

1. A professor examined survey information about people who were 65 years of age and older. He found the average level of happiness reported increased from 1982 to 2002. He concluded that people under 65 years of age also experienced increasing levels of happiness from 1982 to 2002. The error he committed is called:
 - a. the error of illogical reasoning.
 - b. the error of overgeneralization.
 - c. the error of selective observation.
 - d. the error of false consensus.

2. On your way to meet with your Methods instructor, you pass an office where you overhear two sociologists aggressively discussing a research project. One of the sociologists is criticizing the project's design and trying to find flaws in it. You are witnessing which norm of the scientific community?
 - a. universalism
 - b. selective observation
 - c. communalism
 - d. organized skepticism

3. A detached researcher exemplifies which approach?
 - a. Quantitative
 - b. Qualitative
 - c. Pseudoscience
 - d. Selective observation

4. Conducting social research allows organizations to _____ :
 - a. Discover absolute Truth
 - b. Improve decision-making
 - c. Influence political elections
 - d. Publish in scholarly journals

5. *Match the norm in the scientific community with the definition.*

Universalism

 - a. Scientists must be neutral, impartial, receptive, and open minded to unexpected observations or new ideas. They should not be rigidly wedded to a particular idea or point of view.
 - b. Scientists should not accept new ideas or evidence in a carefree, uncritical manner, but challenge and question new evidence.
 - c. Scientific knowledge must be shared with others, and it belongs to everyone. Creating scientific knowledge is a public act and the findings are public property, available for all to use.
 - d. Regardless of who conducts a study or where the researcher conducts it, the study is judged only on the basis of scientific merit.

6. What is the purpose of basic social research?
 - a. It predicts what future society will be like.
 - b. It improves social programs so they become more effective.
 - c. It creates fundamental knowledge about how the social world works.
 - d. It solves social problems and finds which policies are best.

7. A local human service organization contacted Sam Tanaka and asked him to conduct a study identifying the difficulties and problems of the elderly in the local community so that the organization could develop social programs to help them. What type of study was Mr. Tanaka being asked to conduct?
 - a. contingency evaluation cost-benefit analysis
 - b. actual cost cost-benefit analysis
 - c. needs assessment
 - d. summative evaluation research

8. Which best summarizes the main goal of descriptive research?
 - a. Give a verbal or numerical (e.g., percentages) picture.
 - b. Advance knowledge about an underlying process or complete a theory.
 - c. Develop techniques and a sense of direction for future research.
 - d. Provide evidence to support or refute an explanation.
9. Rita conducted a study on teenage drug use. She discovered that children with parents who use legal drugs (alcohol and cigarettes) were more likely to use illegal drugs (marijuana) than children whose parents did not use legal drugs. What type of research is this?
 - a. explanatory research
 - b. exploratory research
 - c. descriptive research
 - d. deponent research
10. Elizabeth conducted a study of gambling establishments operated by American Indian groups. She examined two establishments operated by different tribes. During the study, she spent many hours at each establishment and gained a detailed knowledge of the tribal leaders, gambling employees, and gambling customers. She also investigated how the establishments were organized, their impact on economic development in the area, and how tribal members saw them. She was conducting a
 - a. case study.
 - b. time series study.
 - c. summative evaluation study.
 - d. cohort study.
11. In 2001, Professor Dennis Breach believed that the social climate following veterans returning from war influenced their marriage decisions. Breach surveyed 250 newly married couples from 1946 (WWII) and 1968 (Vietnam). What kind of research was he conducting?
 - a. cohort study
 - b. time series study
 - c. panel study
 - d. case study
12. A _____ says there isn't a reality beyond our own experiences.
 - a. Direct realist
 - b. Moderate nominalist
 - c. Relativist
 - d. Critical Realist
13. What are the two philosophical areas that guide social research?
 - a. Ontology and Entomology
 - b. Entomology and Nominalism
 - c. Ontology and Epistemology
 - d. Epistemology and Relativism
14. Which major approach to social research is the oldest and most widely used?
 - a. Critical social science
 - b. Pretive social science
 - c. Positivist social science
 - d. Paradigm social science

15. Instrumental orientation is defined as
- how people are controlled by unseen causal laws that operate on them.
 - looking at how ordinary people manage their everyday practical affairs by using commonsense.
 - looking beneath the illusion-filled surface.
 - knowledge that is a tool that can help people control their surroundings or improve the efficiency things in society today.
16. Which approach states that the purpose of research is to study and understand the creation of social meaning?
- interpretative social science
 - positivism
 - critical social science
 - Hermeneutics
17. Dr. Smith said that social science is not value neutral. This suggests that the aim of a good study is to implement action to affect social change. Dr. Smith uses which approach to social science?
- positivism
 - critical social science
 - interpretative social science
 - Hermeneutics

18. *Indicate the approach that each term fits best.*

One reason postmodern research is hard to define is because:

- Postmodernism's creators reject clear definitions.
- It aligns closely with previously established areas of research.
- It advocates a feminist-value perspective that is hard to define.
- It's focused on what it represents rather than what it opposes, making it difficult to define.

19. Hammond, Michael. 2003. "The Enhancement Imperative: The Evolutionary Neurophysiology of Durkheimian Solidarity." *Sociological Theory* 21: 359-397.

Which of the following type of publications provides the best quality of research?

- popular magazines
- newsmagazines
- peer-reviewed scholarly journals
- newspapers

20. The principle of voluntary consent in social research means that
- researchers, when possible, must notify subjects that their participation is voluntary and that they can refuse to participate without penalty.
 - a researcher uses deception in order to study a social phenomenon.
 - researchers need to get permission from respondents to conduct an interview with a member of the opposite sex.
 - researchers studying public settings (malls, stores, street corners, etc.) do not need to notify subjects that they are being studied, because there is no expectation of privacy in public settings.
21. In a quantitative study, researchers are most concerned with:
- Data
 - Deductive reasoning
 - Measurement
 - Theories

22. A conceptual hypothesis is defined as:
- The degree of association between indicators
 - The causal relationship between two constructs
 - Logical statements on the way an indicator corresponds to an abstract construct
 - The language of empirical measures
23. When a research study is said to be generalizable to a diverse range of social settings, it is said that this study has good:
- convergence validity.
 - external validity.
 - equivalence validity.
 - internal validity.
24. Which of the following is a measurement at the nominal level?
- personal income in a year
 - student grades
 - the color of a person's hair (blond, brunette, redhead)
 - temperature
25. Dr. Horse developed a measure of "quality of city life." He included measures of many factors, including tax rate, quality of school system, cultural and recreational opportunities, pollution, traffic congestion, crime rate, and health care availability for 100 U.S. cities to get a score for each. Dr. Horse created a(n)
- index.
 - scale.
 - statistic.
 - measure of central tendency.