**Chapter 1: The Purpose of Research**

# Test Bank

## Multiple Choice

1. The form of knowledge that we inherit from the culture in which we grow up is best described as \_\_\_\_\_\_.

a. everyday knowledge

b. experiential knowledge

c. authoritative knowledge

d. traditional knowledge

Ans: D

Cognitive Domain: Knowledge

Answer Location: Scientific Research and Its Purpose

Difficulty Level: Easy

2. \_\_\_\_\_\_ is the form of knowledge that we believe to be true.

a. Scientific knowledge

b. Falsified

c. Paradigms

d. Authority

Ans: A

Cognitive Domain: Knowledge

Answer Location: Scientific Research and Its Purpose

Difficulty Level: Easy

3. A child learns that it is dangerous to play with fire after he or she learns it can burn. Which of the following terms best fits this example?

a. *scientific knowledge*

b. *experimental knowledge*

c. *traditional knowledge*

d. *authority*

Ans: B

Cognitive Domain: Application

Answer Location: Scientific Research and Its Purpose

Difficulty Level: Medium

4. What is the name of Karl Popper’s theory of knowledge?

a. *falsifiability*

b. *structure of scientific revolution*

c *traditional knowledge*

d. *authoritative knowledge*

Ans: A

Cognitive Domain: Knowledge

Answer Location: Theories of Knowledge

Difficulty Level: Easy

5. What is the name of Thomas Kuhn’s theory of knowledge?

a. paradigms

b. falsifiability

c. structure of scientific revolution

d. empirical evidence

Ans: C

Cognitive Domain: Knowledge

Answer Location: Theories of Knowledge

Difficulty Level: Easy

6. Normal science may be shattered and a new paradigm will be created when which of the following series of events occur?

a. normal science, revolution, crisis, anomalies

b. crisis, anomalies, normal science, revolution

c. normal science, anomalies, crisis, revolution

d. anomalies, normal science, revolution, crisis

Ans: C

Cognitive Domain: Analysis

Answer Location: Thomas Kuhn’s Structure of Scientific Revolution

Difficulty Level: Hard

7. Which of the following best fits Karl Popper’s definition of knowledge?

a. the final product of conducting rigorous research

b. a specific method and obeying a set of rules

c. detailed guidelines to reach conclusions

d. a summary of general truths and laws about the world that are scientifically proven

Ans: D

Cognitive Domain: Knowledge

Answer Location: Popper’s pages

Difficulty Level: Easy

8. Ms. Frimpong was worried about her son’s constant sneezing, runny nose, and watery eyes. She called up her friend Martha who told her, “I have read about those symptoms in WebMD, and that information surely proves that your son is suffering from allergies.” Which error does Martha make?

a. premature closure

b. appeal to tradition as a basis of knowledge

c. overgeneralization

d. appeal to authority as a basis of knowledge

Ans: D

Cognitive Domain: Application

Answer Location: Scientific Research and Its Purpose

Difficulty Level: Medium

9. Which of the following is not a type of research method?

a. qualitative

b. mixed methods

c. quantitative

d. existing data

Ans: D

Cognitive Domain: Knowledge

Answer Location: A Quick Look at Qualitative, Quantitative, and Mixed Methods

Difficulty Level: Easy

10. Debra and Dexter want to find out some reasons why some women experience domestic violence by their significant others. They, however, only want to use words, texts, illustrations, videos, and nonnumerical formats in their research. They most likely plan on using which research methodology?

a. quantitative methodology

b. mixed methods methodology

c. qualitative methodology

d. theory based methodology

Ans: C

Cognitive Domain: Application

Answer Location: Qualitative Research

Difficulty Level: Medium

11. John spent time planning his research project about differences in the way people behave at wedding receptions. He observes the guests as they interact at the reception and makes notes. He also conducts a short survey and asks some of the guests: Are you going to raise a toast to the newlyweds? Do you plan to dance later? Do you know everyone who is sitting at the table with you? Have you come alone to the reception? Have you introduced yourself to those at your table? He wanted to see how much persons were taking part or planned to participate in the celebrations. All his survey questions have determined multiple choice answers. John is most likely using what type of research methodology?

a. qualitative research

b. quantitative research

c. mixed-methods research

d. data research

Ans: C

Cognitive Domain: Application

Answer Location: Mixed Methods

Difficulty Level: Medium

12. Which of the following refers to research studies that combine the best features of both qualitative and quantitative methodologies?

a. hypothesis

b. mediator

c. applied research

d. mixed methods

Ans: D

Cognitive Domain: Knowledge

Answer Location: Mixed Methods

Difficulty Level: Easy

13. \_\_\_\_\_\_ is the next logical step in the research process after a researcher has completed the design of his or her qualitative, quantitative or mixed-methods study.

a. Analyze data

b. Inform others

c. Present findings before an audience

d. Collect data

Ans: D

Cognitive Domain: Analysis

Answer Location: A Quick Look at Qualitative, Quantitative, and Mixed Methods

Difficulty Level: Hard

14. Which of the following accurately outlines the differences between the inductive and deductive approaches to social theory?

a. Inductive begins with a broad grasp of a particular topic and later examines the specific aspects of the topic. Deductive begins with a narrow examination of the topic of study and moves to a broader inspection later.

b. Inductive begins with concrete or observable things and moves toward abstract or theoretical ideas. Deductive begins with abstract or theoretical ideas and moves toward concrete or observable things.

c. Inductive begins with small things and moves toward big things. Deductive begins with big things and moves toward small things.

d. Inductive begins with a broad general theory and later to more specific theories. Deductive always begins with looking at the narrow theories that can lead to ideas or concepts, and then it widens its focus to examine the broad ideas and theories to test.

Ans: B

Cognitive Domain: Knowledge

Answer Locations: Qualitative Research; Quantitative Research

Difficulty Level: Hard

15. Researchers at the University of Duke Falls, Miami, Florida, USA, want to test a new drug on some of their participants. Most of the participants who have volunteered speak English only as a second language and often times very poorly. The researchers are, however, unsure of the side effects of the drug that is being tested. To confirm to the ethical standards required for such research, which of the following *best* describes what the researchers must do?

a. Ask persons to participate and then conduct the test.

b. Inform the participants of the risks.

c. Do nothing; the drug is to benefit the society, so it is great they are participating in the test.

d. Inform the participants of the risks in a language they can all understand.

Ans: D

Cognitive Domain: Analysis

Answer Location: Ethical Research

Difficulty Level: Easy

16. When a researcher uses a control group and a placebo is given instead of a real drug, the researcher should do which of the following as it relates to participants?

a. Inform participants in both control and testing group that only one of the groups will receive the drug and the other group will receive the placebo.

b. Administer the placebo without the knowledge of the participants.

c. Compare the drug outcomes between the two groups.

d. Tell the members of the control group that they will get the drug being tested.

Ans: A

Cognitive Domain: Analysis

Answer Location: Ethical Research

Difficulty Level: Hard

17. The *main* purpose for having ethical rules for research is to \_\_\_\_\_\_.

a. help researcher maintain his or her high moral standards

b. provide the researcher with guidelines so that his or her study will benefit the society

c. make sure the correct data are collected

d. ensure the researcher that participants are protected from harm

Ans: D

Cognitive Domain: Analysis

Answer Location: Ethical Research

Difficulty Level: Hard

18. Junior is in Professor Lee’s sociology class. Professor Lee is studying the effects of marijuana on students at his university. Professor Lee tells his class about the study and informs them that they are part of his sample. Junior does not want to participate in the study but decides to do so anyway. He fears that if he does not participate he may fail the class. This example demonstrates the use of what unethical practice?

a. voluntary participation

b. informed consent

c. subtle coercion

d. harm to participants

Ans: C

Cognitive Domain: Application

Answer Location: Ethical Rules

Difficulty Level: Medium

19. Which of the following is based on personal emotions, experiences, and prejudices?

a. subjective thinking

b. overgeneralization

c. inductive reasoning

d. objectivity

Ans: A

Cognitive Domain: Knowledge

Answer Location: Researchers’ Biases

Difficulty Level: Easy

20. All of the following are ethical rules for research with human subjects EXCEPT \_\_\_\_\_\_.

a. confidentiality

b. informed consent

c. no coercion

d. subjective thinking

Ans: D

Cognitive Domain: Knowledge

Answer Location: Researchers’ Biases

Difficulty Level: Easy

21. Selective observation and overgeneralizations are all examples of \_\_\_\_\_\_.

a. ways in which researchers may demonstrate their biases

b. being objective in research

c. some methods of delivering magnificent research

d. researchers’ actions that improve the quality of research

Ans: A

Cognitive Domain: Knowledge

Answer Location: Researchers’ Biases

Difficulty Level: Easy

**True/False**

1. We learn pleasant or unpleasant experiences that continue throughout life. This is called scientific knowledge.

Ans: F

Cognitive Domain: Knowledge

Answer Location: Scientific Research and Its Purpose

Difficulty Level: Easy

1. The knowledge that we learn and inherit from our cultural experiences is traditional knowledge.

Ans: T

Cognitive Domain: Knowledge

Answer Location: Scientific Research and Its Purpose

Difficulty Level: Easy

1. Qualitative research allows us to try and falsify established theories and build a stronger knowledge.

Ans: F

Cognitive Domain: Comprehension

Answer Location: A Quick Look at Qualitative, Quantitative, and Mixed Methods

Difficulty Level: Medium

1. Gaining insight and depth, richer pictures, reasoning inductively, and interpreting data as the research perceives it to be all characteristics of the qualitative research method.

Ans: T

Cognitive Domain: Comprehension

Answer Location: Qualitative Research

Difficulty Level: Medium

1. When a researcher uses a control group and a placebo is given instead of a real drug, the researcher does not need to inform participants in his/her study up that they will not receive the drug being tested.

Ans: F

Cognitive Domain: Application

Answer Location: Ethical Research

Difficulty Level: Medium

1. Based on their knowledge, doctors, scientists, and educators may all be considered sources of authority.

Ans: T

Cognitive Domain: Knowledge

Answer Location: Scientific Research and Its Purpose

Difficulty Level: Easy

1. Scientific knowledge is considered to be more reliable than traditional, experiential, and authoritative knowledge.

Ans: T

Cognitive Domain: Comprehension

Answer Location: Scientific Research and Its Purpose

Difficulty Level: Medium

1. To be considered as empirical evidence, the data must be acquired via studies that use systematic observations of people or events.

Ans: T

Cognitive Domain: Knowledge

Answer Location: Karl Popper’s Falsifiability

Difficulty Level: Easy

1. Qualitative research starts with a lot of work up front, before the data are collected, and requires a good grasp of the topic of study.

Ans: F

Cognitive Domain: Knowledge

Answer Location: A Quick Look at Qualitative, Quantitative, and Mixed Methods

Difficulty Level: Easy

1. A qualitative researcher knows exactly what data he or she is going to analyze.

Ans: F

Cognitive Domain: Knowledge

Answer Location: Qualitative Research

Difficulty Level: Easy

1. Quantitative research is superior to qualitative and mixed-methods research.

Ans: F

Cognitive Domain: Comprehension

Answer Location: A Quick Look at Qualitative, Quantitative, and Mixed Methods

Difficulty Level: Medium

1. Understanding how knowledge grows and advances is a contribution to research contributed by Karl Popper.

Ans: T

Cognitive Domain: Knowledge

Answer Location: Karl Popper’s Falsifiability

Difficulty Level: Easy

1. Confidentiality requires that it should be impossible to connect data to individuals who participated in a research.

Ans: T

Cognitive Domain: Knowledge

Answer Location: Ethical Rules

Difficulty Level: Easy

1. Qualitative research is superior to quantitative and mixed-methods research. It is possible to attain complete objectivity as a researcher.

Ans: F

Cognitive Domain: Knowledge

Answer Location: Researchers’ Biases

Difficulty Level: Easy

1. Normal science going through a scientific revolution and eventually resulting in what is termed a *paradigm shift* is the view of Thomas Kuhn.

Ans: T

Cognitive Domain: Knowledge

Answer Location: Thomas Kuhn’s Structure of Scientific Revolution

Difficulty Level: Easy

**Essay**

1. Discuss three similarities and three differences between quantitative and qualitative approaches to social research.

Ans: These may include b**oth methods of research that are limited by variables.** The two methods may be used to study the same social problem or phenomenon. Both methods are affected by the researcher’s conduct. Both methods require the researcher to make interpretations and judgments about their data. Differences have to do with data analysis and participants, context, values, and involvement of the researcher. For quantitative, research is independent of context and free of societal and other values; the researcher is detached. For qualitative, the researcher is dependent on the context or societal and cultural values and is present and involved in the process.

Cognitive Domain: Comprehension

Answer Location: A Quick Look at Qualitative, Quantitative, and Mixed Methods

Difficulty Level: Medium

1. Scientific research is often described as being useful. Discuss what is meant by the term *scientific research*. Using one example, discuss one purpose of scientific research.

Ans: Example could be an investigation or systematic investigation of theories and hypotheses. A method that allows researchers to create, test, and disprove statements or hypotheses. A discussion of traditional knowledge, authority, and experiential knowledge should all be discussed as inferior to scientific knowledge for testing and disproving taken for granted occurrences.

Cognitive Domain: Application

Answer Location: Scientific Research and Its Purpose

Difficulty Level: Medium

1. Many different theories have tried to explain the creation of knowledge. Discuss in detail Karl Popper’s theory of falsifiability or Thomas Kuhn’s structure of scientific revolution. Do you agree with the theory? Why or why not?

Ans: Responses should include that the theory was geared to help us know how knowledge grows and spreads. Popper’s theory developed as he tried to prove that knowledge can be falsified and then advanced by scientific findings over time. The discussion should address empirical evidence and its generation after practical experience. It should also cover the need to falsify established theory to move the theory to a new level and advance knowledge. A discussion of Kuhn’s theory should cover normal science and its role, and the role of paradigms and the processes through which these must pass (anomalies, crisis, revolution) to derive a paradigm shift or the creation of new knowledge.

Cognitive Domain: Analysis

Answer Location: Theories of Knowledge

Difficulty Level: Hard

1. Conducting ethical research is crucial to ensure that participants are not harmed. Discuss two research ethics and give examples of how you would apply each to a research project.

Ans: Examples could be any three of these: Honesty and informed consent, voluntary participation, no use of coercion, confidentiality, and conflict of interest.

Cognitive Domain: Application

Answer Location: Ethical Research

Difficulty Level: Medium

1. Sometimes researchers violate research due to their biases. List three biases to which a researcher may be guilty. Choose one of the violations you have listed and state how this bias could be avoided by researchers.

Ans: Some biases are selective observation, overgeneralization, and subjective thinking. Some ways to avoid biases include the use of objectivity during research and abiding by the rules of research.

Cognitive Domain: Knowledge

Answer Location: Researchers’ Biases

Difficulty Level: Easy