

CHAPTER 1: Research Foundations

Note for instructors: "LO" stands for learning objective, and the following number (e.g., 1; 2) refers to the specific learning objective the question references. Each question refers to a specific learning objective described and explained in the text.

Multiple Choice

1. Statistics Canada is a federal government department that is mandated to:
 - A. collect statistical information on the general activities and conditions of the people in Canada.
 - B. compile and analyze information related to the commercial and industrial activities of the people of Canada.
 - C. analyze and publish information on the social and economic conditions of the people of Canada.
 - D. A and B
 - E. All of the above

ANS: E

LO1: Explain why it is important to learn about social research methods.

Difficulty: Low

2. Which of the following is an important function of Statistics Canada?
 - A. To review funding grants and select successful candidates.
 - B. To generate research that informs policy.
 - C. To provide a comprehensive list of academic databases.
 - D. To review statistical research prior to publication.
 - E. All of the above.

ANS: B

LO1: Explain why it is important to learn about social research methods.

Difficulty: Low

3. In which of the following years was Statistics Canada established?
 - A. 1848
 - B. 1898
 - C. 1918
 - D. 1958
 - E. 1988

ANS: C

LO1: Explain why it is important to learn about social research methods.

Difficulty: High

4. A lack of specific details of the circumstances under which generalized beliefs hold true is a limitation of which of the following ways of knowing?

- A. Tradition
- B. Authority
- C. Common sense
- D. Experience
- E. Scientific reasoning

ANS: C

LO2: Identify various "ways of knowing" and note their limitations.

Difficulty: Medium

5. First-hand observations or recollections best describes ____, whereas practical knowledge based on adaptive forms of prior learning best describes ____.

- A. Indigenous knowledges; scientific reasoning
- B. experience; common sense
- C. tradition; common sense
- D. common sense; authority
- E. common sense; Indigenous knowledges

ANS: B

LO: 01–02 Identify various "ways of knowing" and note their limitations.

Difficulty: High

6. The popular saying "feed a cold, starve a fever" is an example of which of the following ways of knowing?

- A. Authority
- B. Scientific reasoning
- C. Indigenous knowledges
- D. Common sense
- E. Experience

ANS: D

LO: 01–02 Identify various "ways of knowing" and note their limitations.

Difficulty: Medium

7. Which of the following is a drawback to the teachings of authority?

- A. We over-rely on mass media as a source of authority.
- B. Authority figures may offer advice outside of their realm of expertise.

- C. Authority figures pass on erroneous information and model inappropriate forms of conduct.
- D. A and B
- E. All of the above

ANS: E

LO2: Identify various "ways of knowing" and note their limitations.

Difficulty: Low

Use the following scenario to answer question 8.

Camilla considers how her friend Gail is struggling through a difficult divorce. Camilla knows quite a few people who have undergone divorce over the last few years and comments to her friend Ali that divorce rates have increased considerably over the last few years. Ali replies: According to a Statistics Canada report, about 40% of all marriages eventually end in divorce but that number has not changed in recent years.

8. While Camilla's position is most likely informed by _____, Ali's position is based on _____.

- A. common sense; authority
- B. authority; experience
- C. tradition; authority
- D. experience; authority
- E. experience; tradition

ANS: D

LO2: Identify various "ways of knowing" and note their limitations.

Difficulty: Medium

9. Samantha and David planned their wedding for close to two years. On their wedding day, Samantha made sure she wore "something old, something new, something borrowed, and something blue," as informed by which of the following ways of knowing:

- A. Common sense
- B. Authority
- C. Tradition
- D. Experience
- E. All of the above

ANS: C

LO2: Identify various "ways of knowing" and note their limitations.

Difficulty: Medium

10. Information overload is responsible for which of the following errors in reasoning?

- A. Imprecise observation

- B. Illogical reasoning
- C. Overgeneralization
- D. Selective observation
- E. All of the above

ANS: A

LO3: Recognize common errors in reasoning.

Difficulty: Medium

11. Craig and Julie are watching people gamble in a casino in Las Vegas. At a roulette table they observe six turns in a row where a 'red' number comes up. Craig decides that because of this run of red numbers, the next is likely to be a 'black' one. He quickly places a bet on all 'black' numbers. Which of the following common errors in reasoning best characterizes Craig's bet?

- A. Imprecise observation
- B. Premature closure
- C. Illogical reasoning
- D. Overgeneralization
- E. Selective observation

ANS: C

LO3: Recognize common errors in reasoning.

Difficulty: Medium

12. After listening to a patient breathe, an internist diagnoses asthma and prescribes an inhaler for a man with lung cancer. This example best illustrates which error in reasoning?

- A. Imprecise observation
- B. Illogical reasoning
- C. Overgeneralization
- D. Selective observation
- E. Premature closure

ANS: E

LO3: Recognize common errors in reasoning.

Difficulty: Medium

13. The tendency to assume a general pattern based on factors other than objective frequency best describes which of the following common errors in reasoning?

- A. Imprecise observation
- B. Illogical reasoning
- C. Overgeneralization
- D. Selective observation

E. Premature closure

ANS: D

LO3: Recognize common errors in reasoning.

Difficulty: Low

14. After purchasing a new yellow sports car, Bruno sees yellow cars everywhere. Bruno has likely fallen prey to which of the following common errors in reasoning?

- A. Imprecise observation
- B. Illogical reasoning
- C. Overgeneralization
- D. Selective observation
- E. Premature closure

ANS: D

LO3: Recognize common errors in reasoning.

Difficulty: Medium

15. Asqa has a new job as a service provider in a restaurant. Of the ten tables that she served one evening, five were elderly couples that left poor tips. Asqa concludes that all elderly customers are poor tipplers. Asqa's logic is best described as which of the following?

- A. Imprecise observation
- B. Illogical reasoning
- C. Overgeneralization
- D. Selective observation
- E. Premature closure

ANS: C

LO3: Recognize common errors in reasoning.

Difficulty: Medium

16. Overgeneralization, selective observation, and premature closure are common errors in reasoning that share which of the following characteristic?

- A. A failure to accurately recall events from memory.
- B. A tendency to minimize cases that disconfirm a pattern.
- C. A tendency to limit a search to a small number of observations.
- D. A failure to consider the true probability of an event occurring.
- E. A tendency to overestimate the importance of an information source.

ANS: C

LO3: Recognize common errors in reasoning.

Difficulty: High

17. Empirical methods:

- A. are data collection techniques carried out using systematic procedures.
- B. are widely recognized by other researchers.
- C. produce verifiable findings.
- D. A and B
- E. All of the above

ANS: E

LO4: Define social science research, distinguish between primary and secondary research, and differentiate between basic and applied research.

Difficulty: Low

18. The _____ sciences study laws that govern nature, whereas the _____ sciences study human nature and society.

- A. natural; secondary
- B. social; natural
- C. empirical; social
- D. social; empirical
- E. natural; social

ANS: E

LO4: Define social science research, distinguish between primary and secondary research, and differentiate between basic and applied research.

Difficulty: Medium

19. Which of the following refers to the summation of research or analysis already collected by others?

- A. Basic research
- B. Primary research
- C. Applied research
- D. Empirical research
- E. Secondary research

ANS: E

LO4: Define social science research, distinguish between primary and secondary research, and differentiate between basic and applied research.

Difficulty: Medium

20. Research undertaken for its own sake is _____, whereas research undertaken to specifically address a problem is _____.

- A. applied research; basic research
- B. basic research; secondary research
- C. secondary research; primary research

- D. basic research; applied research
- E. primary research; secondary research

ANS: D

LO4: Define social science research, distinguish between primary and secondary research, and differentiate between basic and applied research.

Difficulty: High

21. Melanie has been hired by the Federal government to evaluate its Family Violence Prevention Program. Which of the following types of research will Melanie most likely be conducting?

- A. Primary research
- B. Secondary research
- C. Exploratory research
- D. Applied research
- E. Basic research

ANS: D

LO: 01–04 Define social science research, distinguish between primary and secondary research, and differentiate between basic and applied research.

Difficulty: High

22. Which research style would best examine this question: "What is the experience of maternal attachment like for mothers in Canadian stepfamilies?"

- A. Exploratory research
- B. Evaluation research
- C. Secondary research
- D. Applied research
- E. Explanatory research

ANS: A

LO5: Explain the goals of research.

Difficulty: High

23. Which of the following questions best exemplifies exploratory research?

- A. Why is this occurring?
- B. Who is this affecting?
- C. What is X like?
- D. What are the main features of X?
- E. Is this working?

ANS: C

LO5: Explain the goals of research.

Difficulty: High

24. Braden is interested in finding out why girls outperform boys on reading assessment tests. Which of the following types of research projects is Braden most likely to conduct?

- A. Exploratory
- B. Descriptive
- C. Explanatory
- D. Evaluation
- E. A and B

ANS: C

LO5: Explain the goals of research.

Difficulty: High

Use the following scenario to answer questions 25 and 26.

John and Kaitlin are interested in abstinence-based addiction programs. John wants to know whether an abstinence-based addiction program offered in his community is effective for opioid users. Kaitlin is interested in the same program and wants to know what motivates people to join the program and how they understand their experience.

25. Which of the following types of research is Kaitlin most likely to conduct?

- A. Explanatory
- B. Exploratory
- C. Descriptive
- D. Evaluation
- E. Secondary

ANS: B

LO5: Explain the goals of research.

Difficulty: High

26. Which of the following types of research is John most likely to conduct?

- A. Explanatory
- B. Exploratory
- C. Descriptive
- D. Evaluation
- E. Secondary

ANS: D

LO5: Explain the goals of research.

Difficulty: High

27. Research conducted to uncover the main traits or characteristics of a population or phenomena is best described as which of the following?

- A. Descriptive

- B. Explanatory
- C. Exploratory
- D. Applied
- E. Evaluation

ANS: A

LO5: Explain the goals of research.

Difficulty: High

28. McDonald and colleagues' (2009) study of a community-based group intervention strategy called Families and Schools Together (FAST) is an example of which of the following types of research?

- A. Exploratory research
- B. Explanatory research
- C. Evaluation research
- D. Descriptive research
- E. Experimental research

ANS: C

LO5: Explain the goals of research.

Difficulty: Medium

29. Information gathered through research methods is collectively referred to as which of the following?

- A. Findings
- B. Data
- C. Facts
- D. Statistics
- E. Results

ANS: B

LO6: Differentiate between qualitative and quantitative research methods.

Difficulty: Low

30. An aim of qualitative research is often to _____, while quantitative research is more likely designed to _____.

- A. describe and explain; interpret and explore
- B. describe and interpret; explain and explore
- C. explain and interpret; explore and describe
- D. explore and describe; explain and interpret
- E. interpret and explore; describe and explain

ANS: E

LO6: Differentiate between qualitative and quantitative research methods.

Difficulty: High

31. Quantitative research seeks to evaluate a phenomenon of interest using ____.

- A. non-numerical data
- B. patterns and/or themes
- C. numerical data
- D. A and B
- E. All of the above

ANS: C

LO6: Differentiate between qualitative and quantitative research methods.

Difficulty: Medium

32. Which of the following is a research technique common to quantitative methodology?

- A. Surveys
- B. Experiments
- C. In-depth interviews
- D. Secondary analysis of primary data
- E. A and B

ANS: E

LO6: Differentiate between qualitative and quantitative research methods.

Difficulty: Low

33. Recall that Howell and Symbaluk (2001) conducted a survey of faculty and students' views of published student ratings of instruction. Their research study illustrates which of the following about research methodologies?

- A. The type of method used is seldom determined in advance of a research project.
- B. Quantitative methods are most appropriate for large scale projects.
- C. Qualitative methods are most appropriate for gathering opinion data.
- D. A strict divide between qualitative and quantitative methods is unwarranted.
- E. Whenever possible, qualitative and quantitative methods should not be used together in the same study.

ANS: D

LO6: Differentiate between qualitative and quantitative research methods.

Difficulty: Medium

34. The documentary film *The Blonde Mystique* best illustrates which of the following?
- A. Any topic can underlie a research question.
 - B. Some research questions are not worth investigating.
 - C. The role of women researchers in social science.
 - D. The use of statistics to manipulate information.
 - E. The prioritization of qualitative research methods.

ANS: A

LO6: Differentiate between qualitative and quantitative research methods.

Difficulty: Medium

35. Colby conducts a research project on the portrayal of obesity in film. She records patterns and themes in the films as well as words commonly used to describe main characters who are overweight. Mary's data is best described as which of the following?
- A. Qualitative
 - B. Quantitative
 - C. Non-empirical
 - D. Applied
 - E. Impossible to tell

ANS: A

LO6: Differentiate between qualitative and quantitative research methods.

Difficulty: Medium

36. Which of the following best describes the purpose of explanatory research?
- A. To critically evaluate a program.
 - B. To establish the main traits of a population.
 - C. To clarify variation found between groups.
 - D. To learn more about an area of interest.
 - E. To determine whether a program is needed.

ANS: C

LO5: Explain the goals of research.

Difficulty: Medium

37. Fischer and colleagues' (2010) study identified the social, health, and drug use characteristics of crack cocaine users in British Columbia. This is an example of data derived from which of the following types of research?
- A. Evaluation research
 - B. Explanatory research
 - C. Exploratory research
 - D. Descriptive research
 - E. Impossible to tell

ANS: D

LO5: Explain the goals of research.

Difficulty: Low

38. Mike recently published a review of the scholarly literature on success strategies used by university students to prepare for examinations and complete written assignments. His article is best described as which of the following?

- A. Primary research
- B. Secondary research
- C. Quantitative research
- D. Qualitative research
- E. Impossible to tell

ANS: B

LO5: Explain the goals of research.

Difficulty: Medium

39. Yang (2017) investigated the effects of the mandatory community service program on Ontario high school students' subsequent helping. In this example, ____ research helped to showed that volunteering fails to positively impact long-term helping.

- A. exploratory
- B. descriptive
- C. explanatory
- D. qualitative
- E. A and B.

ANS: C

LO6: Differentiate between qualitative and quantitative research methods.

Difficulty: High

40. This kind of research is sometimes used to look at an established area from a fresh perspective, as was the case with Bansal and Eiselt's (2004) study on the motives underlying tourists' vacations to New Brunswick.

- A. Exploratory
- B. Descriptive
- C. Explanatory
- D. Quantitative
- E. Evaluative

ANS: A

LO6: Differentiate between qualitative and quantitative research methods.

Difficulty: High

True or False

41. Explanatory research is specifically undertaken to establish the main traits or characteristics of a population or phenomenon.

ANS: False

LO4: Define social science research, distinguish between primary and secondary research, and differentiate between basic and applied research.

Difficulty: Medium

42. Primary research is the process by which people combine a set of principles, outlooks, and ideas with a collection of specific practices, techniques, and strategies to produce knowledge.

ANS: False

LO4: Define social science research, distinguish between primary and secondary research, and differentiate between basic and applied research.

Difficulty: Medium

43. Scientific research carried out to learn about an area of interest that is relatively new or not well-understood is called exploratory research.

ANS: True

LO5: Explain the goals of research.

Difficulty: Medium

44. A central question in evaluation research is: Is this policy working?

ANS: True

LO5: Explain the goals of research.

Difficulty: Medium

45. A quantitative method is one that seeks to explore a phenomenon of interest using non-numerical data.

ANS: False

LO6: Differentiate between qualitative and quantitative research methods.

Difficulty: Medium

Short Answer

46. Which of the “ways of knowing” best describes the mass media? With reference to alternate ways of knowing, discuss the limitations of mass media as a source of information.

ANS: Answers will vary. Answers should demonstrate an understanding of limitations of information derived through mass media and how this contrasts with information from other sources.

LO2: Identify various “ways of knowing” and note their limitations.

Difficulty: Medium

47. Compare and contrast three common errors in reasoning. Provide examples to demonstrate your understanding.

ANS: Answers will vary. Full answers will correctly identify and explain three errors in reasoning and will be supported by logical examples.

LO3: Recognize common errors in reasoning.

Difficulty: Medium

48. Drawing on your understanding of empirical methods, in what ways does social science research overcome the limitations of other ways of knowing?

ANS: Answers will vary. A full answer will show an understanding of empirical methods (definition), common errors in reasoning and the limitations of these ways of knowing, and how social science research overcomes these limitations.

LO4: Define social science research, distinguish between primary and secondary research, and differentiate between basic and applied research.

Difficulty: High

49. Distinguish between exploratory and descriptive forms of research. Using online dating as a topic of interest, devise an exploratory research question and a descriptive research question.

ANS: Answers will vary. A full answer will provide a definition of both explanatory and descriptive research and clearly distinguish between the two. Examples on the topic of online dating will reflect the student’s awareness that the same topic can be studied a number of ways, and an ability to devise appropriate research questions.

LO5: Explain the goals of research.

Difficulty: High

50. In what ways do qualitative and quantitative methods differ? In your answer, be sure to compare the objective, aim, focus, research techniques, and data associated with each type of method.

ANS: Answers will vary. A full answer will distinguish between the two types of methods based on the objective, aim, focus, research techniques, and data.

LO6: Differentiate between qualitative and quantitative research methods.

Difficulty: High