

- a. ideal types
- b. manifest content
- c. latent content
- d. obvious meaning

ANS: B **REF: p. 283-284**

18. In a study of two magazines, Paul found that magazine 1 had 150 uses of male pronouns (*he, him, etc.*), but only 75 uses of female pronouns (*she, her, etc.*). Magazine 2 had 200 uses of male pronouns, and 205 uses of female ones. What can be concluded from his work?

- a. Magazine 1 is twice as sexist as magazine 2.
- b. Magazine 2 has 130 more female pronouns.
- c. Magazine 2 is half as sexist as magazine 1.
- d. Magazine 2 is not sexist.

ANS: B **REF: p. 285**

19. What are the two critical problems that a researcher must consider when analyzing existing statistics?

- a. sampling size and sampling error
- b. longitudinal and cross-sectional issues
- c. reliability and validity
- d. units of analysis and the ecological fallacy

ANS: C **REF: p. 273-274**

20. Constantine did a content analysis of students' notes in his study of differences among university professors. In this analysis, what do the university professors represent?

- a. the unit of observation
- b. the unit of analysis
- c. the latent content
- d. the manifest content

ANS: B **REF: p. 280**

TRUE/FALSE

1. Unobtrusive measures reduce the impact of the researcher on the phenomena being studied.

ANS: T **REF: p. 269**

2. Logical reasoning and replication are used to handle the problem of validity in the analysis of existing statistics.

ANS: T **REF: p. 273**

3. A researcher using official government documents need not be concerned about the reliability of those records.

ANS: F **REF: p. 273**

4. In content analysis, the units of observation and the unit of analysis are the same.

ANS: F **REF: p. 280**

5. Many of the data problems and limitations that apply to the use of existing statistics also apply to secondary analysis.

ANS: T **REF: p. 270**

SHORT ANSWER QUESTIONS:

1. What is the difference between the unit of observation and the unit of analysis in content analysis? Give an example of a research study in which the two are used.

ANS:

Answers may vary, but the text uses the example of computing the average family income. The individual family would be the unit of analysis and the individuals would be the units of observation.

2. Describe a study for which the analysis of existing statistics is the appropriate research method. What source would you use? What problems might you encounter, and how would you resolve them?

ANS:

Answers may vary. The text describes a participant observation study in a nightclub in a small Canadian city in which the researcher's claim was that the club's workers made above-average incomes. His source of statistics was Statistics Canada. There are many sources of aggregate statistical data available to the researcher, as documented in the text. Problems that may occur involve reliability and validity issues; however, these issues can be resolved through logical reasoning and through replication. Students must be aware that existing statistics must be used with caution.

3. Describe a study for which historical/comparative analysis would be an appropriate research method. What sources of data might you consider to examine the topic of study?

ANS:

Answers may vary. An example of a historical/comparative analysis is a study of infant mortality rates and social class in the 1940s and 1950s. There are several sources of data that might be considered for usage, including cemetery records, church funeral documents, funeral home documents, hospital records, governmental birth/death statistics, and so on.

4. How can the use of existing data and statistics help researchers? What are the benefits to using them? If they are used, what are the potential shortcomings and caveats that need to be acknowledged in the research?

ANS:

Answers will vary, but should focus on the relative ease in accessing and analyzing data, and that they can be used to view trends over time without the need for long-term longitudinal data collection. The flaws are that these sources are inherently limited to the original researcher's operationalization of variables and collection of data, and thus can limit explanatory power for anyone using it.

5. Discuss the concept of *verstehen* in social research.

ANS:

Max Weber used the German term *verstehen*—which means understanding—in reference to an essential quality of social research. He meant that the researcher must be able to take on, mentally, the circumstances, views, and feelings of those being studied, so that the researcher can interpret their actions appropriately. The adage “walk a mile in my shoes” demonstrates that the researcher will have empathy for the subjects whom he/she is studying. The person is a subject, not an object, to be studied. This concept applies to historical and comparative research.

Chapter 10: Field Research

MULTIPLE CHOICE

1. Which of the following is an advantage of field research?
- Statistical conclusions can be drawn about the population.
 - The variables under study can be controlled.
 - Social processes can be studied over time.
 - Hypotheses can be rigorously tested.

ANS: C **REF: p. 320**

2. Dr. Fielding is interested in the experiences of minority students who seek guidance counselling in high school. Fielding begins the research by interviewing minority students in four high schools. Fielding then conducts interviews with school administrators, guidance counsellors, teachers, parents, and social workers. What approach is Fielding probably using?
- participatory action research
 - ethnomethodology
 - ethnography
 - institutional ethnography

ANS: D **REF: p. 312-314**

3. Sarah compared experiments and surveys with field research. What did Sarah learn about reliability and validity?
- Field research has greater reliability and greater validity.
 - Field research has greater reliability and less validity.
 - Field research has less reliability and greater validity.
 - Field research has less reliability and less validity.

ANS: C **REF: p. 320-321**

4. Which statement about the extended case method is true?

- a. Extended case researchers enter the field with no clear knowledge of existing theories.
- b. Extended case method theorists enter the field without preconceptions about what they will find.
- c. Extended case method researchers want to know all the ways that observations are similar to existing theories.
- d. Extended case method theorists want to know all the literature before entering the field

ANS: D REF: p. 311-312

5. Which of the following is poor advice about recording observations in the field?

- a. Do not trust your memory any more than you have to.
- b. Always take notes during the observation.
- c. Take notes in stages.
- d. Prepare in advance to record anticipated observations so you will be better able to record unanticipated observations.

ANS: B REF: p. 318-319

6. What does grounded theory begin with?

- a. patterns
- b. hypothesis
- c. key variables
- d. data collection

ANS: D REF: p. 309-311

7. Sara wanted to learn about battered women. She lived in a battered women's shelter in order to fully learn about the views of these women. She wanted to write a detailed and accurate description of their lives and concerns as the women described them. Which approach best describes Sara's research paradigm?

- a. naturalist
- b. ethnomethodology
- c. grounded theory
- d. structural functionalism

ANS: A REF: p. 302

8. Refer to the above (Q. 9) , what was Sara trying to write?
- a. a structured interview
 - b. an unstructured interview
 - c. an ethnography
 - d. a case study

ANS: C **REF: p. 302**

9. What is the second level of coding used in grounded theory?
- a. selective coding
 - b. open coding
 - c. theoretical coding
 - d. axial coding

ANS: D **REF: p. 310**

10. Frances wants to do research that will tell the stories of rape victims. She wants to tell “their stories” the way they “really are.” Frances is using which paradigm?
- a. naturalist
 - b. ethnomethodology
 - c. grounded theory
 - d. participatory action research

ANS: A **REF: p. 302**

11. Researchers Glaser and Strauss believe that a specific part of a research study should be eliminated when following the tenets of grounded theory. Which part is it?
- a. methodology
 - b. conclusion
 - c. literature review
 - d. analysis/discussion

ANS: C **REF: p. 309-311**

12. Which research method uses specific, single incidences to discover the flaws in current theory, and then creates revisions?

- a. focus groups
- b. extended case method
- c. ethnography
- d. case study

ANS: B **REF: p. 311-312**

13. What term describes the idea that social researchers must treat the beliefs they study as worthy of respect and not just objects to be ridiculed?

- a. symbolic realism
- b. going native
- c. symbolic objectivity
- d. empathetic realism

ANS: A **REF: p. 306**

14. Which approach was originally developed by Dorothy Smith to better understand women's everyday experiences by discovering the power relations that shape those experiences?

- a. participatory action research
- b. institutional ethnography
- c. naturalism
- d. focus groups

ANS: B **REF: p. 312**

15. To which of the following do ethical issues involving deception pertain?

- a. the complete observer role
- b. naturalistic studies
- c. the complete participant role
- d. participatory action research

ANS: C **REF: p. 304-305**

16. Jason studied one family over several months so he could describe the social dynamics in the family. Which paradigm did he use?
- a. ethnography
 - b. naturalism
 - c. participatory action research
 - d. case study

ANS: D **REF:** **p. 302-303**

17. Nancy asks women about their personal experiences in the labour force in order to uncover the power relationships that govern those experiences. What paradigm is Nancy using?
- a. naturalism
 - b. ethnomethodology
 - c. grounded theory
 - d. institutional ethnography

ANS: D **REF:** **p. 312**

18. What is the most appropriate first step in conducting field research?
- a. identify informants
 - b. search the relevant literature
 - c. establish rapport with the people to be observed
 - d. write a proposal

ANS: B **REF:** **p. 316**

19. Which research method combines a naturalist approach with a positivist concern for a "systematic set of procedures" in doing qualitative research?
- a. the extended case method
 - b. ethnomethodology
 - c. grounded theory
 - d. ethnographies

ANS: C **REF:** **p. 310**

20. Which type of research is the process whereby the disadvantaged subjects define their problems, define the remedies desired, and take the lead in designing the research that will help them realize their aims?
- a. oppression
 - b. civil rights
 - c. correction
 - d. participatory action

ANS: D **REF: p. 314-316**

TRUE/FALSE

1. Field research studies can be relatively inexpensive.

ANS: T **REF: p. 320**

2. Implicit assumptions of researcher superiority can be problematic in field research.

ANS: T **REF: p. 309**

3. The “Convert” is more likely to run the risk of “going native” than the “Martian.”

ANS: T **REF: p. 305-306**

4. Qualitative field research differs from other forms of observation in that it is both a data-collecting and a theory-generating activity.

ANS: T **REF: p. 300**

9. Flexibility is an advantage of field research.

ANS: T **REF: p. 320**

Short Answer Questions

1. Select a topic. Describe how a complete participant and a complete observer might study that subject.

ANS:

Answers may vary. Students should include that if the researcher assumes the complete participant role, the subjects will not know that they are being studied and the researcher will participate as if he/she were another member of the group. Hence, ethical issues will emerge. At the other extreme, if the researcher assumes the role of the complete observer, he/she does not participate in the activities of the group. The group may or may not know that they are being studied.

- Be well prepared to go out and complete your study.
- Before beginning to actually do the field research, do a search of the available, relevant literature, in order to learn more before you start.
- Discuss your topic with someone who has already studied the topic or who is familiar with it.
- Find an informant might be able to assist with the research topic, but keep in mind that the information from the informant may not always be % accurate.
- Always consider that you need to establish a rapport with your research subjects and create a good impression; otherwise, the research may not be accurate or plausible.
- Be open and honest with your research subjects.
- Be aware of the status or role that your subjects will attribute to you.
- Go where the action is!
- Take full and accurate notes of what goes on when you are observing, ensuring that you include your empirical observations and your interpretations of them.
- Always consider the ethics involved in completing field research.

2. In comparison to other types of research, what are the major strengths and weaknesses of qualitative field research?

ANS:

Answers may vary, but should include the following ideas:

Field research is not just a data-collecting activity; frequently, it is a theory-generating activity as well. Field research has the following strengths:

- it is effective for studying subtle nuances in attitudes and behaviours;
- it is effective for studying social processes over time;
- it provides a depth of understanding;
- it allows for flexibility, since you can modify your research at any time;
- it is relatively inexpensive; and
- it tends to have greater validity than survey and experimental measurements.

The weaknesses of field research include

- its measurements have less reliability than survey and experimental research; and

- it is an inappropriate technique for statistical descriptions of a large population.
3. Although there are no clear guidelines to follow, what ethical considerations should a researcher take into account when choosing which role to assume in the field?

ANS:

Answers may vary, but should include some, or all, of the following ideas:

- Is it ethical to talk to people when they do not know you will be recording their words?
- Is it ethical to get information for your own purposes from people you dislike?
- Is it ethical to see a severe need for help and not respond to it directly?
- Is it ethical to be in a setting or situation but not commit yourself wholeheartedly to it?
- Is it ethical to develop a calculated stance toward other humans, that is, to be strategic in your relations?

Chapter 11: Qualitative Interviewing

MULTIPLE CHOICE

1. Professor Milne was preparing to do some qualitative interviewing in a field research project. Milne knew that you were a research methods student and asked for your advice. Which of the following would you tell Milne?
- Try not to alter the sequence of questions.
 - Try not to alter the specific wording of questions.
 - Try to use the same probes with the same wording for each respondent.
 - Try to act as though you know nothing about the subject being discussed.

ANS: D **REF: p. 328**

2. According to Kvale, what does a researcher do during a complete qualitative research process?
- verify
 - examine
 - discuss
 - hypothesize

ANS: A **REF: p. 328**

3. Professor Miller taped eight focus groups to examine citizens' attitudes toward park development. As a research methods student, you told her that using focus groups has several advantages. What is one advantage of focus groups?
- They have high face validity.
 - Moderators need little skill.
 - Data tapes are easily analyzed.
 - Moderators can easily control the group's discussion.

ANS: A **REF: p. 336**

4. What type of samples are researchers who are conducting in-depth interviews most likely to use?
- small probability samples
 - large probability samples
 - small nonprobability samples
 - large nonprobability samples

ANS: C **REF: p. 329**

5. According to David Morgan, what is the hallmark of focus groups?

- a. the use of interaction in groups
- b. the use of historical documents
- c. the use of structured questionnaires
- d. the use of field research techniques

ANS: A **REF: p. 330**

6. What is generally considered to be the most effective number of groups to have in focus group research?

- a. 2 to 4 groups
- b. 5 to 9 groups
- c. 10 to 15 groups
- d. 16 to 20 groups

ANS: C **REF: p. 335**

7. What is the primary role of the moderator in a focus group?

- a. to keep the discussion moving quickly
- b. to interfere in the discussion to obtain accurate data
- c. to record the discussion
- d. to ensure that everyone has an opportunity to speak

ANS: D **REF: p. 335**

8. Which of the following might use oral history?

- a. a laboratory scientist
- b. a marketing company
- c. a feminist researcher
- d. a salesperson

ANS: C **REF: p. 337**

9. What term does the text use for the method of using the qualitative interview as the primary way in which the researcher gathers data?
- a. thematizing
 - b. oral history
 - c. life history
 - d. in-depth interview studies

ANS: D **REF: p. 325**

10. To which of the following research methods is a qualitative interview most similar?
- a. an experiment
 - b. an oral questionnaire
 - c. a conversation
 - d. an ethnography

ANS: C **REF: p. 326**

11. In what context are focus groups typically used?
- a. post-experiment briefing
 - b. educational research
 - c. developing a theory
 - d. marketing research

ANS: D **REF: p. 330**

12. Which idea is important to keep in mind when doing qualitative interviewing?
- a. Agree with what the respondents are saying verbally and with body language so they know you are listening.
 - b. Be aware of your responses so that you are confident that you are not shaping the respondent's answers in any way.
 - c. Don't spend a lot of time on issues that are not of interest to you as the researcher.
 - d. Clarify any misunderstandings the respondent may have about actual matters so they are not misguided.

ANS: B **REF: p. 326-327**

13. Which term describes Steinar Kvale's process of determining what gathered materials mean in relation to the purpose of a study?
- a. analyzing
 - b. verifying
 - c. transcribing
 - d. evaluating

ANS: A **REF: p. 328**

14. What is one disadvantage of focus groups?
- a. they are flexible
 - b. moderators require special skills
 - c. they have high face validity
 - d. they have high reliability

ANS: B **REF: p. 336**

15. Ryan will be recording notes and observations during a focus group session. Which of the following pieces of advice would you give to Ryan?
- a. Laugh and joke with participants as you observe.
 - b. Tape the focus group interview.
 - c. Trust your memory only.
 - d. Include only observations.

ANS: B **REF: p. 335**

TRUE/FALSE

1. Focus group participants are typically selected via probability sampling.

ANS: F **REF: p. 330**

2. Reliability is an issue of great concern to social researchers when conducting an oral history.

ANS: T **REF: p. 340**

3. Most people love to talk to anyone who is interested.

ANS: T **REF: p. 327**

4. The oral history method has become prominent among feminist researchers.

ANS: T **REF: p. 337**

5. Depth interviewing involves asking closed-ended questions and then following up with additional probes.

ANS: F **REF: p. 325**

SHORT ANSWER QUESTIONS:

1. Describe qualitative interviewing and compare it to interviewing in survey research.

ANS:

Answers may vary, but should include the information about Kvale's seven stages of interviewing:

- thematizing
- designing
- interviewing
- transcribing
- analyzing
- verifying
- reporting

There should also be an adequate definition provided for each step.

2. What are the advantages and disadvantages of using focus groups?

ANS:

Answers may vary, but should include the information provided on page 336 of the text:

Advantages:

The technique is a socially oriented research method capturing real-life data in a social environment.

- It has flexibility.
- It has high face validity.
- It gives speedy results.
- It is low in cost.

Disadvantages:

- Focus groups give the researcher less control than do individual interviews.

- Data are difficult to analyze.
- Moderators require special skills.
- Difference between groups can be troublesome.
- Groups are difficult to assemble.
- The discussion must be conducted in a conducive environment

3. Describe the oral history method and provide two examples of this technique.

ANS:

Answers may vary, but should include the following: an oral history is a method that uses in-depth interviews as to gather data about the past from individuals' recollections, typically focusing on specific events or periods of time. Two examples provided in the text include Studs Terkel's account of life during the Great Depression, and Marlatt's study in 1975 of a Japanese-Canadian fishing town.

4. You have been asked to conduct a focus group about student experience with college guidance and career services. The college's board of directors want you to examine this topic in terms of students' expectations and experiences with the counsellors who provide this service. Both students and parents will be asked to participate in the focus groups. Provide a list of five questions that could be asked during the focus group sessions.

ANS:

Answers will vary, but sample questions are included. The questions should be open-ended, or closed-ended, followed by a probe. For example:

- What was the most helpful piece of advice given to you by the counsellor?
- Why did you go to see the counsellor?
- In your opinion, how could the service be improved?
- Have you used the college's guidance and career services? Why or why not?
- How helpful was the guidance counsellor? Please provide an example.
- Would you recommend this service to your fellow students? Why or why not?

5. You are a social science researcher who is being asked to conduct a focus group for the first time. You don't know where to begin so you ask your professor for advice. What advice does your professor give to you?

ANS:

Answers will vary, but should include some of the following information:

- Focus group size will vary but is typically less than 12 people.
- The number of focus groups varies considerably from one study to another.

- A focus group is often led by a trained moderator who helps to facilitate the discussion.
- The goal of the moderator is to ensure that everyone has had an opportunity to speak, to keep the discussion on track, and to ensure that no one person dominates the conversation, while interfering as little as possible.
- Preparation of a guide is advised. The moderator needs to establish rapport with the group, and he/she should establish guidelines and the purpose of the group at the outset.
- The moderator should record the interviews by writing responses and taping responses.
- The moderator should remain flexible throughout the session.

Chapter 13—Qualitative Data Analysis

MULTIPLE CHOICE

Professor Wang wants to look at the phenomenon of grandparents who parent their grandchildren. Wang wonders whether there are different levels of parenting that grandparents provide.

1. Refer to the above, according to the Lofland's scheme, what is Wang interested in focusing on?
 - a. frequencies
 - b. causes
 - c. processes
 - d. magnitudes

ANS: D **REF: p. 375**

2. Refer to the above again, if Wang decided to look at whether grandparents who have grandchildren living with them later obtain custody of the grandchildren and then later adopt them, what would Wang be looking at?
 - a. frequencies
 - b. causes
 - c. processes
 - d. structures

ANS: C **REF: p. 375**

3. If Professor Wang focused on why grandparents parent their grandchildren, what would Wang be focusing on?
 - a. frequencies
 - b. causes
 - c. processes
 - d. structures

ANS: B **REF: p. 375**

4. What does the grounded theory method begin with?

- a. hypotheses
- b. patterns
- c. observations
- d. theory

ANS: C **REF: p. 376**

5. Why is semiotics a social science?

- a. The meanings are inherent in signs.
- b. The meanings reside in people's minds.
- c. A particular sign may have a particular meaning to a particular person.
- d. We have agreements about the meanings associated with particular signs.

ANS: D **REF: p. 379**

6. What is semiotics?

- a. the study of talk
- b. the science of signs
- c. talk-in-interaction
- d. the study of communication

ANS: B **REF: p. 379**

7. Which of the following refers to developing concepts and categories in order to recognize and order themes?

- a. coding
- b. memoing
- c. grounded theory
- d. concept ordering

ANS: A **REF: p. 380**

8. According to Lofland and Lofland, which type of memo articulates the relationships and connections among key issues and concepts?
- a. elemental
 - b. sorting
 - c. integrating
 - d. operational

ANS: C **REF: p. 383**

9. Which of the following is a qualitative software program designed to analyze qualitative data?
- a. ATLAS.ti
 - b. QSR NVivo
 - c. SPSS
 - d. MAXCode

ANS: A **REF: p. 388**

10. Why are coding notes developed?
- a. to cover reflections about the dimensions of concepts
 - b. to cover relationships among concepts
 - c. to identify the code labels and their meanings
 - d. to discuss the deeper meanings of concepts

ANS: C **REF: p. 383**

11. Rakesh wants to do a study of the meanings attached to T-shirts among women and men. He will focus on the messages T-shirts frequently carry in slogans, advertisements, and the like. What type of study will Rakesh be advised to undertake?
- a. memoing
 - b. computer simulations
 - c. semiotics
 - d. comparative analysis

ANS: C **REF: p. 379**

12. Nikki is writing notes on the dimensions and deeper meanings of the concepts she found in her ethnographic study of Southeast Asian street gangs. What kind of notes is she preparing?
- a. code notes
 - b. theoretical notes
 - c. operational notes
 - d. semiotic notes

ANS: B **REF: p. 383**

13. What type of research methods does the grounded theory method use?
- a. survey research and statistical analysis
 - b. statistical analysis and conversation analysis
 - c. conversation analysis and inductive theory building
 - d. inductive theory building and the constant comparative method

ANS: D **REF: p. 376**

14. Conversation analysis is most closely linked with which theoretical paradigm?
- a. naturalism
 - b. conflict
 - c. ethnomethodology
 - d. quantitative methods

ANS: C **REF: p. 378-379**

15. Dale compiled voluminous notes during his qualitative study of the rise and fall of a recycling centre in town. He must now begin classifying or categorizing individual pieces of data and set up a retrieval system so that he can begin his analysis. He decides to code his notes into “getting started,” “success/failure,” and “conflict.” As part of the coding process, he breaks the data down into discrete parts, examines them closely, looks for similarities and dissimilarities, and asks relevant questions about the phenomena he sees in the data. What is the name of this process?
- a. case-oriented analysis
 - b. open coding
 - c. memoing
 - d. cross-case oriented analysis

ANS: B **REF: p. 381-382**

16. Gary is interested in studying the link between types of flowers and the meanings behind them (for example, roses indicate love and affection). What approach is he using?
- a. grounded theory
 - b. constant comparative
 - c. semiotics analysis
 - d. data analysis

ANS: C **REF: p. 379**

17. As he begins to analyze his qualitative data set, Ravi starts making a series of notes about each case he reads over. What process is he currently performing?
- a. selective coding
 - b. axial coding
 - c. transcribing
 - d. memoing

ANS: D **REF: p. 383**

18. In the coding process, which type of coding is traditionally the first one that a qualitative researcher will use?
- a. open coding
 - b. selective coding
 - c. memo coding
 - d. focused coding

ANS: A **REF: p. 380**

19. Michael is studying the pattern of volunteers at a local women's shelter. Specifically, he is following how college-age students first volunteer, then take on an internship, and then seek employment at the shelter. What is Michael studying?
- a. frequencies
 - b. causes
 - c. processes
 - d. structures

ANS: C **REF: p. 375**

20. What type of notes identify the code labels and their meanings?

- a. theoretical memos
- b. operational notes
- c. code notes
- d. elemental memos

ANS: C **REF: p. 383**

TRUE/FALSE

1. Conversation analysis derives from ethnomethodology.

ANS: T **REF: p. 378**

2. Code notes concern issues of method and procedures.

ANS: F **REF: p. 383**

3. Integrating memos identify key issues and core variables.

ANS: F **REF: p. 383**

4. Open coding is one of the initial steps in making sense of the mass of qualitative data most researchers face.

ANS: T **REF: p. 380**

5. Many recent word processing programs have a variety of features that lend themselves to coding and searching textual data.

ANS: T **REF: p. 387**

SHORT ANSWER QUESTIONS:

1. What is conversation analysis? What are the assumptions underlying conversation analysis? Give an example of a practical use for this type of analysis.

Suggested ANS:

Answers may vary, but should include the following. Conversation analysis is an analytical technique that examines how we converse with one another. There is a focus on how talk, particularly naturally occurring talk, is managed among individuals. The assumptions underlying conversation analysis include 1) conversation is a socially constructed activity; 2) conversation must be understood contextually; and 3) conversation analysis aims to understand the structure and meaning of communication through accurate transcripts of conversations. Student examples of conversation analysis will vary.

2. Describe the way in which computers are used in qualitative data analysis.

Suggested ANS:

Computers can be useful tools in assisting researchers in the management of qualitative data. Many features in common word processing and database programs have proven quite serviceable for some practitioners. There are, however, a variety of programs designed specifically for use in qualitative data analysis. Such programs facilitate the management of large amounts of unordered data, but the generation and interpretation of concepts and patterns derived from the data remain the job of the researcher.

3. Define qualitative analysis and summarize the grounded theory method..

Suggested ANS:

Qualitative analysis is the nonnumerical examination and interpretation of observations. A major goal in the analysis of qualitative data is to reveal themes that emerge from the data. This process is largely a search for patterns of similarities and differences, followed by an interpretation of those patterns. Observation, formulation of theoretical propositions, and the evaluation of theory are typically part of a single ongoing process in qualitative research. Many researchers seek to constantly refine their generalized understandings or theories over the course of their observations.

Grounded theory is an inductive approach to research introduced by Barney Glaser and Anselm Strauss. In this method, theories are generated from an examination of data, through the constant comparing of unfolding observations. The tools (techniques and procedures) of grounded theory are quite extensive. Many of the basic ideas and procedures used in the grounded theory method are used in qualitative data analysis more generally. Searching for themes and patterns using the techniques of coding and memoing, the alternation between induction and deduction, and the constant comparative method are all central elements of many qualitative analyses.

4. According to Boyatzis, a good code for qualitative data analysis should include five elements. What are those five elements?

ANS:

1. a label;
2. a definition of what the theme concerns (i.e., the characteristic or issue constituting the theme);
3. a description of how to know when the theme occurs (i.e., how to “flag” the theme);
4. a description of any qualifications or exclusions to the identification of the theme; and
5. examples, both positive and negative, to eliminate possible confusion when looking for the theme.

5. According to Lofland and colleagues, what are the six ways of looking for patterns in the topic of one's evaluative research? Compare and contrast the two major forms of qualitative data coding

Suggested ANS:

1. frequencies
2. magnitudes
3. structures
4. processes
5. causes
6. consequences

Open coding is the most basic and straightforward form of coding. It is the process of examining the raw data (such as interviews, field notes, and art) closely in the initial stages of a qualitative data analysis to try to identify, label, and classify as many ideas, concepts, and themes as the researcher can regardless of how these ideas or concepts are related or how they will be used. Open coding is often the starting point for grounded theory development. Focused coding is the second stage of coding, during which the researcher considers the utility of the themes and how they may be related. According to Emersen et al., “in focused coding, the fieldworker subjects field notes to fine-grained, line-by-line analysis on the basis of topics that have been identified as of particular interest.”

Chapter 14 – Quantitative Data Analysis

MULTIPLE CHOICE

1. A codebook contains the following information:
- | COLUMNS | DESCRIPTION |
|---------|---|
| 1-3 | I.D.# |
| 4 | Sex
1 = Male
2 = Female |
| 5 | Class Standing
1 = first year student
2 = second year student
3 = third year student
4 = fourth year student
5 = transfer
6 = do not know
7 = no answer
8 = refused |

What statement is most accurate concerning the codebook?

- The variables in this codebook are ID number, sex, and class standing.
- ID number has been coded so that the categories are mutually exclusive but NOT exhaustive.
- Class standing has been coded so that the categories are mutually exclusive and exhaustive.
- The codebook contains two variables.

ANS: A **REF: p. 399**

2. What term refers to the process of reducing a wide variety of idiosyncratic items of information to a more limited set of attributes composing a variable?
- coding
 - data entry
 - data cleaning
 - codebook construction

ANS: A **REF: p. 396**

3. What is one example of multivariate analysis?
- a. an examination of the ages of all women who are corporate executives in Canada
 - b. an analysis of the relationship between age, sex, and type of nightclub frequented in Montreal
 - c. an analysis of the relationship between major subject of undergraduate degree and positions held in business
 - d. an analysis of the relationship between type of criminal offence and length of prison sentence for those who had a jury trial

ANS: B **REF: p. 416**

4. What rule of thumb should be followed when reading a table that someone else has constructed?
- a. If the table is percentaged down, read across, and if the table is percentaged across, read down.
 - b. If the table is percentaged down, read down.
 - c. If the table is percentaged across, read across.
 - d. If the table is percentaged down, read down, and if the table is percentaged across, read across.

ANS: A **REF: p. 412**

5. The School of Arts and Social Science at a local university has nine departments. The number of faculty in each department is as follows:

8, 12, 9, 15, 17, 11, 13, 14, 7

What is the median number of faculty in the School of Arts and Social Science at this university?

- a. 4.5
- b. 5
- c. 12
- d. 17

ANS: C **REF: p. 403-404**

6. Refer to the above, what is the mean number of faculty in the School of Arts and Social Science at this university?
- a. 10.7
 - b. 11.8
 - c. 12
 - d. 17

ANS: B **REF: p. 403-404**

7. In either grouped or ungrouped data, what is the most frequent attribute?
- a. mean
 - b. median
 - c. mode
 - d. range

ANS: C **REF: p. 403**

8. How is a subgroup comparison done?
- a. by dividing cases into the appropriate subgroups, describing each subgroup in terms of a given variable, and comparing those descriptions across subgroups
 - b. by dividing, describing, and comparing subgroups on independent and dependent variables
 - c. by analyzing the simultaneous relationships among several variables among subgroups
 - d. by multiplying subgroups based upon mean values

ANS: A **REF: p. 407-408**

9. Professor Wilton decided to test whether blondes have more fun. Wilton surveyed 600 people and obtained the following results:

HAIR COLOUR

FUN	Blondes	Non-blondes	Total
Report fun	250	50	300
Report no fun	150	150	300
Total	400	200	600

What is the best way to percentage this table?

- a. within columns, down
- b. within rows, across
- c. divide each cell by 600
- d. within columns, across

ANS: A **REF: p. 412-414**

10. Refer to the above, which values are included in the univariate distribution for the variable *fun*?

- a. 50, 150
- b. 250, 50
- c. 250, 150
- d. 300, 300

ANS: D **REF: p. 412-414**

11. What type of analysis should Luke conduct if he is interested in studying the effects of age, gender, and religious affiliation on career choices?

- a. trivariate analysis
- b. univariate analysis
- c. bivariate analysis
- d. multivariate analysis

ANS: D **REF: p. 415-417**

12. Marco wants to conduct a research study to determine if students living on campus feel more or less safe than those who live off campus. At the most basic level, he should use which type of analysis?

- a. univariate analysis
- b. bivariate analysis
- c. trivariate analysis
- d. evaluation analysis

ANS: B **REF: p. 411**

13. Which measure of central tendency can be used at any level of measurement?

- a. mean
- b. mode
- c. median
- d. standard deviation

ANS: B **REF: p. 403**

14. Suppose a group of people have the following age distribution: 18, 33, 7, 32, 6, 5, 4. What is the mean?

- a. 4
- b. 7
- c. 15
- d. 32

ANS: C **REF: p. 403-404**

15. What term means the number of times that the various attributes of a variable are observed?

- a. frequency distribution
- b. mean
- c. measure of dispersion
- d. contingency table

ANS: A **REF: p. 402**

16. After data collection, what is the first step that must be completed before data analysis can begin?

- a. bivariate analysis
- b. coding
- c. multivariate analysis
- d. grouping data

ANS: B **PTS: 1** **REF: p. 396**

17. What is one example of a continuous variable?

- a. religion
- b. gender
- c. year in college
- d. income

ANS: D **REF: p. 407**

18. What is the best way to handle “don’t know” responses?

- a. Delete them before calculating percentages.
- b. Include them before calculating percentages.
- c. Decide first what makes sense in terms of your research purposes.
- d. Split them proportionately among the remaining categories.

ANS: C **REF: p. 409-410**

19. What is the end product of the coding process in quantitative analysis?

- a. the conversion of data items into numerical codes
- b. the conversions of an attribute into a variable
- c. the assignment of a number or numeral to each questionnaire item
- d. the transfer of variables to the computer

ANS: A **REF: p. 396**

20. Deacon wanted to compare the participation of women and men in extracurricular activities at his university. What method would it be best to use?

- a. standard deviation
- b. subgroup comparisons
- c. frequency distributions
- d. case studies

ANS: B **REF: p. 407-408**

The following is a question to remind you about “something” that we have learned in Sampling, (hopefully still in your long/short memory), the 68%, 95%, and the 99.9% confidence level.

Suppose a researcher was given a mean of 12 and a standard deviation of 2. What can he/she conclude?

- a. that 68 percent of cases are between 10 and 14
- b. that 95 percent of cases are between 10 and 14
- c. that all of the data are between 10 and 14
- d. that 95 percent of cases are between 11 and 13

ANS: A REF: p. 403-404

TRUE/FALSE

1. A codebook is a guide for locating variables and interpreting codes in a data file.

ANS: T REF: p. 399

2. Most quantitative data analyses today are conducted with computers.

ANS: T REF: p. 396

3. Univariate analysis and subgroup comparisons focus on the descriptions of the people under study, whereas bivariate analysis focuses on the relationships among the variables themselves.

ANS: T REF: p. 411

4. Half the cases are above the mode and half the cases are below the mode.

ANS: F PTS: 1 REF: p. 403

5. Frequency distributions indicate the number of times that variables are observed.

ANS: F PTS: 1 REF: p. 402

SHORT ANSWER QUESTIONS:

1. What is a codebook? Construct a codebook for the following questionnaire items.

A. Sex () Male () Female

- B. Age at last birthday?
- C. How many brothers and sisters do you have? (Count only those who are now alive. Include stepbrothers, stepsisters, and children adopted by your parents.)
- D. What is your marital status?
 - () Married
 - () Widowed
 - () Divorced
 - () Separated
 - () Never married

ANS: Answers may vary, but should be logical and demonstrate the conversion of the data into numerical codes, and should demonstrate that the student is comfortable with the process of constructing a codebook, as outlined on pages 398–400 of the text. A codebook is a document that describes the locations of variables and lists the assigned codes to the attributes of those variables. Answers will vary, and may look like the following:

- A. Sex
 - (1) Male
 - (2) Female
 - 9 = No answer to question
- B. Age at last birthday?

Code actual age. For example, if a respondent says that he/she was 15, code it as 15. 99 = No answer (this assumes that the oldest respondent is 98) or 999 = No answer
- C. How many brothers and sisters do you have? (Count only those who are now alive. Include stepbrothers, stepsisters, and children adopted by your parents.) Code actual answer ranging from 0 (I have no brother or sisters) to whatever is the largest number; 99 = No answer
- D. What is your current marital status?
 - (1) Married
 - (2) Widowed
 - (3) Divorced
 - (4) Separated
 - (5) Never married
 - 9 = No answer

2. Describe two techniques for data cleaning.

ANS: Answers may vary, but should include the following. Data cleaning is the process of detecting and correcting coding errors. There are two types of cleaning that can be done:

- 1) Possible-code cleaning is the process of checking that only the codes assigned to particular attributes (possible codes) appear in the data files.

- 2) Contingency cleaning concerns checking that only those cases that should have data entered for a particular variable do in fact have such data. This method is more complicated than possible-code cleaning.
3. A researcher believes that a person's occupation affects his or her political party preference. Given the following data on occupation and political party preference, construct a contingency table. Percentage the table and interpret your results.

Semiskilled	Conservative
Unskilled	Conservative
Semiskilled	Liberal
Skilled	Other
Semiskilled	Other
Unskilled	Other
Semiskilled	Liberal
Semiskilled	Liberal
Unskilled	Other
Skilled	Conservative
Unskilled	Other
Skilled	Liberal
Skilled	Other
Skilled	Conservative
Semiskilled	Liberal
Skilled	Other
Skilled	Other
Unskilled	Conservative
Semiskilled	Liberal
Skilled	Other

ANS: Answers may vary, but should resemble something similar to the following:

POLITICAL PARTY AFFILIATION BY OCCUPATIONAL SKILL LEVEL

Party	Unskilled	Semi-Skilled	Skilled	Total
Liberal	0.0%	71.4%	25%	6
Conservative	40.0	14.3	12.5	4
Other	60.0	14.3	62.5	10
Total	100% (5)	100.1% (7)	100% (8)	20

4. A random sample of sociology majors at the University of Methods were asked a series of questions about their major advisor. Interpret their answers to the following question: “My advisor encourages me to see him/her.”

Level of Agreement	f
Strongly agree	19
Agree	29
Undecided	34
Disagree	13
Strongly disagree	14
No answer	44

ANS: Answers may vary as to whether students include: 1) a discussion of the fact that this is a univariate analysis of a frequency distribution, 2) a discussion of the “no answer” category, and 3) a discussion of collapsing categories. Some of this may be implicit in their interpretation of the data. It should, however, be explained in the answer.

Level of Agreement	f	% including NA	% without NA
Strongly agree	19	12.4%	17.4
Agree	29	18.9	26.6
Undecided	34	22.2	31.2
Disagree	13	8.5	11.9
Strongly disagree	14	9.2	12.8
No answer	44	28.7	
TOTAL	99.9	99.9	
N		153	109

PTS: 1

5. Dr. Wagner is teaching his sociology class about how to present most tabular data. He has asked for advice on how to prepare his lecture. What information do you provide to him about presenting data in this manner?

ANS: Answers will vary, but should include the following:

1. A table should have a heading or a title that succinctly describes what the table contains.

2. The original content of the variables should be clearly presented—in the table itself if at all possible, or in the text with a paraphrase in the table. This information is especially critical when a variable is derived from responses to an attitudinal question, because the meaning of the responses will depend largely on the wording of the question.
3. The attributes of each variable should be clearly indicated. Though complex categories will have to be abbreviated, their meaning should be clear in the table and, of course, the full description should be reported in the text.
4. When percentages are reported in the table, the base on which they are computed should be indicated. It's redundant to present all the raw numbers for each category, because these could be reconstructed from the percentages and the bases. Moreover, the presentation of both numbers and percentages can result in a cluttered table that is more difficult to read.
5. If any cases are omitted from the table because of missing data ("no answer," for example), their numbers should be indicated in the table.

**** Check these five points with the suggested answers to Q. 3 and Q. 4.**

Chapter 15: The Logic of Multivariate Analysis

MULTIPLE CHOICE

1. In an elaboration model, what is the initial relationship discovered in the total sample?
- the test variable
 - the partial relationship
 - the zero-order relationship
 - the bivariate relationship

ANS: C **REF: p. 425**

2. In the elaboration paradigm, when does specification occur?
- when one partial relationship is the same as or stronger than the original two-variable relationship
 - when the test or control variable is discovered to be the mediating factor through which an independent variable has its effect on a dependent variable
 - when the partial relationships are different than the original relationship
 - when an original relationship is shown to be false through the introduction of a test variable

ANS: A **REF: p. 430**

3. Professor Jones found a relationship between education and occupation. However, when age was introduced as a test factor, the relationship between education and occupation disappeared in the partials. What does this illustrate?
- specification
 - interpretation
 - explanation
 - replication

ANS: C **REF: p. 428-429**

4. Professor Spencer found a relationship between education and occupation. However, when age was introduced as a test factor, the relationship between education and occupation disappeared in the partials. What was *age* in this study?

- a. a control variable
- b. a spurious variable
- c. a distorter variable
- d. an antecedent control variable

ANS: D **REF: p. 425-426**

5. Suppose we observed that the more fire fighters there were at a fire site, the greater the amount of fire damage. Suppose we also observed that the size of the fire was related to both the amount of damage and the number of fire fighters present. What does the relationship between numbers of fire fighters and the amount of fire damage illustrate?

- a. The relationship between the two variables is causal.
- b. The strength of the fire before the fire fighters attend to it causes the damage.
- c. The relationship between fire fighters and the amount of damage is spurious.
- d. The number of fire fighters at a fire may cause the amount of damage.

ANS: C **REF: p. 428-429**

6. Which term is used for the variable held constant in the elaboration model to determine the relationship between others?

- a. a test variable
- b. an experimental variable
- c. a multivariate variable
- d. an elaboration variable

ANS: A **REF: p. 425**

7. Professor Nielsen found a relationship between age at marriage and marital happiness. Nielsen introduced gender, ethnicity, number of years married, and income as test variables. In all partials, the relationship between age at marriage and marital happiness held. What did Professor Nielsen conclude?
- a. that the relationship between age and marital happiness was most likely a genuine one
 - b. that replication had increased his confidence that there was a relationship between age and marital happiness
 - c. that the relationship between age and marital happiness was spurious
 - d. that the relationship between age and marital happiness only occurred when the two partners were younger in age

ANS: A **REF: p. 428-429**

8. What type of relationship exists between IQ and hair colour if there are no other variables measured?
- a. an elaborated relationship
 - b. a partial relationship
 - c. a zero-order relationship
 - d. a first-order relationship

ANS: C **REF: p. 425**

9. What does the particular value of the elaboration model show?
- a. the logic of causal analysis
 - b. the origins of causal analysis
 - c. the limitations of causal analysis
 - d. the ethical implications of causal analysis

ANS: A **REF: p.421**

10. Nancy studied the relationship between gender and adjustment to retirement. She controlled for type of job before retirement and set up tables relating gender to retirement adjustment for each of her three categories of job type before retirement. What type of tables are these?
- a. test variable tables
 - b. partial tables
 - c. explanatory tables

11. What other name is given to the test variable?

- a. the control variable
- b. the Lazarsfeld variable
- c. the specification variable
- d. the replication variable

ANS: A **REF: p. 425**

12. Forrester found a strong positive relationship between participation in high school extracurricular activities and community involvement as adults. He controlled for gender and got the same relationship between high school extracurricular activities and community involvement for both partial tables showing men and women. What type of elaboration analysis is this?

- a. explanation
- b. replication
- c. interpretation
- d. specification

ANS: B **REF: p. 426-428**

13. Forrester found a strong positive relationship between participation in high school extracurricular activities and community involvement as adults. He controlled for gender, and the relationship between high school extracurricular activities and community involvement appeared among the men but not at all among the women. Which type of elaboration analysis is this?

- a. replication
- b. explanation
- c. interpretation
- d. specification

ANS: D **REF: p. 430-431**

14. A positive zero-order relationship exists, but the relationship becomes negative in the partials when introducing a control variable. What type of control variable is this?

- a. incremental variable
- b. distorter variable
- c. suppressor variable
- d. ghost variable

ANS: B **REF: p. 432-433**

15. No zero-order relationship exists, but a relationship does appear when the two variables are examined in the presence of a control variable. In this situation, what type of variable is the control variable?
- a. an incremental variable
 - b. a distorter variable
 - c. a suppressor variable
 - d. a ghost variable

ANS: C **PTS: 1** **REF: p. 432**

16. What is the name for a variable that reverses the direction of a zero-order relationship when it is introduced?
- a. a suppressor variable
 - b. a test variable
 - c. a distorter variable
 - d. a control variable

ANS: C **REF: p. 432-433**

TRUE/FALSE

1. *Explanation* is the term used to describe a spurious relationship.

ANS: T **REF: p. 428**

2. The term *specification* is used in the elaboration model regardless of whether the test variable is antecedent or intervening.

ANS: T **REF: p. 431**

3. A good researcher can always prove a hypothesis.

ANS: F **REF: p. 433**

4. A distorter variable is a test variable in the elaboration model that prevents a genuine relationship from being found at the zero-order level.

ANS: F **REF: p. 432**

5. The central logic of the elaboration model begins with an observed relationship between two variables and the possibility that one variable may be causing the other.

ANS: T

REF: p. 423

SHORT ANSWER QUESTIONS:

1. Having observed an empirical relationship between two variables, we try to understand the nature of that relationship through the effects produced by introducing other variables. In view of this, what is the basic form of the elaboration model?

ANS:

Answers may vary but should include the following: The basic steps in elaboration are as follows:

1. A relationship is observed to exist between two variables.
 2. A third variable is held constant in the sense that the cases under study are subdivided according to the attributes of that third variable.
 3. The original two-variable relationship is recomputed within each of the subgroups.
 4. The comparison of the original relationship with the relationships found within each subgroup provides a fuller understanding of the original relationship itself.
2. Which elaboration paradigm is used to describe a spurious relationship? Give an example.

ANS:

Answers may vary, but students should be aware that the paradigm used to describe a spurious relationship is explanation. *Explanation* is the term used to explain an original relationship shown to be false through the introduction of a test variable. In other words, the original relationship between the two variables disappears—is explained away—when the antecedent test variable is introduced. The text provides several examples, including the three-variable relationship among region of the country in which medical school faculty members attended medical school and their attitudes toward the Canadian healthcare system. When the region of the country in which the faculty member was raised, the original relationship disappeared.

3. Define *partial relationship* and *zero-relationship*. How do they differ?

ANS:

Answers will vary, but students should define the terms as follows:

Partial relationship: In the elaboration model, this is the relationship between two variables when examined in a subset of cases defined by a third (test) variable. For example, beginning with a zero-order relationship between income and attitudes toward gender equality, we might want to see whether the relationship holds true among both men and women (that is, controlling for gender). The relationship found among men and the relationship found among women would be the partial relationships, also referred to as the partials.

Zero-order relationship: This is the relationship between two variables when no test variables are being controlled for (that is, held constant).

4. What is specification? Provide an example.

ANS:

Student answers will vary. In the elaboration model, *specification* is used as a technical term to refer to the elaboration outcome when an initially observed relationship between two variables is replicated among some subgroups created by the control variable but not among others. In other words, when the partial relationships that result from the addition of a test variable differ significantly from each other, you will have specified the conditions under which the original relationship exists—for example, among seniors but not among children.

Chapter 16: Social Statistics

MULTIPLE CHOICE

1. What is an appropriate measure of association for ordinal variables?

- a. lambda
- b. gamma
- c. correlation
- d. chi square

ANS: B **REF: p. 441**

2. Which term refers to the assumption that there is no relationship between the variables in the total population?

- a. chi square
- b. a null hypothesis
- c. statistical significance
- d. the degrees of freedom

ANS: B **REF: p. 455**

3. Which statistic can be used to determine whether there is a statistically significant relationship between two variables in a contingency table?

- a. gamma
- b. chi square
- c. lambda
- d. Pearson's product moment correlation coefficient

ANS: B **REF: p. 445**

4. Professor Donner asked you to interpret a gamma of 1.3. What did you tell Professor Donner?

- a. It indicated an exceedingly strong relationship.
- b. It indicated a moderate relationship.
- c. It indicated a positive relationship.
- d. It indicated an error in calculations.

ANS: D **REF: p. 442**

5. Suppose you had calculated gamma for the following table, and it was .36. What does this mean?

Social Class of Wife		Social Class of Husband		
	Working	Middle	Upper	Total
Working	10	25	50	85
Middle	20	30	10	60
Upper	30	10	15	55
Total	60	65	75	200

- Husband's social class is positively associated with wife's social class.
- 36% more of the pairs examined had the same ranking than had the opposite ranking.
- 36% more of the pairs examined had the opposite ranking than had the same ranking.
- Husband's social class is negatively associated with wife's social class.

ANS: A **REF: p. 441-442**

6. Using simple random sampling, 100 males were drawn from a population and asked their age. The mean age for these men was 22. The standard error for the sample was 5. We are 68% confident that the population parameter is which one of the following ranges?

- between 20 and 21
- between 19.5 and 24.5
- between 17 and 27
- between 12 and 32

ANS: C **REF: p. 449**

7. What does a .05 level of significance mean?

- There is only a 5% chance that the statistic's value could be obtained as a result of sampling error only.
- We are 50% certain that the sample value is representative of the population.
- There is only a 5% chance that the variables tested are NOT independent.
- The results cannot be accepted because the sampling error is only 5%.

ANS: A **REF: p. 449-450**

8. At the univariate level, what are descriptive statistics used for?

- a. measures of association
- b. measures of inference
- c. data expansion
- d. data reduction

ANS: D **REF: p. 438**

9. What does the formula $Y = f(X)$ tell us?

- a. that X is the dependent variable
- b. that Y is the dependent variable
- c. that f is the dependent variable
- d. that you need to know what Y , f , and X represent to determine the dependent variable

ANS: B **REF: p. 443**

10. Josh has two interval-variables in his study, and wants to calculate a measure of association. Which one of the following would be best?

- a. Patterson's D
- b. Shirley's F
- c. Pearson's r
- d. Farley's s

ANS: C **REF: p. 443**

11. Terry-Lynn is trying to decide between using descriptive or inferential statistics in her upcoming univariate sample findings. She asks for your advice. What do you tell her about inferential statistics?

- a. They make inferences only to the sample used.
- b. They make inferences to the population the sample was taken from.
- c. They infer more empirically the underlying meaning of concepts.
- d. They infer which assumptions can be violated when doing multivariate analysis.

ANS: B **REF: p. 448**

12. Which of the following statements best describes a possible null hypothesis?
- There is a strong relationship between the two variables in the total population.
 - There is a moderate relationship between the two variables in the total population.
 - There is a weak relationship between the two variables in the total population.
 - There is no relationship between the two variables in the total population.

ANS: D **REF: p. 455**

TRUE/FALSE

1. Inferential statistics are used primarily for describing samples.

ANS: F **REF: p. 448**

2. Chi square is based on a comparison of observed frequencies with the frequencies that would be expected if there was no relationship between the variables.

ANS: T **REF: p. 455**

3. Pearson's product-moment correlation can be used with nominal, ordinal, and interval/ratio level data.

ANS: F **REF: p. 443**

4. Descriptive statistics involve drawing conclusions about a population from the study of a sample drawn from that population.

ANS: F **REF: p. 437**

SHORT ANSWER QUESTIONS:

1. Explain the assumptions underlying the use of tests of statistical significance. Why is there controversy over the use of these tests?

Answers may vary, but should include that there is no scientific answer to the question of whether a given association between two variables is significant, important, interesting, or worth repeating. Perhaps the ultimate test of significance rests with the researcher's ability to persuade the audience of the association's significance. There is, however, a body of inferential statistics to assist the researcher, known as parametric tests of significance. But, *statistical significance* does not imply importance or significance in any general sense. It refers simply to the likelihood that relationships as large as those observed in a sample could be attributed to sampling error alone.

Although tests of statistical significance are widely reported in social science literature, the logic underlying them is rather subtle and often misunderstood. There are three elements to the logic of statistical significance:

- 1) assumptions regarding the independence of two variables in the population study;
- 2) assumptions regarding the representativeness of samples selected through conventional probability sampling procedures; and
- 3) the observed joint distribution of sample elements in terms of the two variables.

2. EMPLOYMENT STATUS

Mini case study: Use the Employment Status table to answer the following three questions, which are based on data found in the table.

EMPLOYMENT STATUS

AGE	HIGH	MEDIUM	LOW
31–40	100	300	800
41–50	300	700	500
51–60	600	200	100

What conclusion can be drawn from reading the Employment Status data?

There is a positive association between age and employment status such that as age increases, so does employment status.

3. What is a scattergram? Develop a scattergram for two values of your choice.

A scattergram is a graph that represents the distribution of two variables in a sample population. One variable is plotted on the vertical axis; the second is plotted on the horizontal axis. The scores or values of each sample unit are usually represented by dots. A scattergram displays the degree or tendency with which the variables occur in association with each other. For example, a scattergram could represent the relationship between crime and city size.