

**Short Answer Questions**

1. Give an example of a dependent measure that would be represented by qualitative data.
2. Give an example of a dependent measure that would be represented by quantitative data.
3. List four key differences between quantitative and qualitative research.
4. In what ways do basic and applied research differ? In what ways are they similar?
5. Distinguish between evaluation research and action research.
6. What is the defining characteristic of the experimental research strategy?
7. List two advantages and two disadvantages of the experimental research strategy.
8. Why would a researcher conduct a case study?
9. List four advantages of case study research.
10. Distinguish between the nomothetic and idiographic approaches to the study of human behavior.
11. How might research bias affect the interpretation of the results of a case study?
12. Researcher X finds a correlation between smoking and weight ( $r = -0.41$ ). What does this tell you about the relationship between those two variables?
13. List two advantages and two disadvantages of the correlational research strategy.
14. What is actuarial prediction and what statistic do researchers use to make this type of prediction?
15. Researcher X finds a correlation between smoking and weight ( $r = -0.41$ ). Explain why she cannot conclude that smoking reduces weight.
16. What is the third variable problem? Give an example of a possible third variable that might affect the relationship between smoking and weight.
17. List three reasons why a researcher might choose to use the correlational research strategy rather than the experimental research strategy.
18. Why is the correlational research strategy sometimes considered the passive research strategy?
19. List and define the three types of developmental research described in your text.
20. What is attrition and how does it affect the conclusions you can draw from developmental research?
21. Researcher Y discovers that an event external to his research might be affecting his result. What is this event called and how might it affect the conclusions he can draw?
22. Distinguish between test sensitization effects and test reactivity effects.
23. What is a cohort? Give an example.
24. What advantage does a cohort sequential design have over a cross-sectional design?

25. Describe the process of outcome evaluation as a research strategy.
26. Distinguish between a target population and a participant sample.
27. What is a convenience sample? What impact does using this type of sample have on the generalizability of study's results?
28. What steps can a researcher take to maximize her confidence in the results of a set of research studies?
29. Why is it beneficial to carry out multiple studies that test the same hypothesis?
30. If you were designing a study, would you focus on basic research or applied research? Explain your reasoning.

### Multiple Choice Questions

1. \_\_\_\_\_ research is conducted to generate knowledge for the sake of knowledge, without being concerned with the usefulness of the knowledge generated.
  - a. Action
  - b. Applied
  - c. Basic
  - d. EvaluationANSWER: C
2. \_\_\_\_\_ research is conducted to find a solution to a problem that is affecting some aspect of society.
  - a. Action
  - b. Applied
  - c. Basic
  - d. EvaluationANSWER: B
3. \_\_\_\_\_ research is conducted to determine the effectiveness of behavioral science interventions.
  - a. Action
  - b. Applied
  - c. Basic
  - d. EvaluationANSWER: D
4. \_\_\_\_\_ research involves the systematic integration of theory, application, and evaluation.
  - a. Action
  - b. Applied
  - c. Basic
  - d. EvaluationANSWER: A

5. Compared to basic research, applied research is more likely to
- a. be narrow in scope.
  - b. be conducted in natural settings.
  - c. use non-experimental research methods.
  - d. do all of the above.

ANSWER: D

6. Which of the following statements about basic and applied research is TRUE?
- a. Theory plays no role in applied research.
  - b. Basic research can often provide information about social problems.
  - c. Basic research is conducted only in laboratory settings.
  - d. Applied research tends to be broad in scope, focusing on general principles of behavior.

ANSWER: B

7. Compared to qualitative researchers, quantitative researchers are more likely to
- a. try to maximize external validity.
  - b. focus on understanding how people experience and interpret events in their lives.
  - c. study behavior outside of its natural context.
  - d. view the researcher's experience as part of the data for a study.

ANSWER: C

8. Compared to qualitative researchers, quantitative researchers are more likely to
- a. try to maximize ecological validity.
  - b. focus on the average behavior of people in a population.
  - c. study behavior in its natural context.
  - d. focus on individual experience.

ANSWER: B

9. Compared to quantitative researchers, qualitative researchers are more likely to
- a. study behavior as it naturally occurs.
  - b. focus on identifying cause-and-effect relationships among variables.
  - c. try to maximize internal validity.
  - d. focus on the average behavior of people in a population.

ANSWER: A

10. Compared to quantitative researchers, qualitative researchers are more likely to
- a. study behavior in a laboratory setting.
  - b. focus on identifying cause-and-effect relationships among variables.
  - c. try to maximize internal validity.
  - d. focus on understanding how people experience and interpret events in their lives.

ANSWER: D

11. Which of the following issues is/are of concern to both qualitative and quantitative researchers?

- a. validity
- b. generalizability
- c. ethics
- d. all of the above

ANSWER: D

12. Compared to researchers who adhere to the humanistic epistemology, those who adhere to the logical positivist epistemology are more likely to

- a. conduct quantitative research.
- b. use the experimental research strategy.
- c. try to maximize the internal validity of their research.
- d. do all of the above.

ANSWER: D

13. One of the criteria of causality is covariation of cause and effect. The experimental research strategy meets this criterion

- a. through manipulation of the independent variable.
- b. by holding variables other than the independent variable constant.
- c. when it finds an effect of the independent variable on the dependent variable.
- d. through reliable measurement of the dependent variable.

ANSWER: C

14. One of the criteria of causality is time precedence of the cause of cause and effect. The experimental research strategy meets this criterion

- a. through manipulation of the independent variable before measuring the dependent variable.
- b. by holding variables other than the independent variable constant.
- c. when it finds an effect of the independent variable on the dependent variable.
- d. through reliable measurement of the dependent variable.

ANSWER: A

15. One of the criteria of causality is being able to eliminate alternative explanations for the effect of the independent variable. The experimental research strategy meets this criterion

- a. through manipulation of the independent variable.
- b. by holding variables other than the independent variable constant.
- c. when it finds an effect of the independent variable on the dependent variable.
- d. through reliable measurement of the dependent variable.

ANSWER: B

16. The disadvantages of the experimental research strategy include(s)

- a. lack of naturalism.
- b. some variables cannot be manipulated and so cannot be studied experimentally.

- c. it would not be ethical to manipulate some variables, so those variables cannot be studied experimentally.
- d. all of the above

ANSWER: D

17. The advantages of the case study research strategy include(s)

- a. naturalism.
- b. the ability to study rarely occurring phenomena.
- c. the ability to gain the participant's point of view on the research topic.
- d. all of the above.

ANSWER: D

18. The disadvantages of the case study research strategy include(s)

- a. an inability to determine cause-and-effect relationships.
- b. lack of generalizeability.
- c. vulnerability to researcher bias.
- d. all of the above.

ANSWER: D

19. The choices below each contain three concepts. In which choice are all the concepts related to one another?

- a. humanistic epistemology, idiographic approach to research, use of the case study research strategy
- b. humanistic epistemology, nomothetic approach to research, use of the experimental research strategy
- c. logical positivist epistemology, idiographic approach to research, use of the experimental research strategy
- d. logical positivist epistemology, nomothetic approach to research, use of the case study research strategy

ANSWER: A

20. Which of the following is not a characteristic of the correlational research strategy?

- a. it takes a quantitative approach to data
- b. it involves manipulating an independent variable
- c. it involves a nomothetic approach to research
- d. it is sometimes referred to as a passive research strategy

ANSWER: B

21. The correlational research strategy can be used when the experimental strategy cannot, because the correlational strategy

- a. can be used to study variables, such as personality, that cannot be manipulated.
- b. can be used to study variables, such as extreme stress, that it would be unethical to manipulate.
- c. both a and b.
- d. neither a nor b.

ANSWER: C

22. Which of the criteria for causality is/are the correlational research strategy able to meet?
- a. covariation of proposed cause and effect
  - b. time precedence of the cause
  - c. ability to rule out alternative explanations
  - d. both a and b

ANSWER: A

23. Professor Radetzky conducts a survey of how much violent television programming children watch and how aggressive they are in school. He finds a significant correlation between the amount of aggressive television programming children watch and how aggressive the children are. He concludes that watching violent television programming causes children to become aggressive. The problem with Professor Radetzky's conclusion is that
- a. causality might go the other way: being aggressive might dispose children to watch violent television programming.
  - b. there might be a third variable—such as the children's parents' behavior—that might be a cause of both the amount of violent television programming the children watch and how aggressive they are.
  - c. both a and b.
  - d. neither a nor b; that is, there is no problem with Professor Radetzky's conclusion.

ANSWER: C

24. The term actuarial prediction refers to
- a. formulating hypotheses to be tested in experimental research.
  - b. using correlational data to predict future outcomes, such as using scores on employment tests to determine who will perform better at a job.
  - c. using the results of correlational studies as sources of hypotheses for experimental research.
  - d. using data generated by all three research strategies to modify and improve theories and the predictions made by theories.

ANSWER: B

25. Professor Li conducts a study of the relationship between college students' levels of sex guilt and their levels of sexual activity. She finds that respondents low in sex guilt report higher levels of sexual activity than those high in sex guilt. This difference is statistically significant. Which of the following processes could explain these findings?
- a. High sex guilt inhibits sexual activity.
  - b. Engaging in high levels of sexual activity reduces sex guilt.
  - c. Some unmeasured third variable causes both increases in sexuality and decreases in sex guilt.
  - d. Any of the above could be explanations.

26. If your research goal is to determine the causes of behavior, the best research strategy to use is

- a. experimental.
- b. correlational.
- c. case study.
- d. Qualitative.

ANSWER: A

27. If your research goal is to maximize the naturalism of the research, the best research strategy to use is

- a. experimental.
- b. correlational.
- c. case study.
- d. Quantitative.

ANSWER: C

28. You conduct a study in which male and female research participants work on puzzles designed to cause the participants to either succeed or fail in solving them. You then measure their performance on similar puzzles that can be solved easily. You find that women solve more of these puzzles than do men and that participants who succeeded on the first set of puzzles do better than those who failed on the first set. Both differences are statistically significant. Based on these results, you could correctly conclude that

- a. sex of research participant caused differences in performance on the task.
- b. prior task outcome (success or failure) caused differences in performance on the task.
- c. both a and b.
- d. neither a nor b.

ANSWER: B

29. \_\_\_\_\_ research investigates age differences in phenomena by comparing groups of people who are of different ages at the same point in time.

- a. Cross-sectional
- b. Longitudinal
- c. Cohort-sequential
- d. Prospective

ANSWER: A

30. \_\_\_\_\_ research investigates age differences in phenomena by studying the same group of people over time.

- a. Cross-sectional
- b. Longitudinal
- c. Cohort-sequential
- d. Prospective

ANSWER: B

31. \_\_\_\_\_ research investigates age differences in phenomena by starting to collect data from an additional group of participants every time an assessment is made.
- a. Cross-sectional
  - b. Longitudinal
  - c. Cohort-sequential
  - d. Prospective

ANSWER: C

32. \_\_\_\_\_ research investigates the relationship between scores on the independent variable at one point in time and scores on the dependent variable at a later point in time.
- a. Cross-sectional
  - b. Longitudinal
  - c. Cohort-sequential
  - d. Prospective

ANSWER: D

33. Cohort effects represent
- a. the influences that people in a social group (such as a fraternity or sorority) have on each others' behavior.
  - b. similarities in behavior among people born during a given period of time that differ from behaviors among people born at a different period of time.
  - c. changes in a phenomenon over time that are caused by natural aging or maturation processes.
  - d. average group differences in behavior; for example, on average men are more aggressive than women.

ANSWER: B

34. Which of the following processes can cause difficulty in interpreting the results of a longitudinal study?
- a. participants dropping out of the study as time goes by
  - b. asking a question about a behavior might affect later instances of a behavior
  - c. events external to the study that are related to the study's topic might affect the behavior of study participants
  - d. all of the above

ANSWER: D

35. A researcher interested in moral development presents children in the 1st, 5th, and 9th grades with moral dilemmas and uses a valid system to classify the solutions provided by the children as to the level of moral development shown by the solutions. The researcher collects all of his data during September, 2011, and examines differences in mean level of moral development across grade level. This researcher is using the \_\_\_\_\_ approach to developmental research.
- a. longitudinal
  - b. cohort-sequential
  - c. cross-sectional



- d. prospective
- ANSWER: C

36. A researcher interested in moral development recruits children in the 1st grade for a study of moral development. She presents the children with moral dilemmas and uses a valid system to classify the solutions provided by the children as to the level of moral development shown by the solutions. The researcher tests the same students again each year until they are in the 9th grade. This researcher is using the \_\_\_\_\_ approach to developmental research.
- a. longitudinal
  - b. cohort-sequential
  - c. cross-sectional
  - d. prospective
- ANSWER: A

37. Which of the following statements about the relationship between research strategies and research is/are TRUE?
- a. Experimental research can be carried out only in a laboratory setting.
  - b. Correlational research can be carried out in either a laboratory or a field setting.
  - c. Any research strategy can be used in any research setting.
  - d. Both a and b, but not c.
- ANSWER: C

38. The term *target population* refers to
- a. the people who serve as participants in a research study.
  - b. the people to whom a researcher wants the results of his or her research to apply.
  - c. the people who happen to be available in a setting at the time a research study is conducted.
  - d. only participants selected by random sampling.
- ANSWER: B

39. The term *convenience sample* refers to
- a. any people who serve as participants in a research study.
  - b. people selected to participate in research through random sampling.
  - c. people who happen to be available as participants in a setting at the time a research study is conducted.
  - d. any of the above.
- ANSWER: C

40. A researcher's decision about which group of people to use as research participants affects the \_\_\_\_\_ of the researcher's study.
- a. generalizeability
  - b. statistical conclusion validity
  - c. construct validity
  - d. internal validity

ANSWER: A

41. No research study can ever be perfectly designed because
- a. most researchers are not sufficiently competent in designing research.
  - b. ethical rules limit the ways in which researchers can design their studies.
  - c. the availability of funding limits the ways in which researchers can design their studies.
  - d. any research design is a result of trade-offs among desirable characteristics.

ANSWER: D

42. To maximize confidence in the results of their research, researchers should
- a. only conduct experiments.
  - b. only conduct research in natural settings.
  - c. avoid using college students as research participants.
  - d. conduct multiple tests of hypotheses using different research strategies, settings, and populations.

ANSWER: D