Chapter 1: Science, Society, and Social Research

Test Bank

# Multiple Choice

1. An undergraduate student conducting a research project believes that women are more preoccupied with the way they dress than men. Due to this assumption, the student focuses observations on women and their interactions with their friends and neglects how men present themselves to others. This is an example of \_\_\_\_\_\_.

A. selective observation

B. overgeneralization

C. resistance to change

D. illogical reasoning

Ans: A

KEY: Learning Objective: 1-1: Describe the four common errors in everyday reasoning.

REF: Cognitive Domain: Application

Answer Location: Selective or Inaccurate Observation

Difficulty Level: Hard

2. To reduce the risk of \_\_\_\_\_\_, social researchers use explicit criteria for identifying causes and for determining whether these criteria are met in a particular instance.

A. illogical reasoning

B. resistance to change

C. overgeneralization

D. selective observation

Ans: A

KEY: Learning Objective: 1-1: Describe the four common errors in everyday reasoning.

REF: Cognitive Domain: Comprehension

Answer Location: Overgeneralization

Difficulty Level: Medium

3. People who refuse to vaccinate themselves or their children for nonreligious reasons base their argument on obscure theories while ignoring contemporary consensus and empirical evidence supporting vaccinations. People who actively oppose vaccinations are engaging in \_\_\_\_\_\_.

A. selective observation

B. generalizability

C. illogical reasoning

D. resistance to change

Ans: C

KEY: Learning Objective: 1-1: Describe the four common errors in everyday reasoning.

REF: Cognitive Domain: Comprehension

Answer Location: Illogical Reasoning

Difficulty Level: Easy

4. Social science reduces the likelihood of overgeneralization by \_\_\_\_\_\_.

A. using systematic procedures for selecting individuals to study

B. using explicit criteria for establishing causality

C. requiring systematic measurement and sampling

D. using empirical evidence

Ans: A

KEY: Learning Objective: 1-1: Describe the four common errors in everyday reasoning.

REF: Cognitive Domain: Comprehension

Answer Location: Overgeneralization

Difficulty Level: Easy

5. How does social science prevent illogical reasoning?

A. using systematic procedures for selecting a representative sample

B. using explicit criteria for establishing causality

C. requiring systematic measurement and sampling

D. using empirical evidence

Ans: B

KEY: Learning Objective: 1-1: Describe the four common errors in everyday reasoning.

REF: Cognitive Domain: Comprehension

Answer Location: Illogical Reasoning

Difficulty Level: Medium

6. Social science combats the error of selective observation with \_\_\_\_\_\_.

A. using systematic procedures for selecting individuals to study

B. using explicit criteria for establishing causality

C. requiring systematic measurement and sampling

D. using empirical evidence

Ans: C

KEY: Learning Objective: 1-2: Define *social science*, and identify its limitations.

REF: Cognitive Domain: Comprehension

Answer Location: Can Social Scientists See the Social World More Clearly?

Difficulty Level: Easy

7. According to the text, what is the definition of social science?

A. application of scientific methods to the study of human social reality

B. application of psychological techniques on social phenomena

C. attempt to achieve certainty in observing social reality

D. assumption that social phenomena resemble biological and chemical phenomena

Ans: A

KEY: Learning Objective: 1-2: Define *social science*, and identify its limitations.

REF: Cognitive Domain: Comprehension

Answer Location: Can Social Scientists See the Social World More Clearly?

Difficulty Level: Easy

8. Social science overcomes the reliance on tradition or unquestioning respect for authority by \_\_\_\_\_\_.

A. using systematic procedures for selecting individuals to study

B. using explicit criteria for establishing causality

C. requiring systematic measurement and sampling

D. using empirical evidence

Ans: D

KEY: Learning Objective: 1-2: Define *social science*, and identify its limitations.

REF: Cognitive Domain: Comprehension

Answer Location: Can Social Scientists See the Social World More Clearly?

Difficulty Level: Easy

9. Through \_\_\_\_\_\_ sampling and measurement, social science can overcome selective and inaccurate observation.

A. random

B. systematic

C. biased

D. automated

Ans: B

KEY: Learning Objective: 1-2: Define *social science*, and identify its limitations.

REF: Cognitive Domain: Comprehension

Answer Location: Can Social Scientists See the Social World More Clearly?

Difficulty Level: Easy

10. Why do social scientists use the scientific method for studying social problems?

A. to reduce generalizability, competition, and gain more respect as authorities

B. to honor commitments, devotion to tradition, and gain more respect as authorities

C. to increase generalizability, enhance science communication, and respect for authority

D. to lesson ego-based commitments, devotion to tradition, and unquestioning respect for authority

Ans: D

KEY: Learning Objective: 1-2: Define *social science*, and identify its limitations.

REF: Cognitive Domain: Comprehension

Answer Location: Can Social Scientists See the Social World More Clearly?

Difficulty Level: Medium

11. A graduate student decides to base their thesis on observations of interactions among individuals involved in a protest. The student wants to understand the protestors’ actions as well as the issues that concern them. Which type of research is featured in this scenario?

A. explanatory

B. exploratory

C. descriptive

D. evaluation

Ans: B

KEY: Learning Objective: 1-3: Identify the four goals for social research in practice.

REF: Cognitive Domain: Application

Answer Location: Exploration: How Do Athletic Teams Build Player Loyalty?

Difficulty Level: Hard

12. The school board hired a team of social scientists to look at the impact of school policy on physical education and health classes on childhood obesity. Which type of study were the social scientists hired to conduct?

A. explanatory

B. exploratory

C. descriptive

D. evaluation

Ans: D

KEY: Learning Objective: 1-3: Identify the four goals for social research in practice.

REF: Cognitive Domain: Application

Answer Location: Evaluation: Does More Social Capital Result in More Community Participation?

Difficulty Level: Hard

13. When the state approved stronger penalties for drunk driving, including the automatic suspension of driving privileges, the number of highway deaths related to drunk driving decreased. Which type of research is required to obtain these findings?

A. descriptive

B. exploratory

C. explanatory

D. evaluation

Ans: D

KEY: Learning Objective: 1-3: Identify the four goals for social research in practice.

REF: Cognitive Domain: Comprehension

Answer Location: Evaluation: Does More Social Capital Result in More Community Participation?

Difficulty Level: Medium

14. Findings from a recent \_\_\_\_\_\_ study indicated that education was an important predictor in the number of hours of television watched.

A. descriptive

B. exploratory

C. explanatory

D. evaluation

Ans: C

KEY: Learning Objective: 1-3: Identify the four goals for social research in practice.

REF: Cognitive Domain: Comprehension

Answer Location: Explanation: Does Social Context Influence Adolescent Outcomes?

Difficulty Level: Easy

15. Both explanatory and evaluation research studies are concerned with the causes and effects of social phenomena. The difference between them is that evaluation research focuses on the \_\_\_\_\_\_.

A. effect of particular policies or programs

B. meanings that people give their actions

C. description of the social phenomena of interest

D. consideration of the impact of social context

Ans: A

KEY: Learning Objective: 1-3: Identify the four goals for social research in practice.

REF: Cognitive Domain: Analysis

Answer Location: Evaluation: Does More Social Capital Result in More Community Participation?

Difficulty Level: Hard

16. \_\_\_\_\_\_ research is designed to identify causes and effects.

A. Descriptive

B. Exploratory

C. Evaluation

D. Explanatory

Ans: D

KEY: Learning Objective: 1.3: Identify the four goals for social research in practice.

REF: Cognitive Domain: Knowledge

Answer Location: Explanation: Does Social Context Influence Adolescent Outcomes?

Difficulty Level: Easy

17.\_\_\_\_\_\_ research can be used to describe the impact of social programs.

A. Descriptive

B. Exploratory

C. Evaluation

D. Explanatory

Ans: C

KEY: Learning Objective: 1.3: Identify the four goals for social research in practice.

REF: Cognitive Domain: Knowledge

Answer Location: Evaluation: Does More Social Capital Result in More Community Participation?

Difficulty Level: Easy

18. \_\_\_\_\_\_ research suggests how social phenomena (such as neighborhood characteristics) affect other social phenomena (such as youth outcomes).

A. Descriptive

B. Exploratory

C. Evaluation

D. Explanatory

Ans: D

KEY: Learning Objective: 1.3: Identify the four goals for social research in practice.

REF: Cognitive Domain: Knowledge

Answer Location: Explanation: Does Social Context Influence Adolescent Outcomes?

Difficulty Level: Easy

19. Question such as, “Does gender have an effect on income?” and “Do men, on average, make more money than women?” are examples of \_\_\_\_\_\_ research.

A. exploratory

B. descriptive

C. explanatory

D. evaluation

Ans: C

KEY: Learning Objective: 1-3: Identify the four goals for social research in practice.

REF: Cognitive Domain: Comprehension

Answer Location: Explanation: Does Social Context Influence Adolescent Outcomes?

Difficulty Level: Medium

20. According to Robert Putnam’s explanatory research, why do people “bowl alone” in the United States?

A. People prefer passive entertainment, such as television.

B. Social ties have weakened.

C. Fewer people bowl.

D. On average, the population has aged.

Ans: B

KEY: Learning Objective: 1-3: Identify the four goals for social research in practice.

REF: Cognitive Domain: Application

Answer Location: Social Research in Practice

Difficulty Level: Hard

21. A study without a hypothesis that examines the culture and social processes within an organization is an example of \_\_\_\_\_\_ research.

A. descriptive

B. exploratory

C. evaluation

D. explanatory

Ans: B

KEY: Learning Objective: 1-3: Identify the four goals for social research in practice.

REF: Cognitive Domain: Comprehension

Answer Location: Explanation: Does Social Context Influence Adolescent Outcomes?

Difficulty Level: Medium

22.\_\_\_\_\_\_ describes when a study leads to a conclusion in which A causes B.

A. External validity

B. Internal validity

C. Sampling

D. Measurement validity

Ans: B

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Comprehension

Answer Location: Causal Validity

Difficulty Level: Medium

23. When the findings of a study accurately represent empirical reality, the results are \_\_\_\_\_\_.

A. valid

B. experimental

C. subgroups

D. sampled

Ans: A

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Knowledge

Answer Location: How Well Have We Done Our Research?

Difficulty Level: Easy

24. When variables are properly defined as well as measured accurately, the study has \_\_\_\_\_\_.

A. external validity

B. internal validity

C. sampling

D. measurement validity

Ans: A

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Knowledge

Answer Location: Generalizability

Difficulty Level: Easy

25. Internal validity is also referred to as \_\_\_\_\_\_.

A. generalizability

B. causal validity

C. measurement validity

D. sample generalizability

Ans: B

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Knowledge

Answer Location: Causal Validity

Difficulty Level: Easy

26. \_\_\_\_\_\_ refers to the ability of a study to inform us about persons, places, or events that were *not* directly studied.

A. Validity

B. Illogical reasoning

C. Descriptive research

D. Generalizability

Ans: D

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Knowledge

Answer Location: Generalizability

Difficulty Level: Easy

27. The General Social Survey (GSS) is administered to a sample of U.S. residents, but it hopes to identify features of the U.S. population as a whole. In other words, the GSS hopes for \_\_\_\_\_\_.

A. cross-population generalizability

B. reliability

C. causal validity

D. generalizability

Ans: D

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Application

Answer Location: Generalizability

Difficulty Level: Hard

28. How well the people selected to complete the General Social Survey (GSS) actually reflect the larger U.S. population is a question of \_\_\_\_\_\_.

A. reliability

B. causal validity

C. sample generalizability

D. cross-population generalizability

Ans: C

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Comprehension

Answer Location: Generalizability

Difficulty Level: Medium

29. The General Social Survey (GSS) asks the question: “Are you very happy, somewhat happy, or not at all happy in your marriage?” Many researchers have questioned whether this is an accurate way to find out how satisfied people really are in their marriage. What is being critiqued in the GSS question?

A. causal validity

B. measurement validity

C. sample generalizability

D. cross-population generalizability

Ans: B

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Application

Answer Location: How Well Have We Done Our Research?

Difficulty Level: Hard

30. A measurement is considered valid when it \_\_\_\_\_\_.

A. makes logical sense to respondents

B. corresponds to an accepted dictionary definition

C. yields the same score when applied to the same phenomena

D. measures what the researcher intends to measure

Ans: D

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Knowledge

Answer Location: Measurement Validity

Difficulty Level: Easy

31. When the results of a study hold true for multiple populations, the study has \_\_\_\_\_\_.

A. cross-population generalizability

B. measurement validity

C. sample generalizability

D. internal validity

Ans: A

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Knowledge

Answer Location: Generalizability

Difficulty Level: Easy

32. A study of face-to-face counseling versus computer-mediated counseling randomly assigned people who were seeking counseling services to face-to-face sessions or computer-mediated sessions. The design of this study ensures \_\_\_\_\_\_.

A. cross-population generalizability

B. measurement validity

C. sample generalizability

D. internal validity

Ans: D

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Application

Answer Location: Causal Validity

Difficulty Level: Hard

33. When determining how accurate research is in capturing social reality, social scientists refer to dimensions of \_\_\_\_\_\_.

A. causality

B. reliability

C. validity

D. evaluation

Ans: C

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Comprehension

Answer Location: How Well Have We Done Our Research?

Difficulty Level: Medium

34. The extent to which a researcher’s sample is representative of the population that it was drawn from is called \_\_\_\_\_\_.

A. reliability

B. overgeneralization

C. external validity

D. measurement validity

Ans: C

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Comprehension

Answer Location: Generalizability

Difficulty Level: Medium

# True/False

1. Overgeneralization occurs when people conclude that what is true for some cases is true for all cases.

Ans: T

KEY: Learning Objective: 1.1: Describe the four common errors in everyday reasoning.

REF: Cognitive Domain: Knowledge

Answer Location: Overgeneralization

Difficulty Level: Easy

2. A new student observes that in his first class, the people sitting in the back row answer most of the questions, so in the next class he sits with the back row, concluding that this is where the smartest students sit. The new student made an overgeneralization.

Ans: T

KEY: Learning Objective: 1-1: Describe the four common errors in everyday reasoning.

REF: Cognitive Domain: Comprehension

Answer Location: Overgeneralization

Difficulty Level: Medium

3. Illogical reasoning occurs when people choose to look only at things that are in line with their beliefs.

Ans: F

KEY: Learning Objective: 1.1: Describe the four common errors in everyday reasoning.

REF: Cognitive Domain: Knowledge

Answer Location: Illogical Reasoning

Difficulty Level: Easy

4. Inaccurate observation is the term for the everyday error that involves unjustifiably concluding that what is true for some cases is true for all cases.

Ans: F

KEY: Learning Objective: 1-1: Describe the four common errors in everyday reasoning.

REF: Cognitive Domain: Comprehension

Answer Location: Overgeneralization

Difficulty Level: Easy

5. Illogical reasoning is the term for the everyday error that involves prematurely jumping to conclusions or arguing on the basis of invalid assumptions.

Ans: T

KEY: Learning Objective: 1-1: Describe the four common errors in everyday reasoning.

REF: Cognitive Domain: Comprehension

Answer Location: Illogical Reasoning

Difficulty Level: Easy

6. Researchers can rely on the validity of gender ratios in self-reported online forums when identifying differences in usage patterns between men and women.

Ans: F

KEY: Learning Objective: 1-2: Define *social science*, and identify its limitations.

REF: Cognitive Domain: Comprehension

Answer Location: How Well Have We Done Our Research?

Difficulty Level: Medium

7. A key concern of survey research is sample generalizability.

Ans: T

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Comprehension

Answer Location: Generalizability

Difficulty Level: Easy

8. Sample generalizability occurs when a conclusion based on a population holds true for a sample from a different population.

Ans: F

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Knowledge

Answer Location: Generalizability

Difficulty Level: Medium

9. Monitoring college students’ relationship to television via electronic recording device has higher measurement validity than asking college students to self-report hours of television watched on a survey.

Ans: T

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Knowledge

Answer Location: Measurement Validity

Difficulty Level: Medium

10. Cohen and Kerr (1998) found that face-to-face counseling is qualitatively superior to computer-mediated counseling.

Ans: F

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Knowledge

Answer Location: Causal Validity

Difficulty Level: Easy

11. Establishing causal validity is necessary to begin a descriptive, exploratory, explanatory, or evaluative research study.

Ans: F

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Comprehension

Answer Location: Generalizability

Difficulty Level: Medium

12. If Putnam tested his results about neighboring in another country and they were confirmed, Putnam’s study would have cross-population generalizability.

Ans: T

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Comprehension

Answer Location: Generalizability

Difficulty Level: Medium

13. If a study claims it is measuring motivation but the survey asks a question about job satisfaction, the study lacks validity.

Ans: T

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Comprehension

Answer Location: How Well Have We Done Our Research?

Difficulty Level: Medium

14. Cross-population generalizability is also known as internal validity.

Ans: F

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Comprehension

Answer Location: Generalizability

Difficulty Level: Medium

15. Causal validity is also known as external validity.

Ans: F

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Comprehension

Answer Location: Causal Validity

Difficulty Level: Medium

# Matching

Use the following directions to answer Questions 1–3:

In each set, match a concept from Group A to a definition or example from Group B.

1. Errors in Everyday Reasoning

Group A

1. Overgeneralization

2. Selective observation

3. Illogical reasoning

4. Resistance to change

Group B

A. Prematurely jumping to conclusions or arguing on the basis of invalid assumptions

B. Unjustifiably concluding that what is true for some cases is true for all cases

C. Reluctance to change ideas even in light of new information

D. Noting observations that coincide with preexisting preferences or beliefs

Ans: 1--B; 2--D; 3--A; 4--C

KEY: Learning Objective: 1-1: Describe the four common errors in everyday reasoning.

REF: Cognitive Domain: Knowledge

Answer Location: Learning About the Social World

Difficulty Level: Medium

2. Examples of Types of Social Research

Group A

1. Descriptive

2. Evaluation

3. Explanatory

4. Exploratory

Group B

A. The quality of neighborhoods, family, and peers affect whether youths become delinquents.

B. The GSS indicates that a smaller number of people spent social time with their neighbors in 1998 than in 1975.

C. How is loyalty developed among college basketball players?

D. To determine the impact of the “It’s Our Neighborhoods Turn” (OBAZ) project--to see whether the “livability and safety of the neighborhood” could be improved by increasing social capital.

Ans: 1--B; 2--D; 3--A; 4--C

KEY: Learning Objective: 1-3: Identify the four goals for social research in practice.

REF: Cognitive Domain: Application

Answer Location: Social Research in Practice

Difficulty Level: Hard

3. Validity

Note: Answers from Group B may be used more than once.

Group A

1. causal validity

2. cross-population generalizability

3. measurement validity

4. sample generalizability

Group B

A. When a measure measures what we think it measures.

B. When findings about one group, population, or setting hold true for other groups, populations, or settings.

C. When a conclusion that A leads to or results in B is correct.

D. When a conclusion based on a subset of a larger population holds true for the entire population.

Ans: 1--C; 2--B; 3--A; 4--D

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Knowledge

Answer Location: How Well Have We Done Our Research?

Difficulty Level: Medium

# Essay

1. Name four errors in everyday reasoning in the following conclusion: People should not feel guilty about not letting their house cats out in the city because when one observer moved to the country, she opened the door to her cats, and they chose not to go outside.

Ans: Overgeneralization occurs when we unjustifiably conclude that what is true for some cases is true for all cases. Selective or inaccurate observation is choosing to look only at things that are in line with our preferences or beliefs. Illogical reasoning is the premature jumping to conclusions or arguing on the basis of invalid assumptions. Resistance to change is the reluctance to change our idea in light of new information.

KEY: Learning Objective: 1-1: Describe the four common errors in everyday reasoning.

REF: Cognitive Domain: Analysis

Answer Location: Learning About the Social World

Difficulty Level: Hard

2. Explain why social science is considered a scientific discipline.

Ans: Just like in other disciplines, the social sciences use a set of logical, systematic, documented methods for investigating nature and natural processes. Rather than rely on assumptions, the social sciences use scientific methods to investigate individuals, societies, and social processes.

KEY: Learning Objective: 1-2: Define *social science*, and identify its limitations.

REF: Cognitive Domain: Comprehension

Answer Location: Can Social Scientists See the Social World More Clearly?

Difficulty Level: Medium

3. In which circumstances are descriptive, exploratory, explanatory, and evaluation research appropriate? Give an example for each.

Ans: Descriptive research questions define and describe social phenomena. Exploratory research questions seek to find out how people get along in the settings under question. Explanatory research questions seek to identify causes and effects of social phenomena and to predict how one phenomenon will change or vary in response to variation in another phenomenon. Evaluation research questions describe and identify the impact of social policies and programs

KEY: Learning Objective: 1-3: Identify the four goals for social research in practice.

REF: Cognitive Domain: Analysis

Answer Location: Social Research in Practice

Difficulty Level: Hard

4. Consider the argument made by Putnam’s *Bowling Alone*, as described in Chapter 1. Are Putnam’s conclusions consistent with your own casual observations about how social ties have weakened in the United States? List three of your own observations that are either consistent with or contradictory to Putnam’s conclusion. Describe how you might propose descriptive research to test whether your observations hold up to scientific criteria. In addition, be specific about the types of errors in everyday reasoning that might apply to your casual observations.

Ans: Robert Putnam used GSS data in “Bowling Alone,” an investigation of social ties in America. Survey responses indicate that “neighboring” has been declining throughout this period. The percentage of GSS respondents who reported spending “a social evening with someone who lives in your neighborhood . . . about once a month or more often” was 60% for married people in 1975 and about 65% for singles. By 1998, the comparable percentages were 45% for married people and 50% for singles. Descriptive research findings simply describe differences or variations in social phenomena. Overgeneralization occurs when we unjustifiably conclude that what is true for some cases is true for all cases. Selective or inaccurate observation is only at things that are in line with our preferences or beliefs. Illogical reasoning is the premature jumping to conclusions or arguing on the basis of invalid assumptions. Resistance to change is the reluctance to change our idea in light of new information.

KEY: Learning Objective: 1-1: Describe the four common errors in everyday reasoning.

REF: Cognitive Domain: Analysis

Answer Location: Social Research in Practice

Difficulty Level: Hard

5. Crime has been decreasing in most U.S. cities for the last decade. However, crime remains a critical issue in politics, in the media, and in explanations for why middle-class people do not want to live in the cities. Explain this situation by referring to all four errors in everyday reasoning. Propose different sources of errors in everyday reasoning that might account for continued concern about crime even in the face of evidence of declining crime rates.

Ans: Overgeneralization occurs when we unjustifiably conclude that what is true for some cases is true for all cases. Selective or inaccurate observation is choosing to look only at things that are in line with our preferences or beliefs. Illogical reasoning is the premature jumping to conclusions or arguing on the basis of invalid assumptions. Resistance to change is the reluctance to change our idea in light of new information.

KEY: Learning Objective: 1-1: Describe the four common errors in everyday reasoning.

REF: Cognitive Domain: Comprehension

Answer Location: Learning About the Social World

Difficulty Level: Medium

6. You are working for a community development organization in a city with high rates of unemployment, poverty, high school attrition, and juvenile delinquency. Your organization wants to begin an afternoon computer-training program for young people. Explain how descriptive, exploratory, explanatory, and evaluation research can all be used to help start and later maintain this program.

Ans: Descriptive research questions define and describe social phenomena. Exploratory research questions seek to find out how people get along in the settings under question. Explanatory research questions seek to identify causes and effects of social phenomena and to predict how one phenomenon will change or vary in response to variation in another phenomenon. Evaluation research questions describe and identify the impact of social policies and programs.

KEY: Learning Objective: 1-3: Identify the four goals for social research in practice.

REF: Cognitive Domain: Application

Answer Location: Social Research in Practice

Difficulty Level: Hard

7. An advertiser claims that “four out of five veterinarians feed their own dogs CANINE GOODIES” to conclude that CANINE GOODIES is a superior dog food. Use the dimensions of validity to discuss the potential flaws in this conclusion. Discuss how CANINE GOODIES might make their claims more scientific in future commercials.

Ans: Measurement validity exists when an indicator measures what we think it measures. Generalizability exists when a conclusion holds true for the population, group, setting, or event that we say it does, given the conditions that we specify. Causal validity exists when a conclusion that A leads to, or results in, B is correct.

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Application

Answer Location: How Well Have We Done Our Research?

Difficulty Level: Hard

8. A researcher asks five questions of a sample of community residents to find out how much they fear crime and whether their level of fear was influenced by a recent well-publicized murder in the community. Explain what the three dimensions of validity would refer to in this study and why they are important.

Ans: Measurement validity exists when an indicator measures what we think it measures. Generalizability exists when a conclusion holds true for the population, group, setting, or event that we say it does, given the conditions that we specify. Causal validity exists when a conclusion that A leads to, or results in, B is correct

KEY: Learning Objective: 1-4: Define valid knowledge, and indicate the three components of validity.

REF: Cognitive Domain: Analysis

Answer Location: How Well Have We Done Our Research?

Difficulty Level: Hard