

CHAPTER 1

SOCIOLOGICAL IMAGINATION

Multiple Choice

1. Sociology is the scientific study of

a. human activity in society. c. mental processes.
b. people. d. multiple personalities.

ANS: A REF: 4 OBJ: comprehension
TOP: Mod 1.1

2. _____ are anything human or otherwise created that push people to interact, think, and behave in specified ways.

a. Social statics c. Social forces
b. Social classifications d. Social dynamics

ANS: C REF: 5 OBJ: comprehension
TOP: Mod 1.1 MSC: SG

3. Globalization, racial classification, technology, symbolic meanings, and institutions are examples of

a. social statics. c. social forces.
b. social classification. d. social dynamics.

ANS: C REF: 5 OBJ: comprehension
TOP: Mod 1.1

4. The distinctiveness of the sociological perspective lies with its focus on

a. suicide. c. social forces.
b. the individual. d. troubles.

ANS: C REF: 5 OBJ: comprehension
TOP: Mod 1.1

5. Searching for employment, securing food, adorning the body, and listening to songs are examples of

a. social dynamics. c. human activities.
b. social statics. d. solidarity.

ANS: C REF: 5 OBJ: application TOP: Mod 1.1

6. From a sociological point of view, race is all but which one of the following?

a. socially created way of categorizing people
b. a reality based in biology
c. a social force of immense significance
d. something that has no basis in biology

ANS: B REF: 5 OBJ: comprehension
TOP: Mod 1.1 MSC: SG

7. Diamonds are a sign of engagement, marriage, love, and wealth. These are _____ that have helped to create an insatiable demand for diamonds.

- a. symbolic meanings
- b. technologies
- c. stones
- d. human activities

ANS: A REF: 6 OBJ: application TOP: Mod 1.1

8. In the U.S. almost 70 percent of high school graduates go on to college without taking time off from academic pursuits. These decisions are shaped by the social force of
- a. human activity.
 - b. institutions.
 - c. mechanical solidarity.
 - d. social statics.

ANS: B REF: 7 OBJ: comprehension
TOP: Mod 1.1

9. The iPod allows people the opportunity to store more music than they can listen to in a lifetime. The iPod is an outcome of which one of the following social forces?
- a. social dynamics
 - b. globalization
 - c. social statics
 - d. mechanical solidarity

ANS: D REF: 7 OBJ: comprehension
TOP: Mod 1.1 MSC: SG

10. Which one of the following is a question sociologists would most likely ask about the U.S. system of racial classification?
- a. How is race a reflection of biological differences?
 - b. Why do people make such a big deal about something that doesn't matter?
 - c. Shouldn't people just be called Americans?
 - d. What does it mean to divide family members into different racial categories?

ANS: D REF: 7 OBJ: comprehension
TOP: Mod 1.1

11. Which of the following is a question sociologists would be least likely to ask about the high percentage of high school graduates going on to college?
- a. What are the consequences of so many pursuing a college degree?
 - b. Will the value of a college degree decrease with so many pursuing a degree?
 - c. Why can't people just be themselves?
 - d. Does so many going to college put pressure on people to pursue a degree?

ANS: C REF: 7 OBJ: comprehension
TOP: Mod 1.1 MSC: SG

12. Émile Durkheim defined social facts as
- a. statistics.
 - b. having the remarkable property of existing outside the individual.
 - c. fundamentally psychological.
 - d. things we know to be true.

ANS: B REF: 9 OBJ: comprehension
TOP: Mod 1.2

13. Only when people _____ do they come to know the power of social facts.
- a. grow older
 - b. cooperate
 - c. comply
 - d. resist

ANS: D REF: 10 OBJ: comprehension
TOP: Mod 1.2

14. Durkheim wrote, "Air does not cease to have weight even if we cannot feel that weight." This statement is a reference to
- a. mechanical solidarity.
 - b. social relativity.
 - c. social facts.
 - d. social interaction.

ANS: C

REF: 10

OBJ: application TOP: Mod 1.2

MSC: SG

15. Currents of opinion are broadly reflected in
- a. personal biographies.
 - b. advertisements.
 - c. rates summarizing various behaviors.
 - d. newspaper headlines.

ANS: C

REF: 10

OBJ: comprehension

TOP: Mod 1.2

16. Suicide rates represent one example of what Durkheim would call
- a. social statics.
 - b. social dynamics.
 - c. troubles.
 - d. currents of opinion.

ANS: D

REF: 10

OBJ: application TOP: Mod 1.2

MSC: SG

17. _____ is the author of *Suicide*.
- a. Émile Durkheim
 - b. Karl Marx
 - c. W.E.B. DuBois
 - d. Max Weber

ANS: A

REF: 11

OBJ: comprehension

TOP: Mod 1.2

18. From a sociological perspective, suicide is
- a. an act of intentionally killing oneself.
 - b. the result of personal disappointment and sorrow.
 - c. self-hatred actualized.
 - d. the severing of relationships.

ANS: D

REF: 11

OBJ: comprehension

TOP: Mod 1.2

19. The term _____ describes a state in which ties attaching individuals to others in the society are weak.

- a. egoistic
- b. altruistic

- c. anomic
- d. fatalistic

ANS: A

REF: 11

OBJ: application TOP: Mod 1.2

20. When people commit _____ suicide, it is on behalf of the group they love more than themselves.

- a. egoistic
- b. altruistic

- c. anomic
- d. fatalistic

ANS: B

REF: 11

OBJ: application TOP: Mod 1.2

MSC: SG

21. During World War II, Japanese pilots committed suicide by flying small planes they were piloting into enemy targets. This suicide would qualify as

- a. egoistic.
- b. altruistic.
- c. anomic.
- d. fatalistic.

ANS: B REF: 11 OBJ: application TOP: Mod 1.2
MSC: SG

22. _____ suicide occurs when people kill themselves because they have been cast into a lower status.

- a. Egoistic
- b. Altruistic
- c. Anomic
- d. Fatalistic

ANS: C REF: 12 OBJ: application TOP: Mod 1.2

23. _____ suicide occurs when individuals kill themselves because they see their futures as hopelessly blocked.

- a. Egoistic
- b. Altruistic
- c. Anomic
- d. Fatalistic

ANS: D REF: 12 OBJ: application TOP: Mod 1.2

24. When people are cast into a lower status, they must reduce their requirements, restrain their needs, and practice self-control. This situation describes _____ situation.

- a. an egoistic
- b. an altruistic
- c. an anomic
- d. a fatalistic

ANS: C REF: 12 OBJ: application TOP: Mod 1.2

25. The quality of mind that enables us to see how larger social forces shape the human biography is

- a. the sociological imagination.
- b. intuition.
- c. independent thinking.
- d. common sense.

ANS: A REF: 13 OBJ: comprehension
TOP: Mod 1.3 MSC: SG

26. A _____ consists of all the day-to-day activities from birth to death that make up a person's life.

- a. social fact
- b. social force
- c. biography
- d. trouble

ANS: C REF: 13 OBJ: comprehension
TOP: Mod 1.3

27. Seek therapy, find new friends, and try harder are change strategies associated with

- a. motivation.
- b. issues.
- c. troubles.
- d. social outcomes.

ANS: C REF: 13 OBJ: application TOP: Mod 1.3

28. The sociological imagination includes the ability to

- a. see the connection between self and immediate relationships.
- b. distinguish between mechanical and organic solidarity.
- c. see that problems can be solved by changing the character of the individual.
- d. distinguish between personal troubles and social issues.

ANS: D REF: 13 OBJ: comprehension

TOP: Mod 1.3

29. Which one of the following is not a characteristic of an issue?
- a. An issue is a societal level problem.
 - b. An issue is caused by larger social forces.
 - c. The cause of an issue can be traced to personal weaknesses.
 - d. Issues transcend the life of any one individual.

ANS: C REF: 14 OBJ: comprehension

TOP: Mod 1.3

30. A trouble is
- a. an issue.
 - b. deeply and significantly social.
 - c. caused by personal shortcomings.
 - d. outside any one individual's control.

ANS: C REF: 14 OBJ: comprehension

TOP: Mod 1.3 MSC: SG

31. A trouble is
- a. an issue.
 - b. deeply and significantly social.
 - c. an individual problem.
 - d. outside an individual's control.

ANS: C REF: 14 OBJ: comprehension

TOP: Mod 1.3

32. Unemployment is _____ when it involves 24 million people in a nation of 156 million workers.

- a. an issue
- b. a trouble
- c. a private matter
- d. a social fact

ANS: A REF: 15 OBJ: application TOP: Mod 1.3

33. After the mortgage crisis began in 2008, when Damon saw a foreclosure sign on a home, he placed blame on the homeowner as the irresponsible party. Damon was thinking in terms of

- a. an issue.
- b. a trouble.
- c. a social fact.
- d. free will.

ANS: B REF: 15 OBJ: comprehension

TOP: Mod 1.3 MSC: SG

34. After the great economic recession began in 2008, when Jen saw a foreclosure sign on a home, she placed emphasis on lending practices that lured potential homeowners into taking loans they could not pay. Jen was thinking in terms of

- a. an issue.
- b. a trouble.
- c. a social fact.
- d. free will.

ANS: A REF: 15 OBJ: comprehension

TOP: Mod 1.3

35. When 100 people are unemployed in a country with a workforce of 50 million employees, that situation is likely

- a. an issue.
- b. a trouble.
- c. a social fact.
- d. a social force.

ANS: B REF: 15 OBJ: application TOP: Mod 1.3

36. The resolution of an issue involves
- addressing the social forces that created it.
 - addressing individual shortcomings.
 - increasing motivation level.
 - changing human nature.

ANS: A REF: 15 OBJ: comprehension
TOP: Mod 1.3 MSC: SG

37. Sociology as a field of study emerged out of which of the following events?
- the Vietnam Era
 - the Cold War
 - World War I and World War II
 - Industrial Revolution and Enlightenment

ANS: D REF: 16 TOP: Mod 1.4

38. The process of replacing human and animal muscle with external sources of power derived from burning wood, oil, coal, and natural gas is
- standardization.
 - affective action.
 - modernization.
 - mechanization.

ANS: D REF: 16 OBJ: comprehension
TOP: Mod 1.4

39. One fundamental factor driving the Industrial Revolution was
- craftsmanship.
 - solidarity.
 - manual labor.
 - mechanization.

ANS: D REF: 16 OBJ: comprehension
TOP: Mod 1.4 MSC: SG

40. The Industrial Revolution transformed the nature of work in which one of the following ways?
- Machine production was replaced by hand production.
 - People now could say, "I made this; this is a unique product of my labor."
 - Products became standardized, and workers performed specific tasks in the production process.
 - Worker power over the production process increased dramatically.

ANS: C REF: 16 OBJ: comprehension
TOP: Mod 1.4

41. Which one of the following concepts least applies to the Industrial Revolution?
- competition
 - upheaval
 - status quo
 - economic interdependence

ANS: C REF: 17 OBJ: comprehension
TOP: Mod 1.4 MSC: SG

42. Before mechanization, customers knew the person who baked their bread. With mechanization they came to depend on strangers to sustain them. This change is embedded within which historical event?
- Enlightenment
 - Industrial Revolution
 - World War II
 - Postindustrialization

ANS: B REF: 17 OBJ: comprehension
TOP: Mod 1.4

43. Which one of the following is not one of the areas that changed as a result of the Industrial Revolution?
- a. Production was mechanized.
 - b. Geographically separated peoples were now connected.
 - c. The ways people made their living changed from agriculture to manufacturing.
 - d. People's ties to their community and workplace were strengthened.

ANS: D REF: 17 OBJ: comprehension
TOP: Mod 1.4

44. In the book _____ Adam Smith argues that the invisible hand of the free market was the key to prosperity.
- a. The Sociological Imagination
 - b. The Division of Labor
 - c. The Wealth of Nations
 - d. Economy and Society

ANS: C REF: 18 OBJ: comprehension
TOP: Mod 1.4

45. During the _____ the social critics of the day argued that science and human reason could be used to undermine the weight of tradition.
- a. Vietnam War
 - b. Enlightenment
 - c. Great Depression
 - d. World War I

ANS: B REF: 18 OBJ: comprehension
TOP: Mod 1.4

46. Industrialization and the rise of a global trading system helped to create a new class of people:
- a. the peasants.
 - b. the aristocracy.
 - c. the merchants.
 - d. priests and bishops.

ANS: C REF: 19 OBJ: comprehension
TOP: Mod 1.4 MSC: SG

47. The Enlightenment can be characterized as a time when the
- a. existing social order was challenged.
 - b. the division between peasants and aristocracy was solidified.
 - c. peasants believed fate determined their lot in life.
 - d. people accepted the power of the church without question.

ANS: A REF: 19 OBJ: comprehension
TOP: Mod 1.4 MSC: SG

48. Sociologists should study social statics, the forces that hold societies together such that they endure over time, and social dynamics, the forces that cause societies to change. This advice comes from

- a. Max Weber.
- b. Jane Addams.
- c. W.E.B. DuBois.
- d. August Comte.

ANS: D REF: 20 OBJ: Comprehension
TOP: Mod 1.4

49. The early sociologists spent most of their professional lives attempting to understand the consequences of a social force known as
- a. World War I.
 - c. the Industrial Revolution.

b. World War II. d. the Enlightenment.

ANS: C REF: 20 OBJ: comprehension
TOP: Mod 1.5

50. Who of the following is not considered one of the “big three” classical sociologists?

- a. Émile Durkheim c. Auguste Comte
- b. Karl Marx d. Max Weber

ANS: C REF: 20 OBJ: comprehension
TOP: Mod 1.5 MSC: SG

51. Which one of the following theorists gave sociology its name?

- a. Auguste Comte c. Max Weber
- b. Émile Durkheim d. Karl Marx

ANS: A REF: 20 OBJ: comprehension
TOP: Mod 1.5

52. Which stage applies to a society in which people explain events going on in the world as the work of personified deities?

- a. theocratic c. positive
- b. metaphysical d. negative

ANS: A REF: 20 OBJ: application TOP: Mod 1.5

53. In the _____ stage people draw upon abstract and broad concepts to define features of reality that cannot be observed through their senses or direct experience.

- a. theocratic c. positive
- b. metaphysical d. negative

ANS: B REF: 20 OBJ: comprehension
TOP: Mod 1.5

54. Which stage applies to a society that struggles with big philosophical questions such as the meaning of life and good versus evil?

- a. theocratic c. positive
- b. metaphysical d. negative

ANS: B REF: 20 OBJ: application TOP: Mod 1.5
MSC: SG

55. *The Communist Manifesto* was written by

- a. W.E.B. DuBois. c. Émile Durkheim.
- b. Karl Marx and Friedrich Engels. d. Max Weber.

ANS: B REF: 21 OBJ: comprehension
TOP: Mod 1.5

56. With industrialization the rise of two distinct classes emerged. The class that owns the means of production is called

- a. a proletariat. c. a socialist.
- b. the bourgeoisie. d. a communist.

ANS: B REF: 21 OBJ: comprehension
TOP: Mod 1.5 MSC: SG

57. According to Karl Marx, the character of class conflict is shaped directly and profoundly by
- a. social facts.
 - b. solidarity.
 - c. the system of production.
 - d. the sociological imagination.

ANS: C

REF: 21

OBJ: comprehension

TOP: Mod 1.5

58. Land, tools, equipment, factories, modes of transportation, and labor are
- a. owned by the proletariat.
 - b. part of the means of production.
 - c. essential to providing services.
 - d. owned by the intellectual classes.

ANS: B

REF: 21

OBJ: application TOP: Mod 1.5

59. *The Communist Manifesto* describes capitalism as
- a. a boundless thirst – a werewolf-like hunger for profit.
 - b. the key to economic progress.
 - c. profit-oriented but progressive.
 - d. restless, anxious, and motivational.

ANS: A

REF: 22

OBJ: comprehension

TOP: Mod 1.5

60. According to Marx, the interests of the _____ lie with increasing wages.
- a. bourgeoisie
 - b. proletariat
 - c. finance aristocracy
 - d. capitalist

ANS: B

REF: 22

OBJ: comprehension

TOP: Mod 1.5

61. Max Weber emphasized the Industrial Revolution and its effect on
- a. the means of production.
 - b. social action.
 - c. ties that bind individuals to one another.
 - d. the color line.

ANS: B

REF: 23

OBJ: comprehension

TOP: Mod 1.5

62. If Gretchen pursues a college degree because everyone in her family going back five generations is college-educated, the action can be classified as
- a. traditional.
 - b. affectional.
 - c. value-rational.
 - d. instrumental-rational.

ANS: A

REF: 23

OBJ: application TOP: Mod 1.5

MSC: SG

63. _____ argued that the color line originated with the colonial expansion that accompanied the Industrial Revolution.
- a. Max Weber
 - b. Jane Addams
 - c. W.E.B. DuBois
 - d. August Comte

ANS: C

REF: 24

OBJ: comprehension

TOP: Mod 1.4

MSC: SG

64. If someone pursues a college degree for the love and pleasure of learning, the action is
- a. traditional.
 - c. value-rational.

b. affectional. d. instrumental-rational.

ANS: B REF: 24 OBJ: application TOP: Mod 1.5

65. Which one of the following applies to value-rational action?

- a. compromise c. addictive
- b. cost-cutting d. code of conduct

ANS: D REF: 24 OBJ: comprehension
TOP: Mod 1.5

66. _____ action can be equated with the behavior of addicts who feed their addictions by any means necessary.

- a. Traditional c. Value-rational
- b. Affectional d. Instrumental-rational

ANS: D REF: 24 OBJ: comprehension
TOP: Mod 1.5

67. Weber maintained that with industrialization, behavior was less likely to be guided by _____ and more likely to be means-end oriented.

- a. expediency c. tradition or emotion
- b. subjective meaning d. logic

ANS: C REF: 24 OBJ: comprehension
TOP: Mod 1.5

68. W.E.B. DuBois is associated with which one of the following concepts?

- a. solidarity c. the means of production
- b. the color line d. social action

ANS: B REF: 24 OBJ: comprehension
TOP: Mod 1.5

69. W.E.B. DuBois traced the _____ to the scramble for Africa's resources, beginning with the slave trade.

- a. color line c. troubles
- b. double consciousness d. disenchantment

ANS: A REF: 24 OBJ: comprehension
TOP: Mod 1.5

70. Max Weber believed that there is an inevitable self-destructive quality to _____ action.

- a. traditional c. value-rational
- b. affectional d. instrumental-rational

ANS: D REF: 24 OBJ: comprehension
TOP: Mod 1.5

71. DuBois wrote that the world was able "to endure this horrible tragedy by deliberately stopping its ears and changing the subject in conversation." The tragedy was

- a. the scramble for Africa's resources, including the slave trade.
- b. double consciousness.
- c. mechanization, which left people without jobs.
- d. the carnage of World War II.

ANS: A REF: 25 OBJ: comprehension
TOP: Mod 1.5

72. Which one of the following classical sociologists is credited with founding Hull House?
- a. Karl Marx
 - b. Emile Durkheim
 - c. Jane Addams
 - d. W.E.B. DuBois

ANS: C REF: 25 OBJ: comprehension
TOP: Mod 1.5

73. Jane Addams maintained that Hull House
- a. was overall a failed experiment in social engineering.
 - b. could not address the needs of the working poor.
 - c. analogous to a community college.
 - d. was the equivalent of an applied university.

ANS: D REF: 25 OBJ: comprehension
TOP: Mod 1.5

74. _____ is first-hand knowledge gained by living and working among those being studied.
- a. Solidarity
 - b. Sympathetic knowledge
 - c. Social research
 - d. Double consciousness

ANS: B REF: 26 OBJ: comprehension
TOP: Mod 1.5 MSC: SG

75. According to functionalists, poverty exists because
- a. the poor lack skills to do better.
 - b. it contributes in some way to the stability of the overall society.
 - c. the poor lack the drive to do better.
 - d. somebody has to be on the bottom.

ANS: B REF: 28 OBJ: comprehension
TOP: Mod 1.5

76. A _____ is the contribution a part makes to order and stability within the society.
- a. dysfunction
 - b. façade of legitimacy
 - c. symbol
 - d. function

ANS: D REF: 28 OBJ: comprehension
TOP: Mod 1.6

77. _____ use biological analogies to explain how society operates.
- a. Conflict theorists
 - b. Symbolic interactionists
 - c. Functionalists
 - d. Action theorists

ANS: A REF: 28 OBJ: comprehension
TOP: Mod 1.6 MSC: SG

78. _____ means anticipated or intended.
- a. Latent
 - b. Manifest
 - c. Function
 - d. Dysfunction

ANS: B REF: 28 OBJ: comprehension
TOP: Mod 1.6

79. One anticipated effect of the cell phone is that it offers people a tool for communicating with others independent of location. The effect is a
- a. manifest function.
 - b. latent function.
 - c. manifest dysfunction.
 - d. latent dysfunction.

ANS: A REF: 28 OBJ: comprehension
TOP: Mod 1.6

80. Few people anticipated that the cell phone would become a personal multimedia tool connecting people to information and resources 24/7. That unintended effect qualifies as a
- a. manifest function.
 - b. latent function.
 - c. manifest dysfunction.
 - d. latent dysfunction.

ANS: B REF: 28 OBJ: comprehension
TOP: Mod 1.6 MSC: SG

81. _____ are consequences disruptive to the system or to some segment of society.
- a. Functions
 - b. Dysfunctions
 - c. Facades of legitimacy
 - d. Symbols

ANS: B REF: 28 OBJ: comprehension
TOP: Mod 1.6

82. The early functionalists used _____ to illustrate society as a system of interrelated parts.
- a. the changing seasons
 - b. a cloth-weaving analogy
 - c. the metaphor of a machine
 - d. the human body

ANS: D REF: 28 OBJ: comprehension
TOP: Mod 1.6

83. Conflict theorists are inspired by
- a. Max Weber.
 - b. Emile Durkheim.
 - c. Karl Marx.
 - d. C Wright Mills.

ANS: C REF: 29 OBJ: comprehension
TOP: Mod 1.6

84. Which of the questions listed below is one that a conflict theorist is most likely to ask?
- a. How is social order possible?
 - b. How do meanings change over time?
 - c. How does a part contribute to societal stability?
 - d. Who benefits and who loses from the way society is organized?

ANS: D REF: 29 OBJ: comprehension
TOP: Mod 1.6 MSC: SG

85. Which one of the following statements represents a criticism of the functionalist perspective?
- a. It is too liberal.
 - b. It focuses on the "small stuff."
 - c. It offers no technique for determining a part's overall effect on social order.
 - d. It focuses on the disadvantaged in society.

ANS: C REF: 29 OBJ: comprehension
TOP: Mod 1.6

86. One strength of the _____ perspective is that it offers a balanced view that includes intended and unintended consequences related to order and disorder.
- a. functionalist
 - b. conflict
 - c. symbolic interactionist
 - d. sociological

ANS: A

REF: 29

OBJ: comprehension

TOP: Mod 1.6

87. An unanticipated effect of the cell phone is related to the toxic waste generated from improper disposal. This effect is a
- a. manifest function.
 - b. latent function.
 - c. manifest dysfunction.
 - d. latent dysfunction.

ANS: D

REF: 29

OBJ: comprehension

TOP: Mod 1.6

88. An expected effect of the cell phone is that many drivers cannot resist texting which results in distracted driving. This effect is a
- a. manifest function.
 - b. latent function.
 - c. manifest dysfunction.
 - d. latent dysfunction.

ANS: C

REF: 29

OBJ: comprehension

TOP: Mod 1.6

89. _____ studying the cell phone focus on who controls the resources needed to produce it.

- a. Functionalists
- b. Conflict theorists
- c. Symbolic interactionists
- d. Action theorists

ANS: B

REF: 30

OBJ: comprehension

TOP: Mod 1.6

90. In studying the cell phone, conflict theorists are most likely to emphasize which one of the following?
- a. The empowering elements of the cell phone.
 - b. The millions of people now connected to information sources.
 - c. The potential ability of cell phones to help users circumvent power.
 - d. The exploitation of those who labor to produce minerals critical to cell phone production.

ANS: D

REF: 30

OBJ: comprehension

TOP: Mod 1.6

91. Which one of the following key words is associated with the conflict perspective?
- a. symbol
 - b. ideology
 - c. order
 - d. stability

ANS: B

REF: 30

OBJ: comprehension

TOP: Mod 1.6

92. "The Capitalist, if he cannot agree with the Labourer, can afford to wait and live upon his capital." This line, written in 1881, applies to the situation of the
- a. proletariat.
 - b. bourgeoisie.
 - c. means of production.
 - d. subordinate group.

ANS: B REF: 30 OBJ: application TOP: Mod 1.6

93. The worker “has but wages to live upon, and must therefore take work when, where, and at what terms he can get it.” This line, written in 1881, applies to the situation of the
- a. proletariat.
 - b. bourgeoisie.
 - c. means of production.
 - d. capitalist.

ANS: A REF: 30 OBJ: application TOP: Mod 1.6

94. _____ are materials or other evidence that yields information about human activity, including items that people throw away or the number of lights left on in homes at a particular time.
- a. Traces
 - b. Documents
 - c. Territories
 - d. Households

ANS: A REF: 30 OBJ: comprehension
TOP: Mod 1.6

95. _____ coined the term symbolic interactionism.
- a. Émile Durkheim
 - b. Herbert Blumer
 - c. Karl Marx
 - d. Peter Berger

ANS: B REF: 31 OBJ: comprehension
TOP: Mod 1.6

96. Symbolic interactionists believe that during interaction, the parties involved
- a. respond directly to their surroundings and to each other’s actions.
 - b. first interpret each other’s actions, words, and gestures and then respond based on that interpretation.
 - c. communicate effectively even when they do not share the same symbol system.
 - d. do not have to share a symbol system.

ANS: B REF: 31 OBJ: comprehension
TOP: Mod 1.6 MSC: SG

97. Which perspective focuses on negotiated order?
- a. functionalism
 - b. conflict theory
 - c. symbolic interaction
 - d. action theorists

ANS: C REF: 31 OBJ: comprehension
TOP: Mod 1.6

98. Which one of the theorists is most likely to ask “How do involved parties experience, interpret, influence, and respond to what they and others are doing while interacting?”
- a. functionalists
 - b. conflict theorists
 - c. symbolic interactionists
 - d. action theorists

ANS: C REF: 31 OBJ: application TOP: Mod 1.6

99. _____ consist of encounters in which at least two people communicate, interpret, and respond to each other’s words and actions.
- a. Symbols
 - b. Social interactions
 - c. Observations
 - d. Functions

ANS: B REF: 31 OBJ: comprehension
TOP: Mod 1.6

100. _____ is any kind of physical phenomenon — a word, object, color, or sound — to which people assign a name, meaning, or value.
- a. A value
 - b. A preconception
 - c. A symbol
 - d. An observation
- ANS: C REF: 31 OBJ: comprehension
TOP: Mod 1.6 MSC: SG
101. Which one of the following examples represents something sociologists study when they focus on traces?
- a. household income
 - b. interaction between border patrol agents and bus passengers
 - c. doctor-patient relationships
 - d. things people throw away
- ANS: D REF: 34 OBJ: application TOP: Mod 1.7
MSC: SG
102. A sampling frame is
- a. a complete list of every case in a population of interest.
 - b. a portion of cases from a particular population.
 - c. the plan for gathering data to test hypotheses.
 - d. a sample with the same distribution of characteristics as the population from which it is drawn.
- ANS: A REF: 34 OBJ: comprehension
TOP: Mod 1.7
103. Researchers who study litter that highway travelers throw out car windows are studying
- a. traces.
 - b. documents.
 - c. territories.
 - d. households.
- ANS: A REF: 34 OBJ: comprehension
TOP: Mod 1.7
104. When there is an equally likely chance that any member of the population will be chosen to participate in a study, the sample is said to be
- a. controlled.
 - b. biased.
 - c. random.
 - d. nonrandom.
- ANS: C REF: 34 OBJ: comprehension
TOP: Mod 1.7
105. This data-gathering method is not hampered by a researcher's facial expression or body language influencing respondents to answer in a particular way. This method is
- a. structured interviews.
 - b. unstructured interviews.
 - c. participant observation.
 - d. self-administered questionnaires.
- ANS: D REF: 35 OBJ: application TOP: Mod 1.7
MSC: SG
106. In a structured interview, the question-answer sequence
- a. is largely spontaneous.
 - b. resembles a conversation.
 - c. is set in advance.
 - d. can be altered.

ANS: C REF: 35 OBJ: comprehension
TOP: Mod 1.7

107. In an unstructured interview, the question-answer sequence is
- a. forced-choice.
 - b. set in advance.
 - c. rigid and cannot be altered.
 - d. flexible and open-ended.

ANS: D REF: 35 OBJ: comprehension
TOP: Mod 1.7

108. _____ is especially useful for studying behavior as it occurs.
- a. A self-administered questionnaire
 - b. Secondary data analysis
 - c. An interview
 - d. Observation

ANS: D REF: 36 OBJ: comprehension
TOP: Mod 1.7 MSC: SG

109. One of the primary reasons researchers conceal their identity from those they are studying is to eliminate
- a. legal problems.
 - b. the need for confidentiality.
 - c. the Hawthorne effect.
 - d. ethical considerations.

ANS: C REF: 36 OBJ: comprehension
TOP: Mod 1.7

110. If researchers directly interact and become involved with the people they are researching, the method they are using is
- a. participant observation.
 - b. nonparticipant observation.
 - c. a case study.
 - d. secondary analysis.

ANS: A REF: 36 OBJ: comprehension
TOP: Mod 1.7

111. An unintended effect resulting from the attention one receives from being the subject of the research is the
- a. Hawthorne effect.
 - b. latent effect.
 - c. special subject effect.
 - d. experimental effect.

ANS: A REF: 36 OBJ: application TOP: Mod 1.7

112. Experimental design is best suited for which one of the following situations?
- a. to gather data from many participants who wish to remain anonymous
 - b. to obtain an in-depth understanding of a person, group or setting
 - c. to test the effectiveness of an intervention in bringing about some result
 - d. to conduct a large-scale survey of randomly chosen respondents.

ANS: C REF: 36 OBJ: comprehension
TOP: Mod 1.7 MSC: SG

113. Case studies are characterized by all but which one of the following?
- a. in-depth descriptions
 - b. story-telling qualities
 - c. analysis specific to a person, event, or group
 - d. experimental design

ANS: D REF: 37 OBJ: comprehension

TOP: Mod 1.7

114. Which one of the following conditions would interfere with making generalizations that apply to a larger population?
- a. The sample is a case study.
 - b. The response rate is high.
 - c. Almost all the subjects agree to participate.
 - d. The sample is random.

ANS: A REF: 38 OBJ: comprehension
TOP: Mod 1.7 MSC: SG

115. Sociological research is guided by
- a. methods unique to the discipline.
 - b. a passion to change society.
 - c. emotion and personal interest.
 - d. the scientific method.

ANS: D REF: 39 OBJ: comprehension
TOP: Mod 1.8

116. In theory, the first step in undertaking a sociological research project is
- a. consulting existing research.
 - b. collecting data.
 - c. choosing a topic for investigation.
 - d. analyzing the data.

ANS: C REF: 40 OBJ: comprehension
TOP: Mod 1.8 MSC: SG

117. Perhaps one of the most significant and most often understated reasons a researcher chooses to study a specific topic is
- a. that funding is available.
 - b. sociological appeal.
 - c. personal interest.
 - d. to understand how society works.

ANS: C REF: 40 OBJ: comprehension
TOP: Mod 1.8

118. The plan for gathering data for a research study is known as the
- a. scientific method.
 - b. hypothesis.
 - c. research design.
 - d. hidden curriculum.

ANS: C REF: 41 OBJ: comprehension
TOP: Mod 1.8 MSC: SG

119. In their study of the factors that shape a consumer's decision to download a song, Salganik and Watts used which one of the following data gathering strategies?
- a. the self-administered survey
 - b. participant observation
 - c. experimental design
 - d. secondary sources

ANS: C REF: 41 OBJ: application TOP: Mod 1.8

120. In their study of the factors that shape a consumer's decision to download a song, which one of the following concepts was critical to framing Salganik and Watts' research question?
- a. Hawthorne effect
 - b. self-fulfilling prophecy
 - c. front stage-back state
 - d. social facts.

ANS: B REF: 41 OBJ: comprehension
TOP: Mod 1.8

121. The variable that helps to explain and predict the behavior of interest is known as the _____ variable.

- a. independent
- b. dependent
- c. control
- d. spurious

ANS: A REF: 42 OBJ: comprehension
TOP: Mod 1.8

122. In research, the variable to be explained or predicted is known as

- a. the dependent variable.
- b. the independent variable.
- c. the hypothesis.
- d. the control variable.

ANS: A REF: 42 OBJ: comprehension
TOP: Mod 1.8 MSC: SG

123. A dependent variable is

- a. the variable of cause.
- b. a trial idea.
- c. the variable to be explained.
- d. less important than the independent variable.

ANS: C REF: 42 OBJ: comprehension
TOP: Mod 1.8

124. A trial explanation predicting a relationship between independent and dependent variables is

- a. an hypothesis.
- b. a theory.
- c. a fact.
- d. an observation.

ANS: A REF: 42 OBJ: comprehension
TOP: Mod 1.8

125. _____ are concrete and specific instructions for observing and measuring variables.

- a. Operational definitions
- b. Hypotheses
- c. Units of analysis
- d. Traces

ANS: A REF: 42 OBJ: comprehension
TOP: Mod 1.8

126. The question "Is this operational definition really measuring what it claims to measure?" addresses concerns surrounding

- a. sampling.
- b. validity.
- c. reliability.
- d. correlations.

ANS: B REF: 42 OBJ: comprehension
TOP: Mod 1.8

127. A professor tells a class that exams will cover information from class lectures, class discussion, and reading assignments. However, the exam includes questions related to only reading assignments. Students complain because the exam is

- a. not reliable.
- b. not valid.
- c. not reliable or valid.
- d. objective.

ANS: B REF: 42 OBJ: application TOP: Mod 1.8

128. When assessing _____, always ask if the measure has the same result when repeated.

- a. reliability
- b. validity
- c. methods of data gathering
- d. hypotheses

ANS: A REF: 42 OBJ: comprehension
TOP: Mod 1.8

129. Salganik and Watts specified several variables important to their study of the factors that shape a consumer's decision to download a song. "Perceptions of song popularity" was a(n)
- a. independent variable.
 - b. dependent variable.
 - c. control variable.
 - d. intervening variable

ANS: A REF: 42 OBJ: application TOP: Mod 1.8

130. Salganik and Watts specified several variables important to their study of the factors that shape a consumer's decision to download a song. The "decision to listen to a song" was a(n)
- a. independent variable.
 - b. dependent variable.
 - c. control variable.
 - d. intervening variable

ANS: B REF: 42 OBJ: application TOP: Mod 1.8

131. "The greater the perceived popularity of a song, the greater the likelihood that a consumer will listen to it." This statement is
- a. the scientific method.
 - b. a social fact.
 - c. the current of opinion.
 - d. a hypothesis.

ANS: D REF: 43 OBJ: application TOP: Mod 1.8

132. In drawing conclusions about the effect of self-fulfilling prophecy on decisions to listen to and download songs, Salganik and Watts questioned the relevance of their research findings for
- a. situations in which friends have recommended a product as worth buying.
 - b. other kinds of decisions to download products other than music.
 - c. situations in which consumers are confronted with thousands or even hundreds of thousands of songs.
 - d. understanding consumers without access to computers.

ANS: C REF: 44 OBJ: application TOP: Mod 1.8

133. One anticipated or _____ of the video function on cell phones is that anytime a person thinks about another they do not have to evoke a mental image of the person in their head — just hit the video function to see that person.
- a. manifest function
 - b. latent function
 - c. manifest dysfunction
 - d. latent dysfunction

ANS: A TOP: Music

134. One unanticipated or _____ of the video technology is that it encourages an obsession with the person of interest and narcissistic-like obsession with one's own image.
- a. manifest function
 - b. latent function
 - c. manifest dysfunction
 - d. latent dysfunction

ANS: D TOP: Music

135. In analyzing the video function on cell phones _____ would emphasize the potential control those in possession of transmitted images have with regard to how those images will be shared and used.
- a. a functionalist
 - c. a symbolic interactionist

- ANS: B TOP: Music

136. _____ would take notice of the potential impact that the video function on cell phones has on interpersonal dynamics.

- A functionalist
- A conflict theorist
- A symbolic interactionist
- An action theorist

ANS: C TOP: Music

137. Anomic suicide occurs when the social ties attaching the individual to the group are

- excessively strong.
- excessively weak.
- disrupted by changing circumstances.
- so oppressive there is no hope of change.

ANS: C TOP: Movie

138. Fatalistic suicide occurs when the social ties attaching the individual to the group are

a. excessively strong.	c. so oppressive there is no hope of change
b. excessively weak.	d. disrupted by changing circumstances.

ANS: C TOP: Movie

139. Shawn, a college student, got himself into credit card debt such that he didn't know how to get out. Shawn labeled his ties with the credit card company as so oppressive he would never shake loose. He hung himself. These elements of Shawn's suicide represent an example of which type?

- a. anomic
b. egoistic
c. altruistic
d. fatalistic

ANS: D TOP: Movie

140. Mitsy was a new college student living away from home for the first time in her life. Shortly after arriving on campus she signed up for and received three credit cards. She got herself in debt and then lost her part-time job. Mitsy responded to these changes by committing suicide. These elements of her life suggest that her suicide is

- a. egoistic.
b. altruistic.
- c. anomic.
d. fatalistic.

ANS: C TOP: Movie

141. Émile Durkheim would emphasize the role the steam-powered engine and train played in ushering in

- a. settlement houses.
b. organic solidarity.
c. mechanical solidarity.
d. value-rational action.

ANS: B TOP: SocScenes

142. Karl Marx would see the water-powered saw mill as

- a. part of the ongoing and relentless efforts to reduce the costs of labor, efforts that leave workers feeling vulnerable and insecure.
- b. a reflection of instrumental-rational action.
- c. an invention that helped to usher in mechanical solidarity.
- d. a tool that empowered the proletariat.

ANS: A TOP: SocScenes

143. Jane Addams saw community centers as places in which
- people on the dole hung out.
 - the bourgeoisie could exploit those down and out.
 - the university and the community could collaborate to address important societal issues.
 - social workers could offer career counseling to the unemployed.

ANS: C TOP: SocScenes

144. Max Weber would classify the thought and action driving the construction of the St. Patrick's cathedral — a structure to the memory of St. Patrick and the glory of the Catholic Church that took 20 years to build — as
- instrumental rational.
 - profit-oriented
 - value rational
 - mechanical solidarity.

ANS: D TOP: SocScenes

145. _____ traced the color line's origin to the scramble for Africa's resources, beginning with the slave trade.
- Karl Marx
 - Émile Durkheim
 - Jane Addams
 - W.E.B. Dubois

ANS: D TOP: SocScenes

True/False

1. Sociology is the study of people.

ANS: F REF: 4 TOP: Mod 1.1

2. Globalization shapes our daily lives in countless ways.

ANS: T REF: 5 TOP: Mod 1.1 MSC: SG

3. It took a global effort to create the iPod.

ANS: T REF: 5 TOP: Mod 1.1

4. In the U.S. a parent and biological offspring are always classified as the same race.

ANS: F REF: 5 TOP: Mod 1.1 MSC: SG

5. Race is a biological reality.

ANS: F REF: 5 TOP: Mod 1.1

6. The racial category to which we are assigned shapes identity and connections to other people.

ANS: T REF: 6 TOP: Mod 1.1

7. Symbolic meanings qualify as a social force shaping human activity.

ANS: T REF: 6 TOP: Mod 1.1 MSC: SG

8. Institutions are human creations.

ANS: T REF: 7 TOP: Mod 1.1

9. Social forces determine human activity.

ANS: F REF: 7 TOP: Mod 1.1 MSC: SG

10. Almost 50 percent of high school graduates go on to college without taking time off from academic pursuits.

ANS: F REF: 7 TOP: Mod 1.1 MSC: SG

11. Real change leaders understand that social forces do not determine behavior.

ANS: T REF: 8 TOP: Mod 1.1

12. Social facts are usually created by those experiencing them.

ANS: F REF: 9 TOP: Mod 1.2

13. Social facts exist inside the consciousness of individuals.

ANS: F REF: 9 TOP: Mod 1.2 MSC: SG

14. Habit disguises the pressure placed on people to behave in certain ways.

ANS: T REF: 10 TOP: Mod 1.2

15. Social facts include currents of opinion.

ANS: T REF: 10 TOP: Mod 1.2

16. One way to measure the intensity of opinion about the importance of obtaining a college degree is to calculate the rates of those graduating high school who go on to college.

ANS: T REF: 10 TOP: Mod 1.2 MSC: SG

17. Karl Marx was interested in suicide rates.

ANS: F REF: 11 TOP: Mod 1.2

18. Men attempt suicide about two to three times more often than women.

ANS: F REF: 11 TOP: Mod 1.2 MSC: SG

19. Egoistic suicide stems from weak ties attaching the individual to the group.

ANS: T REF: 11 TOP: Mod 1.2

20. The classic example of anomic suicide is soldiers willing to sacrifice their lives for their unit.

ANS: F REF: 11 TOP: Mod 1.2 MSC: SG

21. In analyzing suicide rates, Durkheim emphasized the personal emotions of the victim.

ANS: F REF: 11 TOP: Mod 1.2

22. Durkheim was able to identify a central emotional state common to all suicides.

ANS: F REF: 11 TOP: Mod 1.2 MSC: SG

23. A person's first name is something deeply personal and unaffected by social forces.

ANS: F REF: 13 TOP: Mod 1.3

24. Those who possess a sociological imagination can view their inner life and human career (biography) in the context of larger social forces.

ANS: T REF: 13 TOP: Mod 1.3 MSC: SG

25. From a sociological point of view we are victims of social forces.

ANS: F REF: 14 TOP: Mod 1.3

26. Social forces shape our most personal of experiences.

ANS: T REF: 14 TOP: Mod 1.3

27. Most of the time the connections between biography and forces of time and place are obvious.

ANS: F REF: 14 TOP: Mod 1.3 MSC: SG

28. Troubles are individual problems caused by personal shortcomings.

ANS: T REF: 14 TOP: Mod 1.3 MSC: SG

29. Issues are societal matters that can only be explained by social forces.

ANS: T REF: 15 TOP: Mod 1.3

30. If you attribute the mortgage crisis beginning in 2008 to lending practices that lured unqualified borrowers to buy homes then you see this crisis as a trouble.

ANS: F REF: 15 TOP: Mod 1.3 MSC: SG

31. From a sociological perspective, high unemployment can be solved by changing the negative attitudes of the unemployed.

ANS: F REF: 15 TOP: Mod 1.3

32. If you attribute the mortgage crisis primarily to decisions made by irresponsible homeowners you see the crisis as a trouble.
- ANS: T REF: 15 TOP: Mod 1.3
33. Sociology emerged in an effort to document and to explain the effects of the Industrial Revolution on society.
- ANS: T REF: 16 TOP: Mod 1.4
34. The defining feature of industrialization was mechanization.
- ANS: T REF: 16 TOP: Mod 1.4
35. The changes triggered by the Industrial Revolution are incalculable.
- ANS: T REF: 16 TOP: Mod 1.4 MSC: SG
36. The Industrial Revolution's effects extend to the way in which people baked bread.
- ANS: T REF: 17 TOP: Mod 1.4
37. The nature of bread and other everyday items remained largely unaffected by the Industrial Revolution.
- ANS: F REF: 17 TOP: Mod 1.4 MSC: SG
38. The Industrial Revolution facilitated economic independence.
- ANS: F REF: 17 TOP: Mod 1.4
39. The Enlightenment was a 10 year revolutionary intellectual and social movement.
- ANS: F REF: 18 TOP: Mod 1.4 MSC: SG
40. By 1822, the field of sociology, devoted to scientific study of society, emerged.
- ANS: T REF: 19 TOP: Mod 1.4
41. The merchant class, a product of industrialization, inherited their situation in life.
- ANS: F REF: 19 TOP: Mod 1.4
42. A liberating belief emerged out of the Enlightenment – society did not have to be organized as it was.
- ANS: T REF: 19 TOP: Mod 1.4 MSC: SG
43. The Enlightenment encompasses the American and French Revolution.
- ANS: T REF: 19 TOP: Mod 1.4
44. The "Big Three" classic sociologists include Karl Marx, Max Weber, and Jane Addams.

ANS: F REF: 20 TOP: Mod 1.5 MSC: SG

45. Émile Durkheim invented the term *sociology*.

ANS: F REF: 20 TOP: Mod 1.5

46. The metaphysics stage emphasized personified deities as controlling events.

ANS: F REF: 20 TOP: Mod 1.5 MSC: SG

47. According to Comte the forces that cause society to change are known as social dynamics.

ANS: T REF: 21 TOP: Mod 1.5

48. For Marx, conflict prevents social change.

ANS: F REF: 21 TOP: Mod 1.5

49. Solidarity is a concept associated with Jane Addams.

ANS: F REF: 22 TOP: Mod 1.5

50. Durkheim observed that industrialization changed the nature of social ties binding people together.

ANS: T REF: 22 TOP: Mod 1.5 MSC: SG

51. Organic solidarity refers to a system of social ties founded on similarity.

ANS: F REF: 23 TOP: Mod 1.5

52. Weber maintained that the “anything goes” approach characteristic of instrumental-rational action eventually collapses on itself.

ANS: T REF: 24 TOP: Mod 1.5 MSC: SG

53. DuBois believed that the problem of the twentieth century was the problem of the color line.

ANS: T REF: 24 TOP: Mod 1.5

54. Jane Addams is associated with a theory of social action.

ANS: T REF: 25 TOP: Mod 1.5

55. In 1899, Jane Addams (with Ellen Gates Stern) co-founded the Hull House, a juvenile detention center.

ANS: F REF: 25 TOP: Mod 1.5 MSC: SG

56. DuBois traced the origin of the color line to the scramble for Africa’s resources.

ANS: T REF: 25 TOP: Mod 1.5 MSC: SG

57. The concept sympathetic knowledge emphasizes first-hand knowledge gained by living and working among those being studied.

ANS: T REF: 26 TOP: Mod 1.5

58. Functionalists focus on conflict over scarce and valued resources.

ANS: F REF: 28 TOP: Mod 1.6 MSC: SG

59. From a functionalist viewpoint, poverty contributes to the stability of the existing social order.

ANS: T REF: 28 TOP: Mod 1.6

60. Functionalists would argue that sports teams have no real purpose in society.

ANS: F REF: 28 TOP: Mod 1.6

61. "Latent" means intended, anticipated, or expected.

ANS: F REF: 28 TOP: Mod 1.6

62. Conflict theorists emphasize order and stability.

ANS: F REF: 29 TOP: Mod 1.6

63. Conflict theorists studying the cell phone would focus on who controls the resources needed to produce it.

ANS: T REF: 30 TOP: Mod 1.6 MSC: SG

64. The strength of the conflict theory is that it forces us to consider the contribution a part makes to order and stability.

ANS: F REF: 30 TOP: Mod 1.6

65. Symbolic interactions see people in interaction as following scripts that cannot be altered.

ANS: T REF: 31 TOP: Mod 1.6 MSC: SG

66. A symbolic interactionist focuses on social interaction.

ANS: T REF: 31 TOP: Mod 1.6

67. Social interaction depends on shared symbols and self-awareness.

ANS: T REF: 31 TOP: Mod 1.6

68. The weakness of the functional perspective is that it offers no specific directions on how to frame and organize observations.

ANS: F REF: 32 TOP: Mod 1.6 MSC: SG

69. Traces include items that people throw away.

ANS: T REF: 34 TOP: Mod 1.7

70. No matter who or what researchers decide to study they cannot study everyone.

ANS: T REF: 34 TOP: Mod 1.7 MSC: SG

71. Sampling frames are easy to secure.

ANS: F REF: 34 TOP: Mod 1.7

72. One advantage of self-administered surveys is that they can be given to large numbers of people.

ANS: T REF: 35 TOP: Mod 1.7

73. Those conducting interviews must convey interest in answers responders give through clear expressions of surprise or sympathy.

ANS: F REF: 35 TOP: Mod 1.7

74. Participant observation is the easiest method of gathering data.

ANS: F REF: 36 TOP: Mod 1.7 MSC: SG

75. Structured interviews are flexible and open-ended in style.

ANS: F REF: 35 TOP: Mod 1.7

76. Another name for secondary sources of data is archived data.

ANS: T REF: 36 TOP: Mod 1.7

77. The Hawthorne effect occurs when those being studied change their behavior simply because a researcher is observing them.

ANS: T REF: 36 TOP: Mod 1.7 MSC: SG

78. Case studies focus on a specific person, situation, or event.

ANS: T REF: 37 TOP: Mod 1.7

79. The experimental group consists of those receiving a treatment of intervention.

ANS: T REF: 37 TOP: Mod 1.7

80. A control group consists of those receiving a treatment in intervention.

ANS: F REF: 37 TOP: Mod 1.7 MSC: SG

81. Research is considered generalizable when findings apply only to those being studied.

ANS: F REF: 38 TOP: Mod 1.7

82. Personal interest should not be a factor in choosing a topic.

ANS: F REF: 40 TOP: Mod 1.8 MSC: SG

83. It is impossible to compile a list of topics that sociologists study.

ANS: T REF: 40 TOP: Mod 1.8 MSC: SG

84. Sociology is distinguished from other disciplines by the perspective it uses to study any topic.

ANS: T REF: 40 TOP: Mod 1.8

85. There are six steps to doing a research project that must be followed in order.

ANS: T REF: 40 TOP: Mod 1.8

86. Sociologists Mathew J. Salganik and Duncan T. Watts studied the factors that shape a consumer's decision to download a song. The two researchers were influenced by the concept self-fulfilling prophecy.

ANS: T REF: 40 TOP: Mod 1.8 MSC: SG

87. A self-fulfilling prophecy is a response based on a false reality that is made true by the misguided response.

ANS: T REF: 41 TOP: Mod 1.8

88. An independent variable is the variable that needs to be explained.

ANS: F REF: 42 TOP: Mod 1.8

89. Validity is the extent to which an operational definition gives consistent results.

ANS: F REF: 42 TOP: Mod 1.8

90. A dependent variable is the variable that explains the behavior of interest.

ANS: F REF: 42 TOP: Mod 1.8 MSC: SG

91. In their study of factors shaping consumer decisions to listen to and download songs, Salganik and Watts found that perception of popularity played almost no role.

ANS: F REF: 43 TOP: Mod 1.8

92. In their study of factors shaping consumer decisions to listen to and download a song, Salganik and Watts found that songs falsely perceived as unpopular did not sell.

ANS: F REF: 43 TOP: Mod 1.8