

Test Bank for Basics of Social Research 4th Canadian Edition  
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Answer:

- These are all errors of personal experience.
- Premature closure—error that is made when a person feels she or he has the answers and does not need to listen, seek information, or raise questions any longer.
- Overgeneralization—error that is made when some evidence supports a belief, but a person falsely assumes that it applies to many other situations as well.
- Selective observation—error that is made when a person takes notice of certain people or events based on past experience or attitudes.
- Halo effect: error that is made when a person overgeneralizes from what he or she accepts as being highly positive or prestigious and lets its favourable impression or prestige “rub off” onto other areas.

*Diff: 4 Type: ES Page Ref: 5-6*

*Learning Objective: 2. Explain five alternatives to social research.*

*Skill: 02. Recognizes differences between science and non-scientific approaches to knowledge*

- 2) Briefly describe each of the steps involved in conducting a research project. Discuss how “fixed” the steps are and the implications of this for a person undertaking research.

Answer:

- The steps are: select topic → focus question → design study → collect data → analyze data → interpret data → inform others
- The steps are not “fixed”; in practice, you rarely complete one step totally before moving on to the next one.
- The process is an interactive one in which the steps blend into each other.
- Implications: what you do in a later step may stimulate a reconsideration and slight adjustment about your thinking in a previous step.

*Diff: 5 Type: ES Page Ref: 8-9*

*Learning Objective: 4. Describe the general steps in the research process.*

*Skill: 05. Shows an awareness of appropriate research procedures/processes for diverse situations*

- 3) Explain how you would distinguish a qualitative from a quantitative social research study, and identify four quantitative and four qualitative data collection techniques.

Answer:

- A quantitative study collects information in the form of numbers.
- Techniques for quantitative data collection include experiments, surveys, content analysis, and existing statistics.
- A qualitative study collects information in the form of words, pictures, sounds, visual images, or objects.
- Techniques for qualitative data collection include qualitative interviews, focus groups, field research, and historical–comparative research.

*Diff: 3      Type: ES      Page Ref: 15–17*

*Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques.*

*Skill: 04. Expresses familiarity with the range of acceptable techniques/methods in social research*

4) What is the difference between *academic* and *applied* social research?

Answer:

- Academic research is research designed to advance fundamental knowledge about the social world.
- Applied research is research that attempts to solve a concrete problem or address a specific policy question/issue and that has a direct, practical application.

*Diff: 3      Type: ES      Page Ref: 9-10*

*Learning Objective: 5. Explain the difference between academic and applied research.*

*Skill: 04. Expresses familiarity with the range of acceptable techniques/methods in social research*

5) Identify and briefly explain what is entailed by two quantitative data collection techniques and two qualitative data collection techniques.

Answer:

Students may choose any two of the following quantitative data collection techniques:

- Experimental research: Research in which one intervenes or does something to one group of people but not to another and then compares the results of the two groups.
- Survey research: A quantitative social research technique in which one systematically asks many people the same questions and then records and analyzes their answers.
- Content analysis: Research in which one examines patterns of symbolic meaning within written text, audio, visual, or other communication media.
- Existing statistics research: Research in which one examines numerical information from government documents or official reports to address new research questions.

Students may choose any two of the following qualitative data collection techniques:

- Qualitative interview: A one-on-one interview between a researcher and an interviewee that is usually semi-structured and open-ended.
- Focus group: A type of group interview in which an interviewer poses questions to the group and answers are given in an open discussion among the group members.
- Field research: A type of qualitative research in which a researcher directly observes the people being studied in a natural setting for an extended period. Often, the researcher combines intense observation with participation in the people’s social activities.
- Historical research: Research in which one examines different cultures or periods to better understand the social world.

*Diff: 4      Type: ES      Page Ref: 15–17*

*Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques.*

*Skill: 04. Expresses familiarity with the range of acceptable techniques/methods in social research*

6) Describe the differences between exploratory, descriptive, and explanatory research.

Answer:

- Exploratory research is research into an area that has not been studied and in which a researcher wants to develop initial ideas and a more focused research question(s).
- Descriptive research is research in which one “paints a picture” with words or numbers, presents a profile, outlines stages, or classifies types.
- Explanatory research is research that focuses on why events occur or tries to test and build social theory.

*Diff: 4      Type: ES      Page Ref: 11–13*

*Learning Objective: 6. Explain the three major purposes of social research.*

*Skill: 04. Expresses familiarity with the range of acceptable techniques/methods in social research*

7) How does a panel study differ from a time-series study? Answer:

- Both are examples of longitudinal research.
- A panel study is a type of longitudinal research in which a researcher observes exactly the same people, group, or organization across multiple time points.
- A time-series study is any research that takes place over time, in which different people or cases may be looked at in each time period.

*Diff: 3      Type: ES      Page Ref: 14-15*

*Learning Objective: 7. Compare the two major time dimensions in social research.*

*Skill: 05. Shows an awareness of appropriate research procedures/processes for diverse situations*

8) Give an example of a cohort study, describing what features of it make it a cohort study. Answer:

- A cohort study is a type of longitudinal research in which a researcher focuses on a category of people who share a similar life experience in a specified period.
- For example: Harvey Krahn has been conducting a cohort study since 1985, when he first surveyed a group of individuals from Alberta who were graduating high school. This group, known as “Generation X” were graduating during a time of great economic uncertainty. Krahn and his colleagues have periodically re-interviewed these individuals over the past 26 years, following their post-secondary choices and work transitions.

*Diff: 6      Type: ES      Page Ref: 15*

*Learning Objective: 7. Compare the two major time dimensions in social research.*

*Skill: 03. Displays an ability to extend learning to new situations or to use in new ways.*

9) What is the scientific community and who belongs to it? Answer:

- The scientific community is a collection of people who share a system of rules and attitudes that sustain the process of producing scientific knowledge.
- It is a professional community that includes individuals from both the natural and social sciences.
- It includes a range of practitioners, technicians, and researchers. Researchers at universities form the core of the community; however, some researchers work for government or for private industry as well.

*Diff: 4 Type: ES Page Ref: 7–8*

*Learning Objective: 3. Explain what is meant by the scientific community and the scientific method.*

*Skill: 02. Recognizes differences between science and non-scientific approaches to knowledge*

- 10) What is social research? What are some alternative sources of knowledge? What distinguishes social research from these alternatives?

Answer:

- Social research is a process in which a researcher combines a set of principles, outlooks, and ideas with a collection of specific practices, techniques, and strategies to produce knowledge.
- Alternative sources of knowledge are authority, tradition, common sense, media myths, and personal experience.
- Science distinguishes social research from these alternative sources of knowledge.

*Diff: 5 Type: ES Page Ref: 2–6*

*Learning Objective: 2. Explain five alternatives to social research.*

*Skill: 02. Recognizes differences between science and non-scientific approaches to knowledge*

- 11) Roger works at a retirement home and is very familiar with its residents, all of whom are 65 years of age or older. Roger observes that residents between 65 and 74 years of age are the unhappiest, residents between 75 and 84 years of age are moderately happy, and residents between 85 and 100 years of age are the happiest. Rogers concludes that people, in general, grow happier as they age. The error Roger committed is called

- A) the error of overgeneralization.
- B) the error of selective observation.
- C) the error of illogical reasoning.
- D) the error of inaccurate observation.
- E) Roger did not make any errors.

Answer: A

*Diff: 6 Type: MC Page Ref: 5*

*Learning Objective: 2. Explain five alternatives to social research.*

*Skill: 01. Applies abstract learning to realistic situations*

- 12) What is the purpose of academic social research?

- A) It solves social problems and finds which policies are best.
- B) It improves social programs so they become more effective.
- C) It invents new taxonomies and jargon.
- D) It creates fundamental knowledge about how the social world works.
- E) It predicts what future society will be like.

Answer: D

*Diff: 1 Type: MC Page Ref: 9*

*Learning Objective: 5. Explain the difference between academic and applied research.*

*Skill: 04. Expresses familiarity with the range of acceptable techniques/methods in social research*

- 13) \_\_\_\_\_ is a special case of authority, which is derived from the way things have been.

- A) Tradition
- B) History
- C) Common sense
- D) Personal experience
- E) Selective observation

Answer: A

Diff: 3 Type: MC Page Ref: 3-4

Learning Objective: 2. Explain five alternatives to social research.

Skill: 15. Understands the types and strength/weaknesses of various source materials

- 14) Which best summarizes the main goal of descriptive research?
- A) Advance knowledge about an underlying process or complete a theory
  - B) Develop techniques and a sense of direction for future research
  - C) Give a verbal or numerical (e.g., percentages) picture
  - D) Extend a theory or principle into new areas or issues
  - E) Provide evidence to support or refute an explanation

Answer: C

Diff: 1 Type: MC Page Ref: 12

Learning Objective: 6. Explain the three major purposes of social research.

Skill: 05. Shows an awareness of appropriate procedures/processes for diverse situations

- 15) The majority of the scientific community's core members are employed in
- A) private industry.
  - B) think-tanks.
  - C) universities.
  - D) the public sector.
  - E) not-for-profit organizations.

Answer: C

Diff: 2 Type: MC Page Ref: 7

Learning Objective: 3 Explain what is meant by the scientific community and the scientific method.

Skill: 02. Recognizes difference between science and non-scientific approaches to knowledge

- 16) Don, having heard worrisome news reports about chicken farming, wonders if he should stop feeding chicken to his children. Don solicits the advice of his friend Kent, who is a nutritionist, and Kent advises Don to continue feeding his children chicken. Don follows Kent's recommendation. On what basis did Don make his decision to include chicken in his children's diet?
- A) Authority
  - B) Tradition
  - C) Media myth
  - D) Personal observation
  - E) Objective authorization

Answer: A

Diff: 5 Type: MC Page Ref: 3

Learning Objective: 2. Explain five alternatives to social research.

Skill: 01. Applies abstract learning to realistic situations

- 17) A tendency to assume that a person or source with a strong reputation or in a high-status position is automatically correct, instead of carefully evaluating the quality of information offered, is called
- A) selective observation.
  - B) skepticism.
  - C) the halo effect.
  - D) premature closure.
  - E) the scientific method.

Answer: C

Diff: 2 Type: MC Page Ref: 6

Learning Objective: 2. Explain five alternatives to social research.

Skill: 02. Recognizes differences between science and non-scientific approaches to knowledge

18) Explanatory research is

- A) research in which a researcher seeks to test theories and addresses the question of why events or patterns occur in social reality.
- B) a technique developed by economists in which the positive and negative consequences of something are estimated, given a dollar value, then balanced against one another.
- C) evaluation research after the program or policy being evaluated ends.
- D) evaluation research throughout the program or policy being evaluated.
- E) research into a new area that has not been studied and in which a researcher develops initial ideas and a more focused research question.

Answer: A

Diff: 1 Type: MC Page Ref: 13

Learning Objective: 6. Explain the three major purposes of social research.

Skill: 05. Shows an awareness of appropriate research procedures/processes for diverse situations

19) Below are five of the seven steps of a research project in scrambled order. Of the five listed below, which one is supposed to be third in the sequence?

- A) Interpret findings
- B) Collect data
- C) Design study
- D) Focus project.
- E) Analyze the data

Answer: C

Diff: 3 Type: MC Page Ref: 8-9

Learning Objective: 4. Describe the general steps in the research process.

Skill: 07. Makes distinctions among related scientific ideas/processes

20) Sara finds religiosity fascinating—all aspects of all religions—and wants to study them. However, in sitting down to design a study, Sara finds herself overwhelmed by the magnitude of her subject. What step should Sara take before attempting to design her study?

- A) Collect preliminary data
- B) Reflect on her faith
- C) Focus research question
- D) Inform others
- E) None of the above

Answer: C

Diff: 4 Type: MC Page Ref: 8-9

Learning Objective: 4. Describe the general steps in the research process.

Skill: 01. Applies abstract learning to realistic situations

21) Katherine Keene, a hospital administrator, heard a lot about gay men getting HIV and AIDS. She watched the male patients at her hospital admitted for AIDS. She thought they all looked like homosexuals as did almost all their male visitors. In fact, at Katherine's hospital, 60 percent of the HIV-positive male patients were heterosexual and 80 percent of their visitors

were neighbours, co-workers, or immediate family members. She most clearly made which type of error?

- A) Selective observation
- B) Premature closure
- C) Overgeneralization
- D) Inattention
- E) None, she made no error.

Answer: A

*Diff: 5      Type: MC      Page Ref: 6*

*Learning Objective: 2. Explain five alternatives to social research.*

*Skill: 01. Applies abstract learning to realistic situations*

22) All of the following characterize exploratory research, EXCEPT which one?

- A) Exploratory research has few guidelines to follow.
- B) Exploratory research illuminates understudied areas.
- C) Exploratory research rarely yields definitive answers.
- D) Exploratory research tends to be qualitative.
- E) Exploratory research documents causes, tests theories, and provides reasons. Answer: E

*Diff: 3      Type: MC      Page Ref: 11-12*

*Learning Objective: 6. Explain the three major purposes of social research.*

*Skill: 06. Explains reasons for using a specific research process/procedure*

23) Joe Foss studied gender differences in attitudes toward mathematics and science among 45 Grade 1 students. Over the next 12 years, he studied the same 45 children when they were in Grades 5, 8, and 12. This is which type of research?

- A) Case study research
- B) Cross-sectional research
- C) Time-series research
- D) Panel study research
- E) Action-oriented research

Answer: D

*Diff: 4      Type: MC      Page Ref: 13-15*

*Learning Objective: 7. Compare the two major time dimensions in social research.*

*Skill: 04. Expresses familiarity with the range of acceptable techniques/methods in social research*

24) In 2010, Professor Dennis Wrong decided to conduct a study of 1000 persons who were married in 1946 to 1948 and were still married. He believed that the social climate, returning veterans, and other changes around the end of World War II affected the decision to marry and what occurred in their first year of marriage. Most likely, Dennis was conducting which type of study?

- A) Case study
- B) Panel
- C) Cohort
- D) Time-series
- E) Cross-sectional

Answer: C

*Diff: 4      Type: MC      Page Ref: 13-15*

*Learning Objective: 7. Compare the two major time dimensions in social research.*

*Skill: 01. Applies abstract learning to realistic situations*



- 25) All of the following characterize applied research, EXCEPT which one?
- A) Doing research is usually part of a job assignment and sponsors/supervisors who are not professional researchers will judge/use the results.
  - B) Success is based on whether sponsors/supervisors use the results in decision-making.
  - C) The primary concern is with the internal logic and rigour of the research design, so a research study attempts to reach the absolute norms of scientific rigour and scholarship.
  - D) The driving goal is to produce practical payoffs or uses of the results.
  - E) Research problems one can explore are limited by the demands and interests of employers or sponsors.

Answer: C

Diff: 4 Type: MC Page Ref: 10-11

Learning Objective: 5. Explain the difference between academic and applied research.  
Skill: 04. Expresses familiarity with the range of acceptable techniques/methods in social research

- 26) A type of data-collection technique that most closely follows the logic and principles of natural science, in which researchers create situations and examine their effects on participants, is called
- A) content analysis.
  - B) experimental research.
  - C) survey research.
  - D) field research.
  - E) historical comparative research.

Answer: B

Diff: 2 Type: MC Page Ref: 16

Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques.  
Skill: 08. Provides concrete examples of abstract theoretical ideas/principles

- 27) All of the following characterize academic research, EXCEPT which one?
- A) The main concern is with the internal logic and rigour of research design.
  - B) The objective is to contribute to policy and/or program change.
  - C) Success comes when results appear in a scholarly journal.
  - D) Research problems and participants are selected with a great deal of freedom.
  - E) The highest standards of scholarship are sought.

Answer: B

Diff: 4 Type: MC Page Ref: 9

Learning Objective: 5. Explain the difference between academic and applied research.  
Skill: 04. Expresses familiarity with the range of acceptable techniques/methods in social research

- 28) Existing statistics research
- A) is the examination of numerical information from government documents or official reports.
  - B) is most frequently used for descriptive research.
  - C) is done by asking people questions using a written questionnaire.
  - D) allows a researcher to discover features in the content of large amounts of material that might otherwise go unnoticed.

E) may be time consuming if the researcher does not carefully consider the meaning of what he or she finds.

Answer: E

Diff: 3 Type: MC Page Ref: 16-17

Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques.

Skill: 06. Explains reasons for using a specific research process/procedure

- 29) Which of the following techniques is used by both qualitative and quantitative researchers?
- A) Content analysis
  - B) Existing statistics
  - C) Field research
  - D) Focus groups
  - E) Historical comparative research

Answer: A

Diff: 3 Type: MC Page Ref: 17

Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques.

Skill: 04. Expresses familiarity with the range of acceptable techniques/methods in social research

- 30) Which of the following statements is NOT true of tradition as an alternative source of knowledge?
- A) It is a special case of authority.
  - B) It may begin as simple prejudice.
  - C) It means that you believe something to be true because “it’s the way things have always been.”
  - D) It can become distorted as it is passed on, to the point where it is no longer true.
  - E) It is the same as common sense.

Answer: E

Diff: 4 Type: MC Page Ref: 3-4

Learning Objective: 2. Explain five alternatives to social research.

Skill: 03. Displays an ability to extend learning to new situations or to use in new ways

- 31) There are various ways in which acquiring knowledge might address the topic of climate change. The statement “David Suzuki says that climate change is one of the most serious environmental threats facing the world today” is an example of what source of knowledge?
- A) Personal experience
  - B) Media myth
  - C) Tradition
  - D) Authority
  - E) Common Sense

Answer: D

Diff: 4 Type: MC Page Ref: 3

Learning Objective: 2. Explain five alternatives to social research.

Skill: 03. Displays an ability to extend learning to new situations or to use in new ways

- 32) Which of the following are the two major approaches or orientations to social research methods?
- A) Micro and macro
  - B) Qualitative and quantitative

- C) Explanatory and exploratory
- D) Applied and academic
- E) Cross-sectional and longitudinal

Answer: B

Diff: 2 Type: MC Page Ref: 15

*Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques.*

*Skill: 11. Can explain differences between the two major paradigms of social science*

- 33) All of the following statements apply to surveys, EXCEPT which one?

- A) Researchers ask all respondents the same questions.
- B) Surveys are primarily associated with quantitative research.
- C) Researchers systematically manipulate situations and conditions.
- D) Researchers use surveys in descriptive or explanatory research.
- E) Researchers can generalize results from surveys to larger groups.

Answer: C

Diff: 3 Type: MC Page Ref: 16

*Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques.*

*Skill: 06. Explains reasons for using a specific research process/procedure*

- 34) Who coined the term “public sociology”?

- A) Emile Durkheim
- B) Herbert Gans
- C) Statistics Canada spokesperson
- D) Michael Burawoy
- E) Wilkinson

Answer: B

Diff: 2 Type: MC Page Ref: 11

*Learning Objective: 5. Explain the difference between academic and applied research.*

*Skill: 04. Expresses familiarity with the range of acceptable techniques/methods in social research*

- 35) Researchers have discovered that when the closure of a manufacturing facility is announced, worker productivity briefly dips and then rises to higher levels than before the announcement was delivered. To better understand why productivity rises in manufacturing facilities after closure announcements, Tikvah Mindorff took a position as a welder inside a manufacturing facility that was in the process of shutting down and carefully observed her fellow workers and their situations. What kind of data collection technique has Tikvah employed in her research?

- A) field research
- B) historical research
- C) experimental research
- D) survey research
- E) content analysis

Answer: A

Diff: 4 Type: MC Page Ref: 17

*Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques main data collection techniques.*

*Skill: 04. Expresses familiarity with the range of acceptable techniques/methods in social research*

- 36) In an effort to identify new ways to attract attention to the sport of road bicycle racing, Andrew Hunt recruits fifty participants and divides them into groups of five. Each group is shown clips of a road bicycle race and then asked to discuss the aspects of the race footage they enjoyed, the aspects of the race footage they did not enjoy, and the likelihood that they would opt to watch a road bicycle race, given the opportunity, in the future. What kind of data collection technique has Andrew Hunt's employed in his research?
- A) academic research
  - B) experimental research
  - C) qualitative interview research
  - D) focus group research
  - E) survey research

Answer: D

*Diff: 4      Type: MC      Page Ref: 17*

*Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques main data collection techniques.*

*Skill: 04. Expresses familiarity with the range of acceptable techniques/methods in social research*

- 37) What precipitates premature closure?
- A) the scientific community deprioritizes investigations of a topic for political or cultural reasons
  - B) the subjects of a panel study decline continued participations in the research, or are no longer suitable candidates for the research
  - C) the subjects of a case study decline continued participations in the research, or are no longer suitable candidates for the research
  - D) a researcher feels he or she has the answers and does not need to listen, seek information, or raise questions any longer
  - E) a researcher is forced to conclude an investigation due to financial, temporal, or other practical constraints on the research process

Answer: D

*Diff: 5      Type: MC      Page Ref: 6*

*Learning Objective: 2. Explain five alternatives to social research.*

*Skill: 05. Shows an awareness of appropriate research procedures/processes for diverse situations*

- 38) Which of the following terms denotes organizations composed of a body of experts in a field that are often motivated by particular advocacy goals?
- A) panels
  - B) scientific community
  - C) think tanks
  - D) applied social researchers
  - E) academic social researchers

Answer: C

*Diff: 4      Type: MC      Page Ref: 3*

*Learning Objective: 2. Explain five alternatives to social research.*

*Skill: 02. Recognizes differences between science and non-scientific approaches to knowledge*

Define the following:

39) academic social research

Answer:

Research designed to advance fundamental knowledge about the social world.

*Diff: 4 Type: ES Page Ref: 9*

*Learning Objective: 5. Explain the difference between academic and applied research.*

*Skill: 50. Able to define key terms*

40) applied social research

Answer:

Research that attempts to solve a concrete problem or address a specific policy question, and that has a direct, practical application.

*Diff: 4 Type: ES Page Ref: 10–11*

*Learning Objective: 5. Explain the difference between academic and applied research.*

*Skill: 50. Able to define key terms*

41) case-study research

Answer:

Research, usually qualitative, on one or a small number of cases in which a researcher carefully examines a large number of details about each case.

*Diff: 4 Type: ES Page Ref: 15*

*Learning Objective: 7. Compare the two major time dimensions in social research.*

*Skill: 50. Able to define key terms*

42) cohort study

Answer:

A type of longitudinal research in which a researcher focuses on a category of people who share a similar life experience in a specified time period.

*Diff: 4 Type: ES Page Ref: 15*

*Learning Objective: 7. Compare the two major time dimensions in social research.*

*Skill: 50. Able to define key terms*

43) content analysis

Answer:

Research in which one examines patterns of symbolic meaning within written text, audio, visual, or other communication media.

*Diff: 4 Type: ES Page Ref: 17*

*Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques. Skill: 50. Able to*

*define key terms*

44) cross-sectional research

Answer:

Research in which a researcher examines a single point in time or takes a one-time snapshot approach.

*Diff: 4      Type: ES      Page Ref: 13*

*Learning Objective: 7. Compare the two major time dimensions in social research.*

*Skill: 50. Able to define key terms*

45) data

Answer:

The empirical evidence or information that a person gathers carefully according to established rules or procedures; it can be qualitative or quantitative.

*Diff: 4      Type: ES      Page Ref: 6*

*Learning Objective: 3. Explain what is meant by the scientific community and the scientific method.*

*Skill: 50. Able to define key terms*

46) descriptive research

Answer:

Research in which a researcher presents a picture of the specific details of a situation, social setting, or relationship.

*Diff: 4      Type: ES      Page Ref: 12*

*Learning Objective: 6. Explain the three major purposes of social research.*

*Skill: 50. Able to define key terms*

47) empirical evidence

Answer:

The observations that people experience through their senses—touch, sight, hearing, smell, and taste; these can be direct or indirect.

*Diff: 4      Type: ES      Page Ref: 7*

*Learning Objective: 3. Explain what is meant by the scientific community and the scientific method.*

*Skill: 50. Able to define key terms*

48) existing statistics research

Answer:

Research in which one examines numerical information from government documents or official reports to address new questions.

*Diff: 4      Type: ES      Page Ref: 17*

*Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques. Skill: 50. Able to define key terms*

49) experimental research

Answer:

Research in which one intervenes or does something different to one group of people but not another, then compares the results for the groups.

*Diff: 4      Type: ES      Page Ref: 16*

*Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques. Skill: 50. Able to define key terms*

50) explanatory research

Answer:

Research that focuses on why events occur and tries to test and build social theory.

*Diff: 4 Type: ES Page Ref: 13*

*Learning Objective: 6. Explain the three major purposes of social research.*

*Skill: 50. Able to define key terms*

51) exploratory research

Answer:

Research in which a researcher examines a new area to formulate precise questions that future research can address.

*Diff: 4 Type: ES Page Ref: 11*

*Learning Objective: 6. Explain the three major purposes of social research.*

*Skill: 50. Able to define key terms*

52) field research

Answer:

A type of qualitative research in which a researcher directly observes the people being studied in a natural setting for an extended period of time. Often, the research combines intensive observing with participation in the people's activities.

*Diff: 4 Type: ES Page Ref: 17*

*Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques. Skill: 50. Able to define key terms*

53) focus group

Answer:

A type of group interview in which an interviewer asks questions to the group and answers are given in an open discussion among the group members.

*Diff: 4 Type: ES Page Ref: 17*

*Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques. Skill: 50. Able to define key terms*

54) halo effect

Answer:

An error often made when people use personal experience, rather than science, to acquire knowledge. It is when a person overgeneralizes from what he or she accepts as being highly positive or prestigious and lets its strong reputation or prestige "rub off" onto other areas.

*Diff: 4 Type: ES Page Ref: 6*

*Learning Objective: 2. Explain five alternatives to social research.*

*Skill: 50. Able to define key terms*

55) historical research

Answer:

Research in which one examines different cultures or time periods to better understand the social world.

*Diff: 4      Type: ES      Page Ref: 18*

*Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques. Skill: 50. Able to define key terms*

56) longitudinal research

Answer:

Research in which the researcher examines the features of people or other units at multiple points in time.

*Diff: 4      Type: ES      Page Ref: 13*

*Learning Objective: 7. Compare the two major time dimensions in social research. Skill: 50. Able to define key terms*

57) overgeneralization

Answer:

Overgeneralization is an error people often make when using personal experience, rather than science, to acquire knowledge. It occurs when some evidence supports a belief, but a person falsely assumes that it applies to many other situations too.

*Diff: 4      Type: ES      Page Ref: 5*

*Learning Objective: 2. Explain five alternatives to social research. Skill: 50. Able to define key terms*

58) panel study

Answer:

A powerful type of longitudinal research in which a researcher observes exactly the same people, group, or organization across multiple time points.

*Diff: 4      Type: ES      Page Ref: 15*

*Learning Objective: 7. Compare the two major time dimensions in social research. Skill: 50. Able to define key terms*

59) premature closure

Answer:

Premature closure is an error people often make when using personal experience, rather than science, to acquire knowledge. It occurs when a person feels he or she already has the correct answer and does not need to listen, seek information, or raise questions any longer.

*Diff: 4      Type: ES      Page Ref: 6*

*Learning Objective: 2. Explain five alternatives to social research. Skill: 50. Able to define key terms*

60) public sociology



Answer:

A type of sociological inquiry that is concerned with connecting the results of research with the general public, often through activism.

*Diff: 4 Type: ES Page Ref: 11*

*Learning Objective: 5. Explain the difference between academic and applied research.*

*Skill: 50. Able to define key terms*

61) qualitative data

Answer:

Empirical evidence expressed as words, visual images, sounds, or objects.

*Diff: 4 Type: ES Page Ref: 6*

*Learning Objective: 3. Explain what is meant by the scientific community and the scientific method.*

*Skill: 50. Able to define key terms*

62) qualitative interview

Answer:

A one-on-one interview between a researcher and an interviewee that is usually characterized by being semi-structured and open-ended.

*Diff: 4 Type: ES Page Ref: 17*

*Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques. Skill: 50. Able to define key terms*

63) quantitative data

Answer:

Empirical evidence in the form of numbers.

*Diff: 4 Type: ES Page Ref: 6*

*Learning Objective: 3. Explain what is meant by the scientific community and the scientific method.*

*Skill: 50. Able to define key terms*

64) scientific community

Answer:

A collection of people who practice science and a set of norms, behaviours, and attitudes that bind them together.

*Diff: 4 Type: ES Page Ref: 7*

*Learning Objective: 3. Explain what is meant by the scientific community and the scientific method.*

*Skill: 50. Able to define key terms*

65) scientific method

Answer:

The ideas, rules, techniques, and approaches that the scientific community uses.

*Diff: 4 Type: ES Page Ref: 8*

*Learning Objective: 3. Explain what is meant by the scientific community and the scientific method.*

*Skill: 50. Able to define key terms*

66) selective observation

Answer:

Selective observation is an error people often make when using personal experience, rather than science, to acquire knowledge. It occurs when a person takes special notice of some people or events and tends to seek out evidence that confirms what already is believed and ignores contradictory information.

*Diff: 4 Type: ES Page Ref: 6*

*Learning Objective: 2. Explain five alternatives to social research.*

*Skill: 50. Able to define key terms*

67) social research

Answer:

A process in which a researcher combines a set of principles, outlooks, and ideas with a collection of specific practices, techniques, and strategies to produce knowledge.

*Diff: 4 Type: ES Page Ref: 2*

*Learning Objective: 1. Explain why knowledge of social research methods is a useful “everyday” skill to have.*

*Skill: 50. Able to define key terms*

68) survey research

Answer:

Quantitative social research in which one systematically asks many people the same questions, then records and analyzes their answers.

*Diff: 4 Type: ES Page Ref: 16*

*Learning Objective: 8. Explain the difference between qualitative and quantitative approaches, and identify their main data collection techniques. Skill: 50. Able to define key terms*

69) think tanks

Answer:

Organizations composed of a body of experts in a field that are often motivated by particular advocacy goals.

*Diff: 4 Type: ES Page Ref: 3*

*Learning Objective: 2. Explain five alternatives to social research.*

*Skill: 50. Able to define key terms*

70) time-series study

Answer:

A type of longitudinal research in which a researcher gathers the same type of information across two or more time periods.

*Diff: 4 Type: ES Page Ref: 15*

*Learning Objective: 7. Compare the two major time dimensions in social research.*

*Skill: 50. Able to define key terms*