

CHAPTER 2

Research, Methodology, and Ethics

Multiple Choice Questions

19. The role of research is to move us toward _____.
- a. personal experiences
 - b. opinions
 - c. common knowledge
 - d. information that we share

Answer: D (page 38)

Factual

Easy

Module 2.1: CONNECTING THEORY AND RESEARCH

20. What social issue might a feminist researcher not examine?
- a. Child-rearing practices
 - b. Gender equality or inequality
 - c. Family violence as a gendered issue
 - d. Privatization and/or withdrawal of particular social programs

Answer: D (page 40)

Conceptual

Moderate

Module 2.1: CONNECTING THEORY AND RESEARCH

21. Sociologists are valuable to Statistics Canada because they
- a. gather research information.
 - b. analyze data.
 - c. acts as a secondary-source resource.
 - d. all of the above.

Answer: D (page 41)

Factual

Moderate

Module 2.1: CONNECTING THEORY AND RESEARCH

22. Tahira is conducting a study that examines people's fears of living in what they think is an increasingly violent society. She is most likely to be drawing on this kind of general sociological approach:
- a. quantitative
 - b. positivistic
 - c. humanistic
 - d. qualitative

Answer: D (page 41)

Applied

Moderate

Module 2.1: CONNECTING THEORY AND RESEARCH

23. A sociologist whose primary research interest is in the cross-cultural comparison of income levels between genders over time most likely comes out of which general approach?

- a. quantitative
- b. positivistic
- c. naturalistic
- d. phenomenological

Answer: A (page 41)

Applied

Challenging

Module 2.1: CONNECTING THEORY AND RESEARCH

24. Which of the following provides an example of qualitative sociology?

- a. crime rates
- b. the emotional effects of going through a divorce
- c. a comparative study on the number of homeless people in various major cities
- d. a survey about gender and earning potential

Answer: B (page 41)

Applied

Moderate

Module 2.1: CONNECTING THEORY AND RESEARCH

25. What do qualitative studies use as the main techniques for data collection?

- a. surveys and questionnaires
- b. interviews and observations
- c. questionnaires and interviews
- d. secondary analysis and surveys

Answer: B (page 42)

Conceptual

Easy

Module 2.1: CONNECTING THEORY AND RESEARCH

26. Whereas quantitative researchers convert aspects of social life to numerical form, the focus for qualitative researchers is

- a. personality.
- b. subjectivity.
- c. rich detail.

- d. objective meaning.

Answer: C (page 42)

Conceptual

Easy

Module 2.1: CONNECTING THEORY AND RESEARCH

27. Researchers who use deductive logic move from _____ to _____.

- a. data; theory
- b. theory; data
- c. qualitative; quantitative
- d. quantitative; qualitative

Answer: B (page 42)

Conceptual

Easy

Module 2.1: CONNECTING THEORY AND RESEARCH

28. Patti is conducting a study on the relationship between pharmaceutical companies and university hiring (and firing) practices. In her research, she interviews a series of psychologists, physicians, university administrators (where she can access them), and union activists to figure out how they are making sense of this relationship. On the basis of this material, Patti develops an argument and makes several recommendations to the broader university community. Her work is an example of which type of reasoning?

- a. deductive logic
- b. inductive logic
- c. reductive logic
- d. hypothesis testing

Answer: B (page 42)

Application

Easy

Module 2.1: CONNECTING THEORY AND RESEARCH

29. A tentative statement about a particular relationship—whether between objects, people, or groups of people—that can be tested empirically is a

- a. variable.
- b. hypothetical.
- c. hypothesis.
- d. deductive presupposition.

Answer: C (page 45)

Conceptual

Moderate

Module 2.1: CONNECTING THEORY AND RESEARCH

30. A hypothesis is usually used in which kind of study?

- a. quantitative
- b. qualitative
- c. observatory
- d. active interviewing

Answer: A (page 45)

Conceptual

Moderate

Module 2.1: CONNECTING THEORY AND RESEARCH

31. If you want to study the features of the lives of people who rent out their basements to students, what would be an example of an independent variable?

- a. landlords of basement apartments
- b. social class
- c. university students
- d. your hypothesis

Answer: B (page 45)

Applied

Moderate

Module 2.2 STEPS IN THE RESEARCH PROCESS

32. A study that examined the relationship between the number of hours a student studies and grade on the exam amazingly found that those who studied more did better on the test. In this example, what is the dependent variable?

- a. grades on the exam
- b. number of hours studied
- c. students
- d. sleeping

Answer: A (page 45)

Applied

Moderate

Module 2.2 STEPS IN THE RESEARCH PROCESS

33. The type of variable that may be varied or manipulated by researchers is a/an _____ variable.

- a. floating
- b. structural
- c. dependent
- d. independent

Answer: D (page 45)

Conceptual

Easy

Module 2.2 STEPS IN THE RESEARCH PROCESS

34. A description of how a particular variable, such as gender equality, is measured for purposes of a given research study is known as a/an _____ definition.
- a. conceptual
 - b. optimal
 - c. operational
 - d. operating

Answer: C (page 45)

Conceptual

Moderate

Module 2.2 STEPS IN THE RESEARCH PROCESS

35. The kinds of research questions that you ask will depend on
- a. the research topic.
 - b. your level of education.
 - c. the theoretical perspective you are working from.
 - d. the hypothesis.

Answer: C (page 46)

Conceptual

Moderate

Module 2.2 STEPS IN THE RESEARCH PROCESS

36. There are four different ways to collect data. Which of the following is not one of them?
- a. Direct observation
 - b. Interviewing the subjects
 - c. Reviewing secondary sources such as court documents
 - d. All are methods of data collection that sociologists would use

Answer: C (page 48)

Factual

Moderate

Module 2.2 STEPS IN THE RESEARCH PROCESS

37. Research methods should always be understood in relation to
- a. theoretical orientation.
 - b. normative structures.
 - c. bias.
 - d. social policy.

Answer: A (page 49)

Conceptual

Moderate

Module 2.3 RESEARCH METHODS IN DETAIL

38. Surveys are well suited to asking about _____ people think, but not as helpful in answering _____ people think the way they do.
- why; what
 - what; why
 - the truth of what; the reasons for why
 - whether or not; how often

Answer: B (page 49)

Conceptual

Moderate

Module 2.3 RESEARCH METHODS IN DETAIL

39. What is the Census of Population performed by Statistics Canada an example of?
- self-administered questionnaire
 - telephone survey
 - in-person survey
 - interview

Answer: A (page 49)

Applied

Moderate

Module 2.3 RESEARCH METHODS IN DETAIL

40. How often is the Census of Population (commonly known as the Census) administered by Statistics Canada?
- every year
 - every 2 years
 - every 5 years
 - every 10 years

Answer: C (page 49)

Factual

Easy

Module 2.3 RESEARCH METHODS IN DETAIL

41. What type of interview do quantitative studies typically use?
- unstructured
 - semi-structured
 - structured
 - Quantitative studies do not use interviews.

Answer: C (page 50)

Conceptual

Moderate

Module 2.3 RESEARCH METHODS IN DETAIL

42. _____ interviews are more open-ended than _____ interviews.
- Structured; unstructured
 - Semi-structured; unstructured
 - Semi-structured; structured
 - Structured; semi-structured

Answer: C (page 50)

Conceptual

Moderate

Module 2.3 RESEARCH METHODS IN DETAIL

43. Which of the following does participant observation involve?
- the development of a hypothesis
 - conducting semi-structured interviews with research subjects
 - covert or semi-covert research
 - secondary analysis

Answer: C (page 51)

Conceptual

Moderate

Module 2.3 RESEARCH METHODS IN DETAIL

44. With this type of research method, a researcher may ask a series of questions that are structured, semi-structured, or unstructured.
- qualitative survey
 - longitudinal survey
 - interview
 - questionnaire

Answer: C (page 50)

Conceptual

Easy

Module 2.3 RESEARCH METHODS IN DETAIL

45. Which type of research approach stands outside of power relations?
- qualitative
 - in-depth interviews
 - mail surveys
 - No research method is outside of power.

Answer: D (page 50)

Applied

Moderate

Module 2.3 RESEARCH METHODS IN DETAIL

46. When Helleiner bought a trailer, settled into a Traveller “camp,” and observed camp life for nine months, she was engaging in which type of social research?
- participant observation
 - secondary analysis
 - participatory action research
 - mixed methods

Answer: A (page 51)

Applied

Moderate

Module 2.3 RESEARCH METHODS IN DETAIL

47. Which of the following is not an example of something you would analyze in secondary analysis?
- newspaper articles
 - the results of your questionnaire
 - legislation
 - content from magazines

Answer: B (page 52)

Applied

Challenging

Module 2.3 RESEARCH METHODS IN DETAIL

48. What two approaches does participatory action research bring together?
- action research and participatory research
 - participatory observation research and interviews
 - participatory observation and secondary analysis
 - mixed methods and secondary analysis

Answer: A (page 53)

Conceptual

Moderate

Module 2.3 RESEARCH METHODS IN DETAIL

49. At least how many research methods are employed in a mixed method approach?
- two
 - three
 - four
 - five

Answer: A (page 54)

Conceptual

Easy

Module 2.3 RESEARCH METHODS IN DETAIL

50. When a given measurement is said to be accurately measuring the concept that the research claims is being measured, then the study is
- reliable.
 - verifiable.
 - valid.
 - true.

Answer: C (page 55)

Conceptual

Moderate

Module 2.4 EVALUATING RESEARCH - DEVELOPING A CRITICAL EYE

51. How does Statistics Canada garner its non-census data?
- through a sample
 - surveying the entire population
 - non-random sample
 - participant observation

Answer: A (page 56)

Applied

Moderate

Module 2.4 EVALUATING RESEARCH - DEVELOPING A CRITICAL EYE

52. A _____ is a subset of a _____.
- sample; population
 - population; sample
 - survey; sample
 - sample; survey

Answer: A (page 56)

Applied

Moderate

Module 2.4 EVALUATING RESEARCH - DEVELOPING A CRITICAL EYE

53. The assertion that ice cream sales cause sexual assaults because the data indicates that when ice cream sales are at their highest (say, from June to August), sexual assault figures go up exemplifies
- deductive reasoning.
 - dubious hypothesis.
 - causal explanation.
 - spurious correlation.

Answer: D (page 57)

Applied

Moderate,

Module 2.4 EVALUATING RESEARCH - DEVELOPING A CRITICAL EYE

54. _____ refers to a relationship between two variables, whereas _____ refers to a situation in which a correlation is false.
- Correlation; spuriousness
 - Spuriousness; correlation
 - Causation; spuriousness
 - Causation; correlation

Answer: A (page 57)

Challenging

Factual

Module 2.4 EVALUATING RESEARCH - DEVELOPING A CRITICAL EYE

55. The relationship between smoking and cancer can best be described as
- correlation.
 - causal.
 - spurious correlation.
 - reliable.

Answer: B (page 57)

Challenging

Applied

Module 2.4 EVALUATING RESEARCH - DEVELOPING A CRITICAL EYE

56. What does the acronym REB stand for?
- Research and Education Board
 - Research Ethics Board
 - Reason and Education Board
 - Reason and Ethics Board

Answer: B (page 57)

Factual

Easy

Module 2.4 EVALUATING RESEARCH - DEVELOPING A CRITICAL EYE

57. Ethical guidelines aim to ensure a balance in research between
- informed consent and covert research.
 - eliminating sexism in research and the independence of researchers.
 - risks and benefits.
 - funding and the independence of researchers.

Answer: C (page 57)

Conceptual

Challenging

Module 2.4 EVALUATING RESEARCH - DEVELOPING A CRITICAL EYE

58. On what basis was Humphreys' study of "Tearoom Trade" criticized as unethical?
- failure to protect the privacy of respondents and disclose oneself as researcher
 - downplaying potential harm of participation in initial consultations with respondents
 - presence of sexism
 - failure to protect anonymity of respondents upon publishing results of study

Answer: A (page 59)

Factual

Moderate

Module 2.4 EVALUATING RESEARCH - DEVELOPING A CRITICAL EYE

59. Why was Laud Humphreys' "Tearoom Trade" doctoral dissertation unethical?
- Participants were shocked.
 - Participants were denied food.
 - Participants were denied sleep.
 - Participants' privacy was invaded.

Answer: D (page 59)

Factual

Challenging

Module 2.4 EVALUATING RESEARCH - DEVELOPING A CRITICAL EYE

60. Ethical research involves informing participants about all of the following except
- their obligations.
 - what risks or harm they might face.
 - what benefits they might realize.
 - that the benefits of the research to society outweigh the risks to the participant.

Answer: D (page 59)

Conceptual

Easy

Module 2.4 EVALUATING RESEARCH - DEVELOPING A CRITICAL EYE

61. How many main types of surveys are there?
- One
 - Three
 - Five
 - None of the above

Answer: B (page 60)

Factual

Moderate

Module 2.3 RESEARCH METHODS IN DETAIL

62. A researcher from this theoretical perspective would be interested in interaction patterns within families.
- Functionalist
 - Conflict theorist
 - Symbolic interactionist
 - Feminist theorist

Answer: C (page 61)

Conceptual

Moderate

Module 2.1 CONNECTING THEORY AND RESEARCH

True and False Questions

1. A sociologist's theoretical orientation will not influence the type of research questions asked and how they are asked.

Answer: False (page 40)

Factual

Easy

Module 2.1: CONNECTING THEORY AND RESEARCH

2. Sociological researchers pursue the same outcome: an attempt to create knowledge through a process of discovery.

Answer: True (page 40)

Factual

Easy

Module 2.1: CONNECTING THEORY AND RESEARCH

3. Symbolic interactionists would ask research questions that relate to people's face-to-face encounters and the meanings that they use to facilitate social life.

Answer: True (page 40)

Conceptual

Moderate

Module 2.1: CONNECTING THEORY AND RESEARCH

4. Qualitative research involves converting aspects of social life into numbers and determining whether a significant relationship exists.

Answer: False (pages 41-42)

Factual

Easy

Module 2.1: CONNECTING THEORY AND RESEARCH

5. Quantitative research is more valuable than qualitative research.

Answer: False (page 41)

Factual

Easy

Module 2.1: CONNECTING THEORY AND RESEARCH

6. All sociological researchers use a combination of qualitative and quantitative approaches.

Answer: False (page 41)

Factual

Moderate

Module 2.1: CONNECTING THEORY AND RESEARCH

7. In qualitative studies, the researchers themselves are, in effect, the research instruments.

Answer: True (page 42)

Conceptual

Moderate

Module 2.1: CONNECTING THEORY AND RESEARCH

8. Inductive logic is a system of reasoning that moves from data to the formation of a theory.

Answer: True (page 42)

Conceptual

Easy

Module 2.1: CONNECTING THEORY AND RESEARCH

9. Social researchers using inductive logic move fluidly between theory and data.

Answer: False (page 42)

Conceptual

Easy

Module 2.1: CONNECTING THEORY AND RESEARCH

10. Sociological research is systematic and based upon specific principles and methods.

Answer: True (page 44)

Factual

Easy

Module 2.2 STEPS IN THE RESEARCH PROCESS

11. The Canadian Census is administered every year by Statistics Canada.

Answer: False (page 49)

Factual

Easy

Module 2.3 RESEARCH METHODS IN DETAIL

12. Participant observation is a qualitative method that uses processes of deduction rather than induction.

Answer: False (page 51)

Conceptual

Challenging

Module 2.3 RESEARCH METHODS IN DETAIL

13. Because Juanne consistently gets the same results in her measurement for gender equality, we can say that her research is valid.

Answer: False (page 55)

Application

Moderate

Module 2.4 EVALUATING RESEARCH - DEVELOPING A CRITICAL EYE

14. Validity refers to the consistency of a given result.

Answer: False (page 55)

Factual

Easy

Module 2.4 EVALUATING RESEARCH - DEVELOPING A CRITICAL EYE

15. A sample is drawn from the research population.

Answer: True (page 56)

Factual

Easy

Module 2.4 EVALUATING RESEARCH - DEVELOPING A CRITICAL EYE

16. Spurious correlation is a relationship in which one variable causes a change in another variable.

Answer: False (page 57)

Factual

Moderate

Module 2.4 EVALUATING RESEARCH - DEVELOPING A CRITICAL EYE

17. All research at Canadian universities and colleges is subject to the Tri-Council Policy on Ethics Involving Human Subjects.

Answer: True (page 57)

Factual

Moderate

Module 2.4 EVALUATING RESEARCH – DEVELOPING A CRITICAL EYE

18. Humphreys' "Tearoom Trade" was the primary impetus that generated the belief in the need to establish clear criteria for ethical research in Canada.

Answer: False (page 58)

Factual

Moderate

Module 2.4 EVALUATING RESEARCH – DEVELOPING A CRITICAL EYE

19. Research targeted toward change is called applied research.

Answer: True (page 59)

Factual

Moderate

Module 2.4 EVALUATING RESEARCH – DEVELOPING A CRITICAL EYE

20. Critical analysis is key when evaluating research.

Answer: True (page 60)

Factual

Easy

Module 2.4 EVALUATING RESEARCH – DEVELOPING A CRITICAL EYE

Short-Answer Questions

1. What do quantitative researchers do with social life?

Answer: They convert aspects of social life into numbers while attempting to determine if a relationship exists between them. They then try to draw conclusions on this basis (page 41).

Conceptual

Moderate

Module 2.1: CONNECTING THEORY AND RESEARCH

2. Would a qualitative or quantitative research approach best suit the research problem of how text messaging has changed the nature of communication? Explain your answer.

Answer: Students can choose either approach, but must explain their answer (pages 41-42).

Applied

Moderate

Module 2.1: CONNECTING THEORY AND RESEARCH

3. Define both inductive and deductive logic.

Answer: Inductive logic is a system of reasoning that moves from data to the formation of a theory. Deductive logic is a system of reasoning that moves from theory to the formulation of hypotheses for testing (page 42).

Factual

Easy

Module 2.1: CONNECTING THEORY AND RESEARCH

4. What general system of reasoning was used in Paul Willis' (1977) classic study of working-class white males? Briefly describe.

Answer: Deductive reasoning. Through his observations, Willis was able to theorize that most of the boys' counterculture activities resulted in the reproduction of culture (page 42).

Applied

Moderate

Module 2.1: CONNECTING THEORY AND RESEARCH

5. What type of reasoning are qualitative researchers most likely to deploy? What about quantitative researchers?

Answer: Researchers who use a qualitative approach often use inductive reasoning, whereas researchers who favour a quantitative approach typically use deductive reasoning (page 43).

Applied

Moderate

Module 2.1: CONNECTING THEORY AND RESEARCH

6. What is a hypothesis?

Answer: A tentative statement about a particular relationship—whether between objects, people, or groups of people—that can be tested empirically (page 45).

Conceptual

Moderate

Module 2.2 STEPS IN THE RESEARCH PROCESS

7. Briefly discuss the seven steps in the deductive research model.

Answer: The scientific method is crucial to successful research.

Applied
Moderate
Module 2.2 STEPS IN THE RESEARCH PROCESS

8. Critically analyze the impact on results when using interviews in research.

Answer: (page 50)

Applied
Moderate
Module 2.3 RESEARCH METHODS IN DETAIL

9. What is the great advantage of the telephone survey over a mailed survey?

Answer: With a telephone survey, respondents can talk with the researcher directly if they have any questions or require clarification before answering a particular question (page 50).

Conceptual
Moderate
Module 2.3 RESEARCH METHODS IN DETAIL

10. Explain why structured interviews are typically used in quantitative studies.

Answer: It is crucial for analysis that each and every respondent is asked the same questions in the same order with no room for deviation (page 50).

Conceptual
Moderate
Module 2.3 RESEARCH METHODS IN DETAIL

11. Name two advantages and one disadvantage of secondary analysis.

Answer: Advantages – information already exists; less expensive. Disadvantage – restricted to whatever information has already been collected and recorded (page 53).

Conceptual
Moderate
Module 2.3 RESEARCH METHODS IN DETAIL

12. Explain participatory action research (PAR), including a discussion of the two approaches that this form of research brings together.

Answer: Should include reference to and explanation of action research and participatory research (pages 53-54).

Conceptual
Moderate
Module 2.3 RESEARCH METHODS IN DETAIL

13. Why would a researcher choose a mixed methods approach?

Answer: It gives researchers a fuller picture, enables the blend of different ways of understanding, or moves from generalities to specifics (page 54).

Conceptual

Moderate

Module 2.3 RESEARCH METHODS IN DETAIL

14. Briefly differentiate between validity and reliability as they pertain to measurement in research.

Answer: If a measurement is valid, it means that it accurately measures a concept. On the other hand, reliability refers to the consistency of a given result (page 55).

Conceptual

Moderate

Module 2.4 EVALUATING RESEARCH – DEVELOPING A CRITICAL EYE

15. What is the key difference between correlation and causality?

Answer: A correlation is a relationship between two variables; it can range from weak to strong, whereas causality means that one variable causes a change in the other (page 57).

Conceptual

Moderate

Module 2.4 EVALUATING RESEARCH – DEVELOPING A CRITICAL EYE

16. Identify the key difference between a research population and a sample.

Answer: A research population is a group of people that a researcher wishes to learn something about. A sample is a smaller subset of the research population (pages 55-56).

Conceptual

Moderate

Module 2.4 EVALUATING RESEARCH – DEVELOPING A CRITICAL EYE

17. According to the principle of informed consent, name three things that a person needs to be informed of prior to participating in research.

Answer: Obligations, risks, benefits, rights (page 57).

Conceptual

Moderate

Module 2.4 EVALUATING RESEARCH – DEVELOPING A CRITICAL EYE

18. What is the key principle underlying ethics in research?

Answer: Respect for all participants (page 57).

Conceptual

Moderate

Module 2.4 EVALUATING RESEARCH – DEVELOPING A CRITICAL EYE

Essay Questions

1. Develop a research question and explain which research methodology you would use and why (page 40-42).

Answer: Answers will vary according to the research question.

Applied

Challenging

Module 2.1 CONNECTING THEORY AND RESEARCH

2. Compare and contrast qualitative and quantitative research. What are the advantages and disadvantages of each? How could one inform the other?

Answer: Answers will vary (see pages 41-42).

Conceptual

Moderate

Module 2.1 CONNECTING THEORY AND RESEARCH

3. Discuss the relationship between power and social research as it appears in two of the following methods: survey, participant observation, interviewing, and participatory action research.

Answer: Answers will vary depending on selections. Students should go beyond simple description of differences in approach; strong essays will clearly think through the differences in approach in relation to the issue of power, using examples (pages 49-54).

Applied

Challenging

Module 2.3 RESEARCH METHODS IN DETAIL

4. Discuss the six important considerations presented in the text for evaluating research. Use an example such as a paper that you have written, or are in the process of writing, and critically analyze the sources using the six points.

Answer: Answers will vary depending on the material used as an example.

Applied

Challenging

Module 2.4 EVALUATING RESEARCH – DEVELOPING A CRITICAL EYE