# Chapter 3

Title: 03-01Cpp.31

1. In early October, news outlets and bloggers began making predictions about the toys that would be at the top of every child’s wish list for Christmas and Chanukah. Most agreed it would be Triple Play, a new video game console. Soon, a rumor began to circulate: the manufacturer of Triple Play was having trouble keeping up with consumer demand and retailers’ supplies of the item were dwindling rapidly. Though the rumor was unfounded, people believed it. Parents rushed to stores and online sites to purchase the item. Some people, hoping to make a profit, bought and hoarded every Triple Play they could get their hands on with the expectation of later selling them at inflated prices. By Thanksgiving, every store was sold out of the Triple Play and online retailers were listing it as “back-ordered.”

Which concept best describes what happened with the Triple Play?

a. labeling theory

b. strain theory

\*c. self-fulfilling prophecy

d. incorrigibility

Title: 03-02C/Fpp.31

2. The publishing industry has its own vocabulary. It allows agents, writers, and editors to communicate with one another quickly and efficiently. Examples of this specialized vocabulary include *slush pile*, *unsolicited*, *MS*, *galleys*, *orphans*, *proofs*, and *stripped*. These terms are referred to as

a. in-group

\*b. jargon

c. schadenfreude

d. Jungian

Title: 03-03Cpp.32

3. A belief or idea that cannot be disproven and that people will continue to hold even when they are confronted with evidence to the contrary is known as

\*a. an incorrigible proposition

b. a schadenfreude

c. a jargon

d. an argot

Title: 03-04Cpp.37

4. This type of research uses numeric data and statistical analyses to describe and explain social phenomena:

a. qualitative research

\*b. quantitative research

c. correlative research

d. metaphysical research

Title: 03-05Cpp.38

5. A set of logically interrelated statements that attempts to explain or predict some aspect of the social world is a(n)

a. jargon

b. verisimilitude

\*c. theory

d. nomenclature

Title: 03-06Cpp.41

6. This is one form of unobtrusive social research:

a. field research

b. non-participant observation

c. experiment

\*d. content analysis

Title: 03-07Cpp.41

7. Fred believes there is gender bias in book reviews. He suspects that influential sources, like *Book Forum* and *The New York Times*, favor male writers over female writers. Over the course of a year, he monitors the reviews in five major publications. He carefully records the number of reviews published for books by male authors and the number of reviews for books by female authors. Fred also reads each review and notes whether it is positive, negative, or neutral and also whether any “gendered” references are included.

Which of the following terms best describes Fred’s research method?

\*a. content analysis

b. non-participant observation

c. participant observation

d. experiment

Title: 03-08Cpp.41

8. Which of the following is an unobtrusive research method?

a. experiment

\*b. historical analysis

c. survey

d. non-participant observation

Title: 03-09Cpp.38

9. A testable statement that specifies the relationship between two or more variables is known as a(n)

\*a. hypothesis

b. theory

c. incorrigible proposition

d. quantification

Title: 03-10Cpp.38

10. Alex is studying juvenile delinquency. While analyzing statistical data for a class project, she finds something remarkable: both juvenile arrests and sales of ice cream begin to rise in late May, peak between late July and early August, and drop after Labor Day. Alex thinks

she has made an incredible discovery: ice cream consumption somehow causes delinquency.

What Alex doesn’t know is that there is a third variable involved: time of year. Generally speaking, rates of delinquency increase during warm weather and when minors are out of school and have more unsupervised time on their hands.

Which statement best describes the relationship Alex “found”?

\*a. It is a spurious relationship

b. The relationship is causative, but not correlative

c. Time of year is actually the dependent variable in the hypothesis

d. The sample size is too small to be representative

Title: 03-11Cpp.38

11. Shanna suspects there is a relationship between gender and online purchasing habits. Based on previous empirical research, she believes females are more likely than males to use online coupons. Which of the following statements best describes Shanna’s hypothesis?

a. It’s inherently flawed because it is based on the stereotype that all women like to shop

b. Gender is the dependent variable and use of online coupons is the independent variable

c. Use of online coupons is the independent variable and gender is the dependent variable

\*d. Gender is the independent variable and use of online coupons is the dependent variable

Title: 03-12C/Fpp.38

12. An independent variable is limited to one value/attribute.

a. True

\*b. False

Title: 03-13C/Fpp.42

13. A sample is deemed \_\_\_\_\_ if the small group being studied is representative of the population as a whole.

\*a. representative

b. spurious

c. reactive

d. indivisible

Title: 03-14Cpp.44

14. Sociologists’ values shape the topics they study, what they expect to find, and the kinds of information they collect and how they collect it.

\*a. True

b. False

Title: 03-15Cpp.37

15. Sociologists are not obligated to describe the methods they used to collect data.

a. True

\*b. False