Test Bank for Essentials of Sociology 2nd Edition by Ritzer ISBN 1506334458 9781506334455

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Chapter 02: Thinking about and Researching the Social World Test Bank

MUL	TIPLE CHOICE
1.	help sociologists make sense of social phenomena and understand important
	social issues.
	a. Hypotheses
	b. Theories
	c. Critiques
	d. Systems
	ANS: B PTS: 1 DIF: Easy
	REF: p. 24; Thinking About and Researching the Social World
	OBJ: LO 2-1: Define what theories are and explain why they are important in understanding social
	phenomena. COG: Knowledge
2.	are sets of interrelated ideas that have a wide range of applications, deal
	with centrally important issues, and have stood the test of time.
	a. Social laws
	b. Hypotheses
	c. Theories
	d. Causes
	ANS: A PTS: 1 DIF: Easy
	REF: p. 24; Theorizing the Social World
	OBJ: LO 2-1: Define what theories are and explain why they are important in understanding social
	phenomena. COG: Knowledge
3.	coined the term sociology and was key in the development of a general
	theory of the social world.
	a. Émile Durkheim
	b. August Comte
	c. Karl Marx
	d. Max Weber
	ANS: B PTS: 1 DIF: Easy
	REF: p. 24; Classical Sociological Theory
	OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the
	field, particularly Marx, Weber, and Durkheim. COG: Knowledge
4.	is best known for her sociological works that pertained to women
	and feminism.
	a. Jane Addams
	b. Harriet Tubman
	c. Harriet Martineau
	d. Susan Thomas

	ANS: C PTS: 1 DIF: Easy
	REF: p. 24; Classical Sociological Theory OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the
	field, particularly Marx, Weber, and Durkheim. COG: Knowledge
5.	focused on the exploitation of workers in capitalist systems.
	a. Émile Durkheim
	b. Karl Marxc. Herbert Spencer
	c. Herbert Spencer d. W.E.B DuBois
	ANS: B PTS: 1 DIF: Medium
	REF: p. 25 Classical Sociological Theory
	OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Comprehension
6.	Marx believed that workers in the factories experienced as the owners
	of the factories reaped the vast majority of the rewards. a. alienation
	b. exploitation
	c. victimization
	d. estrangement
	ANS: B PTS: 1 DIF: Medium REF: p. 25 Karl Marx OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the
	field, particularly Marx, Weber, and Durkheim. COG: Comprehension
7.	Karl Marx believed that over time the situation of capitalism would:
,.	a. improve greatly for the workers until society reached full equality
	b. improve slightly so long as workers unionized
	c. get worse until the inequality gap led to workers overthrowing the systemd. get worse until technology could replace workers, freeing them for other pursuits
	ANS: C PTS: 1 DIF: Medium REF: p. 25; Karl Marx
	OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the
	field, particularly Marx, Weber, and Durkheim. COG: Comprehension
8.	One of the main objectives of Max Weber's works was:
•	a. to analyze the relationship between workers and the owners
	b. to develop theories for further study
	c. to analyze the relationship between the economy and religiond. to focus on the elements of Social Darwinism
	ANS: C PTS: 1 DIF: Medium REF: p. 25; Max Weber
	OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the
	field, particularly Marx, Weber, and Durkheim. COG: Comprehension
9.	Max Weber's best-known piece of work is titled:
	a. The Protestant Ethic and the Spirit of Capitalismb. The Communist Manifesto
	c. The Origin of the Species
	d. Society in America
	ANS: A PTS: 1 DIF: Easy REF: p. 25; Max Weber OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the
	field, particularly Marx, Weber, and Durkheim. COG: Knowledge

10.	Max Weber analyzed capitalism, but his real interest was in the increase of: a. religion b. suicide c. rationalization d. alienation
	ANS: C PTS: 1 DIF: Easy REF: p. 26; Max Weber OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge
11.	Émile Durkheim was concerned with macro-level phenomena such as the health care system, which he referred to as a. superstructures b. anomic macrostructures c. social facts d. collective conscience
	ANS: C PTS: 1 DIF: Easy REF: p. 26; Émile Durkheim OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge
12.	When individuals are confused and unsure of the norms to follow, they fit with Durkheim's definition of experiencing a. exploitation b. anomie c. rationalization d. disorientation
	ANS: B PTS: 1 DIF: Medium REF: p. 27; Émile Durkheim OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Comprehension
13.	Durkheim is the author of one of the most famous research studies in the history of sociology, titled a. Community and Society b. Capital c. Suicide d. The Social Animal ANS: C PTS: 1 DIF: Easy REF: p. 27; Émile Durkheim ORI: LO 2 2: Identify the most important elessical sociologists and their major contributions to the
	OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge
14.	An example of is the importance most Americans place on certain freedoms, such as freedom of speech and freedom of religion. a. mutuality b. organic solidarity c. collective conscience d. collective norms ANS: C PTS: 1 DIF: Hard REF: p. 27; Émile Durkheim
	OBJ: LO 2-1: Define what theories are and explain why they are important in understanding social

	phenomena. COG: Application
15.	The work of social theoristwould be the most useful in trying to explain how
	a grocery store employee interacts with his boss. a. Max Weber b. Émile Durkheim c. Karl Marx d. Georg Simmel
	ANS: D PTS: 1 DIF: Hard REF: p. 27; Georg Simmel OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Application
16.	Early social theorist Georg Simmel described interactions in his theories by conceptualizing the dimensions of interactions as and a. forms; types b. forms; functions c. social class; race d. types; social facts
	ANS: A PTS: 1 DIF: Easy REF: p. 27; Georg Simmel OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge
17.	The early sociologist who is best known for his studies pertaining to race, specifically the divisions that existed between blacks and whites, is a. Émile Durkheim b. Max Weber c. Karl Marx d. W.E.B. Du Bois
	ANS: D PTS: 1 DIF: Easy REF: p. 28; W.E.B. Du Bois OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge
18.	refers to the sense of "two-ness" that arises from being both American and African American, a sense which affects many black Americans according to W.E.B. Du Bois. a. Double consciousness b. Double awareness c. Color line d. Dual conscience
	ANS: A PTS: 1 DIF: Medium REF: p. 28; W.E.B. Du Bois OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Comprehension
19.	Thorstein Veblen coined the term, which refers to the fact that the wealthy enjoy showing off their wealth, such as driving around their neighborhood in luxury automobiles. a. conspicuous consumption b. conspicuous leisure

	d. conscious consumerism
	ANS: A PTS: 1 DIF: Medium REF: p. 28; Thorstein Veblen OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Comprehension
20.	The sociologist who focused on the patterns of consumption and how the wealthy display their wealth is: a. Émile Durkheim b. Max Weber c. Thorstein Veblen d. Karl Marx
	ANS: C PTS: 1 DIF: Easy REF: p. 28; Thorstein Veblen OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Knowledge
21.	When a wealthy person's Facebook page is filled with photos of the many weekdays they spend playing golf at expensive golf courses as a hobby instead of in the office, it exemplifies Veblen's concept of: a. extravagance b. conspicuous consumption c. class egotism d. conspicuous leisure
	ANS: D PTS: 1 DIF: Hard REF: p. 28; Thorstein Veblen OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim. COG: Application
22.	Sociologists who use the framework focus on how societal institutions, such as our governmental system and health care system, are necessary and essential components to any society. a. conflict b. interactionist c. structural-functional d. institutional
	ANS: C PTS: 1 DIF: Medium REF: p. 29; Structural-Functionalism OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Analysis
23.	Structural-functionalism focuses its theories at the level of analysis. a. micro b. macro c. dual d. ethnographic
	ANS: B PTS: 1 DIF: Medium REF: p. 29; Structural-Functionalism OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension

c. hyperconsumption

 24. As more states legalize same-sex marriage, laws that pertain to adoption rights for sex parents may change as well. This is an example of a(n) a. latent function b. manifest function c. unanticipated consequence d. adaptive function 			
	ANS: C PTS: 1 DIF: Hard		
	REF: p. 29; Structural-Functionalism OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Application		
25.	theorists focus on underlying structures with the idea that		
	 what transpires below the surface is highly consequential to the shape of society. a. Conflict b. Rational choice c. Structuralist d. Critical 		
	ANS: C PTS: 1 DIF: Medium REF: p. 29; Structuralism OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension		
26.	 Friedrich Engels, a frequent collaborator with Karl Marx, believed that female oppression was rooted in an unlikely and hidden place: the private property rights in capitalism. Because he drew connections between underlying systems of gender inequality and private property. Engels could be considered a theorist. a. conflict b. structuralist c. communist d. postmodern 		
	ANS: B PTS: 1 DIF: Medium REF: p. 29; Structuralism OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Analysis		
27.	sees society as held together by power and coercion.		
	 a. Structuralism b. Rational choice theory c. Conflict theory d. Exchange theory 		
	ANS: C PTS: 1 DIF: Medium REF: p. 30; Conflict Theory OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Analysis		
28.	According to Dahrendorf, authority resides in		

	ANS: D PTS: 1 DIF: Medium REF: p. 30; Conflict Theory OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Analysis
29.	believe that culture has become more important than the economic system. a. Feminists b. Queer theorists c. Structural-functionalist theorists d. Critical theorists
	ANS: D PTS: 1 DIF: Medium REF: p. 30; Critical Theory OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension
30.	is a term for the creation of movies, TV shows, and Internet content by organizations that are inauthentic, phony, predictable, and uncritical art intended for mass consumption. a. Art world b. Culture industry c. Artificial culture d. Commercialism
	ANS: B PTS: 1 DIF: Medium REF: p. 30; Critical Theory OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension
31.	is based on the idea that there are no fixed and stable identities that determine who we are. a. Structural theory b. Conflict theory c. Interactionist theory d. Queer theory
	ANS: D PTS: 1 DIF: Medium REF: p. 31; Queer Theory OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension
32.	According to the concept of
	ANS: A PTS: 1 DIF: Medium REF: p. 31; Critical Theories of Race and Racism
	OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension

33. Critical theories of race and racism argue that color blindness is:

	 a. a good goal for the future b. already the norm among most people in the developed world c. little more than a new form of racism d. a two-way street that must be practiced equally ANS: C PTS: 1 DIF: Medium REF: p. 31; Critical Theories of Race and Racism OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension 		
34.	An example of awould be going to Las Vegas and visiting the Eiffel Tower at the Paris Las Vegas hotel and casino. a. simulation b. exposition c. pastiche d. grand narrative		
	ANS: A PTS: 1 DIF: Hard REF: p. 33; Postmodern Theory OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional,		
 35. Given a chance to study the homeless population in Chicago, symbolic interaction would focus primarily on: a. the struggles that exist between the different social classes b. the societal institutions that play a role in homelessness c. the daily interactions between the homeless d. the role of the economy on the rates of homelessness 			
	ANS: C PTS: 1 DIF: Hard REF: p. 33; Symbolic Interactionism OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Application		
36.	Words, gestures, and even objects that stand in for things are called: a. signs b. signals c. symbols d. representations ANS: C PTS: 1 DIF: Easy REF: p. 33; Symbolic Interactionism OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional,		
37.	conflict/critical, and inter/actionist theories. COG: Knowledge An ethnomethodologist argues that structures such as courtrooms and hospitals: a. are settings that individuals negotiate using common sense rules b. are really abstract and irrelevant to interactions c. are highly constraining of people and their actions d. are features of a patriarchal system that should be dismantled ANS: A PTS: 1 DIF: Medium REF: p. 33; Ethnomethodology OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Knowledge COG: Knowledge		

38.	Peter and Mary have been married for several years. Peter has been unhappy for several months and is thinking about initiating a divorce. He decides to make a list of the benefits and costs of the relationship. Peter is using a form of which theory? a. Conflict theory b. Exchange theory c. Symbolic interactionist theory d. Structural-functional theory
	ANS: B PTS: 1 DIF: Hard REF: p. 33; Exchange Theory OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Application
39.	According to exchange theory, "hooking up": a. shows how emotions and drives are the basis of interactions b. is only likely among those who have not yet taken on adult roles c. rarely develops in isolation from other exchange relationships d. is a deviant type of exchange in a relationship
	ANS: C PTS: 1 DIF: Medium REF: p. 34; Exchange Theory OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension
40.	The premise of the rational choice theory is: a. There are rewards and costs that determine a person's choices b. People act intentionally in order to achieve goals c. Coercion is the driving force behind all decisions d. Individual choices are only limited by self-generated constraints
	ANS: B PTS: 1 DIF: Medium REF: p. 34; Rational Choice Theory OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Comprehension
41.	John is a sociologist who has a theory about homelessness in the United States. He has gathered information through both observation and interviews as the basis for his theory. John is practicing a. empiricism b. hypothesizing c. symbolic interactionism d. quantitative social science
	ANS: A PTS: 1 DIF: Hard REF: p. 35; Researching the Social World OBJ: LO 2-4: Describe the scientific method. COG: Application
42.	When conducting a research study, sociologists follow the

ANS: A OBJ: LO 2-4: Des	PTS: 1 scribe the scientific		Easy	REF: p. 35; The Scientific Method COG: Knowledge
a. review the releb. uncover questic. develop a hyp	evant literature ons in need of ansy othesis			
			Easy	REF: p. 35; The Scientific Method COG: Knowledge
				el rises, so does one's income. This is
ANS: B OBJ: LO 2-4: Des			Medium	REF: p. 35; The Scientific Method COG: Comprehension
a research study.a. explorative tob. quantitative toc. analytical toold. qualitative too	ol ool l ol			
			Easy	REF: p. 35; The Scientific Method COG: Knowledge
a. review the liteb. select a researc. choose a hypo	erature och method othesis			s to
ANS: D OBJ: LO 2-4: Des	PTS: 1 scribe the scientific		Easy	REF: p. 35; The Scientific Method COG: Knowledge
and the amount of an example of aa. quantitative rest. qualitative rest. paradigm resed. quantifiable rest. ANS: B REF: p. 36; Qualitative rest.	esearch earch earch esearch PTS: 1 ative and Quantitative	ng. She is research DIF: we Research	going to comethod. Easy	onduct open-ended interviews. This is
	The first step in the a. review the relib. uncover questic. develop a hypid. select a resear ANS: B OBJ: LO 2-4: Des Joe, a researcher, an example of a_a. theory b. hypothesis c. fact d. concept ANS: B OBJ: LO 2-4: Des Surveys are an example of a_a explorative to b. quantitative to c. analytical tool d. qualitative tool d. qualitative tool d. qualitative tool d. analyze the data and the amount of an example of a_a. quantitative resion and the amount of an example of a_a. quantitative resion d. qualitative resion d. quantifiable resion.	The first step in the scientific method a. review the relevant literature b. uncover questions in need of answ c. develop a hypothesis d. select a research method ANS: B PTS: 1 OBJ: LO 2-4: Describe the scientific in Joe, a researcher, believes that as of an example of a a. theory b. hypothesis c. fact d. concept ANS: B PTS: 1 OBJ: LO 2-4: Describe the scientific in Surveys are an example of a(n) a research study. a. explorative tool b. quantitative tool c. analytical tool d. qualitative tool ANS: B PTS: 1 OBJ: LO 2-4: Describe the scientific in The last step in the scientific method a. review the literature b. select a research method c. choose a hypothesis d. analyze the data in relation to the ANS: D PTS: 1 OBJ: LO 2-4: Describe the scientific in Mary is a researcher who is conducted and the amount of time spent study an example of a a. quantitative research b. qualitative research c. paradigm research d. quantifiable research ANS: B PTS: 1 REF: p. 36; Qualitative and Quantitative and conductative condu	a. review the relevant literature b. uncover questions in need of answers c. develop a hypothesis d. select a research method ANS: B PTS: 1 DIF: OBJ: LO 2-4: Describe the scientific method. Joe, a researcher, believes that as one's educa an example of a a. theory b. hypothesis c. fact d. concept ANS: B PTS: 1 DIF: OBJ: LO 2-4: Describe the scientific method. Surveys are an example of a(n) a research study. a. explorative tool b. quantitative tool c. analytical tool d. qualitative tool ANS: B PTS: 1 DIF: OBJ: LO 2-4: Describe the scientific method. The last step in the scientific method according a. review the literature b. select a research method c. choose a hypothesis d. analyze the data in relation to the hypothese ANS: D PTS: 1 DIF: OBJ: LO 2-4: Describe the scientific method. Mary is a researcher who is conducting rese and the amount of time spent studying. She is an example of a research a. quantitative research b. qualitative research c. paradigm research d. quantifiable research ANS: B PTS: 1 DIF: REF: p. 36; Qualitative and Quantitative Research	The first step in the scientific method is: a. review the relevant literature b. uncover questions in need of answers c. develop a hypothesis d. select a research method ANS: B PTS: 1 DIF: Easy OBJ: LO 2-4: Describe the scientific method. Joe, a researcher, believes that as one's educational leverant example of a

	one can help us answer.	COG: Knowledge
48.	When a researcher wants to report the until present time, he or she is utilizing a. prescriptive b. descriptive c. inferential d. historical	e average cost of college tuition from the 1950sstatistics.
	ANS: B PTS: 1 REF: p. 36; Qualitative and Quantitative OBJ: LO 2-5: Describe the various methor one can help us answer.	DIF: Medium Research ds of sociological research and the types of questions each COG: Comprehension
49.	•	rst real textbook on sociology and studied city life
	ANS: D PTS: 1 REF: p. 38; Robert Park and "Scientific FOBJ: LO 2-5: Describe the various methodone can help us answer.	DIF: Easy Reporting" ds of sociological research and the types of questions each COG: Knowledge
50.	 a. John, a researcher, who watches prob. b. Mary, a researcher, who visits with on teacher-student interactions and c. Bill, a researcher, who sits on a parpeople's knowledge. 	eschool students who are not aware he is there h a first-grade classroom to conduct a study plays an active role in the study. rk bench and observes behavior without edical students working on a patient without his
	ANS: B PTS: 1 REF: p. 37; Participant and Nonparticipant OBJ: LO 2-5: Describe the various method one can help us answer.	DIF: Hard nt Observation ods of sociological research and the types of questions each COG: Application
51.	he is behind a shaded window. Joe is ustudy. a. participant observation b. surveys c. content analysis d. nonparticipant observation ANS: D PTS: 1	chave in a counseling session, but they can't see him as as isingas the basis for thisas the basis for thisas the basis for thisas the basis for thisasas
	REF: p. 37; Participant and Nonparticipan OBJ: LO 2-5: Describe the various metho	nt Observation ds of sociological research and the types of questions each

COG: Application

one can help us answer.

52.	Sociologists who gather information from such Internet sites as Facebook and Twitter are utilizing which research method? a. Participant observation b. Nonparticipant observation c. Secondary analysis d. Netnography
	ANS: D PTS: 1 DIF: Hard REF: p. 38; Ethnography OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Application
53.	A sociologist who spends an intensive amount of time for several years observing an immigrant community in order to understand their daily activities would be using which research method? a. Netnography b. Nonparticipation observation c. Ethnography d. Secondary analysis
	ANS: C PTS: 1 DIF: Hard REF: p. 37; Ethnography OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Application
54.	Global ethnography is defined by: a. studying people's lives locally in depth to understand globalization's effects b. studying people in different parts of the world in a connected fashion c. studying entire sections of the globe using ethnographic methods d. mixing ethnographic methods with global statistics
	ANS: A PTS: 1 DIF: Medium REF: p. 37; Ethnography OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension
55.	 Which of the following is a benefit to unstructured interviews? a. The questions are asked in exactly the same order b. The responses can easily be analyzed using quantitative methods c. Respondents can cover issues that are meaningful to them d. The limits on the researchers' reactions to answers yield less biased answers
	ANS: C PTS: 1 DIF: Medium REF: p. 39; Types of Interviews OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension
56.	is a person sought out by the researcher using interview methods because he or she has intimate knowledge of the group being studied and will talk openly about it to the researcher. a. key informant b. alpha interviewee c. convenience sample d. primary reference ANS: A PTS: 1 DIF: Medium REF: p. 39; The Interview Process
	OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

57.	An example of a(n) would be when a researcher asks the same questions worded exactly the same way to numerous subjects in order to avoid any unanticipated reactions or responses. a. predictive interview b. prestructured interview c. objective interview d. unguided interview
	ANS: B PTS: 1 DIF: Hard REF: p. 39; Types of Interviews OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Application
58.	 Which of the following is NOT a problem associated with prestructured interviews? a. Interviewers often find it difficult to live up the guidelines for interviews b. Respondents respond accurately and truthfully at all times c. Closed-end questions limit the responses d. Respondent can lie in his or her response
	ANS: B PTS: 1 DIF: Medium REF: p. 39; Types of Interviews OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Analysis
59.	When a researcher conducts an open-ended interview and begins only with a general idea of the topics to be covered, this is referred to as a(n): a. prestructured interview b. unstructured interview c. preconceived interview d. subconscious interview
	ANS: B PTS: 1 DIF: Medium REF: p. 39; Types of Interviews OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension
60.	 Which of the following is NOT a step in the interview process? a. Establishing rapport with the respondents b. Gaining access to the setting being studied c. Gaining the trust of the respondents d. Choosing who will be a part of the control and experimental group
	ANS: D PTS: 1 DIF: Medium REF: p. 39–40; The Interview Process OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Analysis
61.	Which research method involves conducting interviews and administering questionnaires to a representative portion of the population? a. Content analysis b. Secondary analysis c. Observations d. Survey research ANS: D PTS: 1 DIF: Medium REF: p. 40; Survey Research
	r , z, z

	OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension						
62.	Organizations such as Gallup gathersurveys in order to gather accurate information about members of a certain group or in a given geographic area. a. detailed b. stratified c. descriptive d. explanatory ANS: C PTS: 1 DIF: Medium REF: p. 40; Types of Surveys LO 2-6: Describe how sociologists						
	OBJ: engage in secondary data analysis. Comprehension COG:						
63.	To discover the causes of changes in marijuana use among high school seniors, a researcher would have to use a(n)survey to obtain the type of data needed. a. detailed b. stratified c. descriptive d. explanatory						
	ANS: D PTS: 1 DIF: Medium REF: p. 40; Types of Surveys OBJ: LO 2-4: Describe the scientific method. COG: Comprehension						
64.	sample refers to the chance that everyone in the population has an equal chance of being selected. a. biased b. predictable c. random d. pluralized ANS: C PTS: 1 DIF: Easy REF: p. 40; Sampling						
65.	OBJ: LO 2-4: Describe the scientific method. COG: Knowledge Nonrandom samples used in survey research may: a. Yield very truthful results b. Create significant bias in the researchers' results c. Create disagreements among researchers d. Lead to reliability issues in future studies						
	ANS: B PTS: 1 DIF: Hard REF: p. 41; Sampling OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Application						
66.	Sociologist Devah Pager studied how the background of a job applicant can affect the likelihood of being called back for an interview. This is a good example of which research method? a. Observation b. Secondary analysis c. Survey d. Sociological experiment ANS: D PTS: 1 DIF: Medium REF: p. 41; Experiments						

	one can help us answer. COG: Co	mprehension
67.	67. The two variables in an experiment are the the researcher, and the that resulted from the manipulation. a. independent variable; dependent variable b. exponential variable; independent variable c. dependent variable; independent variable d. reliant variable; exploratory variable	
	ANS: A PTS: 1 DIF: M OBJ: LO 2-5: Describe the various methods of sociol one can help us answer. COG: Co	1 1
68.	independent variables, this is referred to as a(n) when the researcher has less control over the independent. a. natural; laboratory b. field; controlled c. laboratory; natural d. independent; dependent	experiment, and ependent variables, this is referred to as a
	OBJ: LO 2-5: Describe the various methods of sociol	dedium REF: p. 42; Experiments ogical research and the types of questions each emprehension
69.	a person was offered across different occupations	
	ANS: A PTS: 1 DIF: HE OBJ: LO 2-5: Describe the various methods of sociol one can help us answer. COG: Ap	ogical research and the types of questions each
70.	 70. If a researcher was to gather information regalibrary documents, which research method is being a. Observations b. Experiments c. Surveys d. Secondary analysis 	_
	ANS: D PTS: 1 DIF: M REF: p. 42; Secondary Data Analysis OBJ: LO 2-6: Describe how sociologists engage in se COG: Comprehension	econdary data analysis.

OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each

71.	refers to the degree to which a given question produces the
	same results time after time. a. Reliability b. Validity c. Authenticity d. Reality
	ANS: A PTS: 1 DIF: Medium REF: p. 43; Reliability and Validity OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Comprehension
72.	is important when conducting a study because it ensures a question being asked is measuring what it is intended to measure. a. Validity b. Reliability c. Reality d. Authenticity
	ANS: A PTS: 1 DIF: Medium REF: p. 43; Reliability and Validity OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Comprehension
73.	Ethics in research became a central concern at what point in history? a. It has been a concern since the French Revolution in 1789 b. In 1848, after Marx released <i>The Communist Manifesto</i> c. Following World War II in response to atrocities committed by the Nazis d. In the late 1960s, when civil rights movements raised awareness on all rights issues
	ANS: C PTS: 1 DIF: Medium REF: p. 43; Research Ethics OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Comprehension
74.	The Milgram Experiment and the Zimbardo Experiment both raised severe ethical issues but also provided scientific evidence of: a. the power of authority b. the importance of social networks c. the differences between good-natured and ill-natured people d. the difficulty of controlling a mob once it forms
	ANS: A PTS: 1 DIF: Medium REF: p. 44; Research Ethics OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Comprehension
75.	Laud Humphreys's research on homosexual activities in men's restrooms became a famous case of ethical controversy in social science research. What about Humphreys's research was ethically questionable? a. Secretive and private sexual behaviors are considered off limits to

- sociological research
- b. Humphreys acted as a lookout for the men when they were engaged in sexual acts
- Humphreys used license plate numbers to target their homes and interview the men

without disclosing the real subject of his study

d. If the men had wives or girlfriends, Humphreys disclosed the men's sexual activities to these women

ANS: C PTS: 1 DIF: Medium REF: p. 46; Research Ethics

OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Comprehension

MULTIPLE RESPONSE

- 76. SELECT ALL THAT APPLY. Which of these theory groups is considered a part of conflict/critical theories?
 - a. Functionalism
 - b. Queer theory
 - c. Symbolic interactionism
 - d. Feminist theory

ANS: B, D PTS: 1 DIF: Medium

REF: p. 31; Conflict/Critical Theories

OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Analysis

- 77. SELECT ALL THAT APPLY. Critical theorists are concerned with mass culture for which of the following reasons:
 - a. Culture should come from the people to represent real experience, but mass culture presents falsified versions of reality
 - b. Mass culture suggests that riches and fame are reserved for rare and special people
 - c. Mass culture is meant to make people less likely to pursue social change
 - d. Mass culture gives rise to corporate brands that reinforce social class hierarchy

ANS: A, C, D PTS: 1 DIF: Medium REF: p. 30; Critical Theory OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Analysis

- 78. SELECT ALL THAT APPLY. These theories focus on the micro level of individuals and groups.
 - a. Rational choice theory
 - b. Functionalism
 - c. Ethnomethodology
 - d. Critical theory

ANS: A, C PTS: 1 DIF: Medium

REF: p. 34; Inter/Actionist Theories

OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Analysis

- 79. SELECT ALL THAT APPLY: Which of the following are research methods used by sociologists?
 - a. Observation
 - b. Surveys
 - c. Interviews
 - d. Experiments

OBJ: LO 2-4: Describe the scientific method. COG: Knowledge 80. SELECT ALL THAT APPLY: Which of the following are qualitative methods? a. Observation b. Experiments c. Open-ended interviews d. Statistics ANS: A.C **PTS:** 1 DIF: Medium REF: p. 36; Qualitative and Quantitative Research OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each COG: Comprehension one can help us answer. 81. SELECT ALL THAT APPLY: Which of the following should be considered when conducting observational research? The degree to which those being observed are aware they are being observed b. The degree to which those being observed aren't aware they are being observed c. The degree to which the observer's presence affect's the actions of those being observed d. The degree to which the process is structured ANS: A,C,D PTS: 1 DIF: Medium REF: p. 36–37; Observational Research OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Analysis 82. SELECT ALL THAT APPLY. Interviews can be structured in different ways, including: a. prestructured b. unstructured c. descriptive d. self-administered ANS: A, B PTS: 1 DIF: Medium REF: p. 39; Types of Interviews OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each COG: Comprehension one can help us answer. 83. SELECT ALL THAT APPLY: Which of the statements below explain the differences between history and historical-comparative sociology? Historical-comparative sociology involves much more detail than historical research b. Sociologists are more interested in generalizing about society than historians c. Historical data is more accurate than sociological data d. Historical researchers collect far more original historical data than sociologists ANS: B, D PTS: 1 DIF: Medium REF: p. 42; Historical-Comparative Method OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Analysis 84. SELECT ALL THAT APPLY: The following are famous cases related to ethics violations in research that influenced the current rules on ethical research.

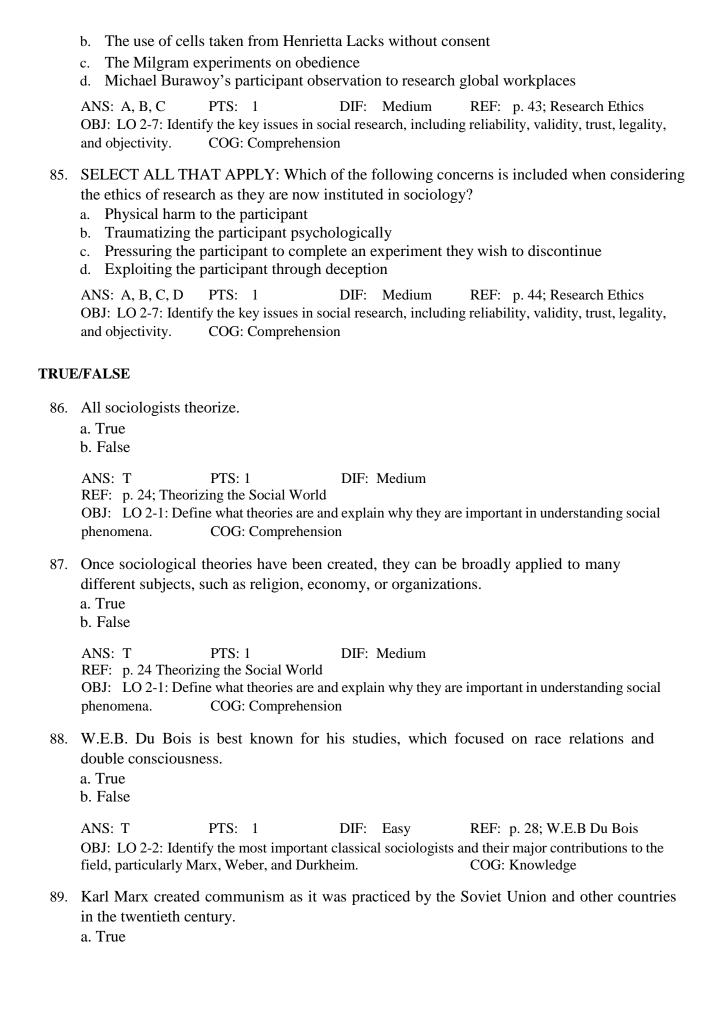
DIF: Easy

REF: p. 36; Sociological Research

ANS: A, B, C, D

PTS: 1

a. The Tuskegee Institute research on syphilis



		PTS: 1 If y the most important arx, Weber, and Durkh	classica	Medium Il sociologists a	REF: p. 25; Karl Marx nd their major contributions to the COG: Comprehension		
90.	90. Max Weber focused on the intersection between religion and the family. a. True b. False						
		PTS: 1 If the most important arx, Weber, and Durkh	classica	Easy ll sociologists a	REF: p. 25; Max Weber nd their major contributions to the COG: Knowledge		
91.	P1. Rational choice theorists believe that institutions act rationally, but people rarely do. a. True b. False						
			rengths	Easy and weaknesse	es of structural/functional, COG: Knowledge		
92.	Conflict theorists f a. True b. False	focus on the power st	ruggles	s that exist bet	ween different groups in society.		
	_	PTS: 1 pare and contrast the strinter/actionist theories	_	•	REF: p. 30; Conflict Theory s of structural/functional, COG: Knowledge		
93.	Ethnomethodologi a. True b. False	sts are concerned with	th how	people think,	not what people do.		
		PTS: 1 pare and contrast the strinter/actionist theories	_	Easy and weaknesse	REF: p. 33; Ethnomethodology s of structural/functional, COG: Knowledge		
94. Sociologists gather information utilizing their senses, a practice called sys a. True b. False					tice called systematizing.		
	_	PTS: 1 ching the Social World cribe the scientific met		Easy	COG: Knowledge		
95.	The scientific method biased. a. True b. False	nod is never used in s	sociolo	gical research	as it has been shown to be rather		

b. False

	ANS: F OBJ: LO 2-4: Desc	PTS: 1 cribe the scientific metl	DIF:	Hard	REF: p. 35; The Scientific Method COG: Application		
96.		hod is used only whon beings as individua		lying institutio	ons in sociology but is not suitable		
	ANS: F OBJ: LO 2-4: Desc	PTS: 1 cribe the scientific metle	DIF:	Medium	REF: p. 35; The Scientific Method COG: Comprehension		
97.	To conduct a research study using the scientific method in sociology, the theory must be new. Testing existing theories in new situations is called secondary data analysis. a. True b. False						
	ANS: F OBJ: LO 2-4: Desc	PTS: 1 cribe the scientific met	DIF:	Medium	REF: p. 42; The Scientific Method COG: Comprehension		
98.	Most research que provide answers. a. True b. False	stions in sociology o	nly hav	ve one method	lological approach that would		
	ANS: F OBJ: LO 2-5: Descr one can help us answ				REF: p. 36; Sociological Research arch and the types of questions each on		
99.	Observations are a type of qualitative research. a. True b. False						
	ANS: T REF: p. 36; Observ OBJ: LO 2-5: Desc one can help us answ	cribe the various metho	ds of so	Medium ociological resea : Comprehensio	arch and the types of questions each		
100.	100. Quantitative research does not require statistical methods for collecting and reporting data.a. Trueb. False						
			ds of so	ch .	arch and the types of questions each		
101.	101. When observations are conducted in a natural setting, they include participant observation and nonparticipant observation.a. Trueb. False						
	ANS: F	PTS: 1	DIF:	Medium			

	OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions earlier one can help us answer. COG: Comprehension	ıch
102.	There are clear and firm criteria that separate participant observation from nonparticipant observation. a. True b. False	
	ANS: F PTS: 1 DIF: Medium REF: p. 37; Participant and Nonparticipant Observation OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions earlier one can help us answer. COG: Comprehension	ıch
103.	Interviews are not very often used in sociology as a research method. a. True b. False	
	ANS: F PTS: 1 DIF: Medium REF: p. 38; Interviews OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions ea one can help us answer. COG: Comprehension	ıch
104.	Representative samples should be used in order to avoid bias while conducting a survey. a. True b. False	
	ANS: T PTS: 1 DIF: Medium REF: p. 40; Sampling OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions earner one can help us answer. COG: Comprehension	ıch
105.	All experiments take place within a laboratory setting with a controlled environment. a. True b. False	
	ANS: F PTS: 1 DIF: Easy REF: p. 42; Experiments OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions ea one can help us answer. COG: Knowledge	ıch
106.	When a researcher gathers information from the census, police reports, or library documents, they are engaging in ethnographic data analysis. a. True b. False	
	ANS: F PTS: 1 DIF: Medium REF: p. 40; Secondary Data Analysis OBJ: LO 2-6: Describe how sociologists engage in secondary data analysis. COG: Comprehension	
107.	Reliability and predictability are two important dimensions of trustworthiness. a. True b. False	

REF: p. 37; Participant and Nonparticipant Observation

ANS: F PTS: 1 DIF: Medium

REF: p. 43; Reliability and Validity

OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality, and objectivity. COG: Comprehension

- 108. The famous prison study by Dr. Philip Zimbardo raised ethical issues that were similar to the ones raised in the Milgram experiments related to psychological harm.
 - a. True

b. False

ANS: T PTS: 1 DIF: Medium

REF: p. 45; Physical and Psychological Harm

OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality,

and objectivity. COG: Comprehension

SHORT ANSWER

109. According to Karl Marx, workers experience "alienation" in the workplace. What does it mean to say they are "alienated"? Name two of the three ways they are alienated, based on your reading of Ritzer's text.

ANS:

"Alienation" means that workers are disconnected from the human qualities of their own labor. Workers are alienated because (1) the work is repetitive and that is not a natural expression of human creativity and capabilities; (2) they have little connection to the finished product that results from their work; and (3) they feel little connection to their fellow workers.

PTS: 1 DIF: Medium REF: p. 25; Karl Marx

OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim.

COG: Comprehension

110. Consider the current state of the United States in light of Karl Marx's theories. What is one way that Marx's predictions hold when looking at current behaviors in the U.S. economic system? What is one way that they failed to predict what would happen?

ANS:

Varies, but examples for each could include: Marx was right about the growing income gap between the top of the economic system, the "capitalists" and everyone else, the "proletariat." Marx was also right about the need for capitalists to find the cheapest sources of labor and resources around the world. However, Marx was wrong about the proletarian revolution, which hasn't happened and seems very unlikely to happen, and he was wrong about the evolution of systems from capitalism to communism. Capitalism continues to exist and shows no sign of ending anytime soon.

PTS: 1 DIF: Hard REF: p. 25; Karl Marx

OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim.

COG: Application

111. According to Ritzer's description of Marx, Durkheim, and Weber, what level of society did all three major early social theorists focus on in their works? Of the three, which were critical and which were positive in their views?

ANS:

Marx, Weber, and Durkheim had in a common a focus on the macro structures of society. Marx and Weber were both critical of these macro structures. Marx criticized capitalism while Weber was critical of the rationalization of society in capitalist systems. Durkheim was not like Marx and Weber. He had a mostly positive view of macro structures, feeling that they were not only necessary but highly desirable. Marx and Weber worried about too much control over the individual by society, but Durkheim worried more about too little control or guidance to help the individual function well in society and control his or her passions.

PTS: 1 DIF: Medium REF: p. 26; Émile Durkheim

OBJ: LO 2-2: Identify the most important classical sociologists and their major contributions to the field, particularly Marx, Weber, and Durkheim.

COG: Comprehension

112. Identify the primary difference between qualitative and quantitative research. List one type of each research method and explain how it is collected.

ANS:

Varies but should note that qualitative and quantitative research differ because qualitative research does not require statistical methods for collecting and reporting data, but quantitative does involve the analysis of numerical data. Types of research listed for qualitative could include observation, participant observation, open-ended interviews, or ethnography. Types of research listed for quantitative research could include survey research, experiments, or analysis of secondary data. It may but does not have to include specific types grouped within these larger categories. Neither group should include historical-comparative method within their answers, because it is separate from qualitative and quantitative methods.

PTS: 1 DIF: Medium REF: p. 36; Sociological Research

OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer. COG: Comprehension

113. According to the text, what are the three different types of experiments? How do they differ?

ANS:

Varies but should include **laboratory experiments**, which take place in controlled settings and offer control over selection of participants and independent variables; **natural experiments**, which take advantage of a naturally occurring event to study its effect on one or more dependent variables but with little control over who participates or the independent variables involved; and **field experiments**, which happen in natural settings, but the research is able to exert some control over who participates and what happens during the experiment.

PTS: 1 DIF: Hard REF: p. 42; Experiments

OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer.

COG: Application

114. As a sociological research method, observation is often utilized. It involves "systematically watching, listening to, and recording what takes place in a natural social setting." Discuss two key dimensions that affect the observational method in sociology. Why is it such a valuable research method to sociologists?

ANS:

Varies but should include two of the following: (1) The degree to which the observed know they are being observed; (2) The degree to which the presence of the observer affects the actions of those observed; and (3) The degree to which the process of observation is structured. It is important because it records not just what people say they do but what they actually do, usually in context.

PTS: 1 DIF: Medium REF: p. 36; Observational Research

OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer.

COG: Analysis

115. Discuss the two main types of surveys and the benefits of using each type as a research method.

ANS:

Varies but should include information about **descriptive surveys** and **explanatory surveys**. Descriptive surveys gather information about certain groups or geographic areas or members of specific organizations. This information allows us to understand the state of things and have accurate descriptions related to specific compositions and behaviors. Explanatory surveys seek to find out why we see what we do. Instead of answering how many people do X, it would ask why people do X. We can use this type of survey to begin to understand what motivates certain behaviors or what values people hold.

PTS: 1 DIF: Medium REF: p. 40; Survey Research

OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer.

COG: Comprehension

116. Name and discuss the three different types of sampling methods covered in the text.

ANS:

Varies but should include that a **random sample** gives every member of a group an equal nonzero chance of being selected for inclusion. A **stratified sample** divides a larger group into a series of subgroups based on meaningful categories, such as year in school or region someone lives in, and then takes random samples from the subgroups to ensure proportional representation of meaningful categories to include in the study. **Convenience samples** are nonsystematic and just include whoever is conveniently available to participate in the research. As a nonrandom sample, it cannot claim to be representative of the population, and may result in accidental biases, but it can be helpful in exploratory research when no definitive conclusions are being sought.

PTS: 1 DIF: Medium REF: p. 40–41; Sampling

OBJ: LO 2-5: Describe the various methods of sociological research and the types of questions each one can help us answer.

COG: Comprehension

ESSAY

117. Select any two sociological theories and discuss each theory in depth. How does each theory help us understand society?

ANS:

Varies

PTS: 1 DIF: Medium

REF: p. 23; Thinking About and Researching the Social World

OBJ: LO 2-1: Define what theories are and explain why they are important in understanding social phenomena. COG: Analysis

118. Discuss the differences and similarities between the structural-functionalist theoretical perspective and the conflict perspective.

ANS:

Varies but should include that **structural-functionalism** focuses on social structures and their functions. Structural-functionalist theorists start out with a positive view of social structures and believe that current social structures exist because they are necessary and desirable. This gives them a conservative view; if it exists, it must need to exist to perform specific functions. Figures include classically Émile Durkheim and contemporary Robert Merton. Book example given describes national borders and passport controls from a structural-functionalist perspective as a necessary function. The theory later also included dysfunctions, where the consequences may be negative. Merton also added the concepts of manifest (conscious and purposeful) functions and latent (unintended positive) functions. Unintended consequences may also result that are either positive or negative. By contrast **Conflict theory** deriving from Marx, can be seen as "an inversion" of structural functionalism. It focuses more on the negative than the positive. Society is held together not by the necessity of functions and consensus or agreement with social structures but by power relations and coercion; specifically, the power of some to determine the rules for all. Dahrendorf is used as a contemporary example of a conflict theorist. Interests are worked out between groups, often in a way that favors one group or class over the other.

PTS: 1 DIF: Hard REF: p. 28; Contemporary Sociological Theory OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Application

119. How does the exchange theory help us understand how people choose a college? Compare this to how rational choice theory would explain the same thing.

ANS:

Varies but should include for **exchange theory** the idea that people continue in courses of action when the rewards outweigh the costs and discontinue when the costs are greater than the rewards. When searching for a college program, a person might make the choice based on the program with the lowest tuition, the best scholarship, or they might choose to live closest to home so that costs are lowered by living with family. **Rational choice theory**, on the other hand, would see the desire to graduate from college as a goal someone has, and that people act intentionally to achieve their goals. So looking for a college would be based on the means most likely to best satisfy their needs and wants, such as having the best program in one's field to allow them to reach their career goals. However, they have to believe they can get "access to scarce resources," in this case, be accepted into the program. They would also have to meet "the requirements of social structures," in this case, to be able to take on the role of full-time student.

PTS: 1 DIF: Hard REF: p. 34; Exchange Theory OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories. COG: Application

120. Use what you know about critical theory to discuss Facebook and the culture industry. According to Ritzer, what is mass culture, and what is the culture industry? Would Facebook be considered a part of the culture industry? Having considered these arguments, do you agree or disagree that Facebook is a part of the "culture industry"?

ANS:

Varies but should include a definition of **culture industry** as the creator of **mass culture** culture created by organizations or corporations intended for mass consumption that falsify reality, present themselves as authentic but are not authentically created art created by people, and that presents unchallenging messages that repress and mollify people rather than presenting challenging or upsetting messages that might result in social action or support for social change. Mass culture also ingrains certain brands as a part of creating a consumer culture that connects consumption to social class identities. Ritzer argues that Facebook does contain some mass culture, advertisements, and inauthentic content from companies and organizations, but it also contains content that is generated by people for people and is arguably spontaneous and authentic. Aside from some basic obscenity rules, Facebook exercises little control over the content, so perhaps it is not a part of the culture industry. However, another argument is that even if the content is not culture industry, Facebook as a platform is a "culture industry" medium that makes billions of dollars for its owners. It also can be seen as repressing and pacifying people so they don't act for social change or spend their time on more meaningful forms of social activism. Finally, it may be a more subtle, personalized, and possibly effective way to target market to individuals toward consumption of specific brands. The respondent can use these points however they like to argue that Facebook is a stronger culture industry or a weakening of culture industry.

PTS: 1 DIF: Medium REF: p. 30; Critical Theory
OBJ: LO 2-3: Compare and contrast the strengths and weaknesses of structural/functional, conflict/critical, and inter/actionist theories.

COG: Analysis

121. The first step in the scientific method is to uncover questions in need of answers. One question could address how recent mass shootings have affected opinions on gun laws in the United States. List and describe the next five steps (steps 2 through 6) in the scientific research process, giving examples of how you might complete the steps in researching opinions about gun laws.

ANS:

Varies but should include step 2: review the literature on the question of interest (on opinions about gun laws). Step 3: develop a hypothesis about Americans' current opinions on gun laws. Step 4: choose a research method to help answer the question. This might be a survey or interviews of people around their opinions of gun laws. Less likely use of observation. Step 5 is to collect data that confirms or fails to confirm the hypothesis. For this one, this is going out and doing the interviews or collecting the surveys on gun control. Step 6 is to analyze the data collected and assess its meaning in light of the hypothesis that guided the research.

PTS: 1 DIF: Hard REF: p. 35; The Scientific Method OBJ: LO 2-4: Describe the scientific method. COG: Application

122. In this essay, elaborate on the ethics that guide research in sociology by providing three main ethical guidelines that researchers must follow. For one of these guidelines, provide an example of a study that violated this rule and explain the concrete details of the study and how it violated ethics.

ANS:

Varies but should include the rise of concern about ethics as a result of horrible acts by the Nazis during World War II in the name of medical experimentation. Other breaches included research at Tuskegee Institute where black men were allowed to contract and endure suffering through syphilis without being given available treatment that would have relieved their suffering in order to learn about the progression of the disease. As a result of these breaches in ethics, the Nuremberg Code was written to spell out directives for ethical experiments involving human subjects. Students could cite physical harm (Tuskegee), psychological harm (Milgram Experiment, Zimbardo Prison Experiment as examples), witnessing illegal acts (Venkatesh's gang research), or violating trust/deception (Laud Humphreys's research on homosexuality).

PTS: 1 DIF: Hard REF: p. 44; Research Ethics

OBJ: LO 2-7: Identify the key issues in social research, including reliability, validity, trust, legality,

and objectivity. COG: Application