MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

1) What is one potential problem associated with the naturalistic observation method?
   A) The presence of a researcher may alter participants' behavior.
   B) Because the researcher is also a participant, he/she may lose objectivity.
   C) There are a limited number of independent variables that can be manipulated.
   D) The setting is very artificial.

2) Participants in the Hawthorne study increased their productivity regardless of whether conditions were optimal or inferior. The reason for this increased productivity was attributed to
   A) time sampling.
   B) selective deposit.
   C) interobserver reliability.
   D) reactance.

3) ______ sampling refers to observing the same behavior in different situations.
   A) Time
   B) Event
   C) Participant
   D) Situation

4) The grounded theory approach is most likely to use
   A) complicated statistical techniques.
   B) independent and dependent variables.
   C) interviews and observations.
   D) All of the above.

5) Researchers learned a great deal about memory by studying a man named H. M., who had part of his hippocampus removed in order to alleviate seizures. This research is best characterized as a(n)
   A) participant observation.
   B) case study.
   C) experiment.
   D) ethnography.

6) Clara has written a research report that contains little scientific jargon but several emotional words. Clara has most likely engaged in
   A) quantitative research.
   B) qualitative research.
   C) correlational research.
   D) a reliability analysis.

7) Qualitative research is more likely than quantitative research to focus on
   A) problems about which little information already exists.
   B) extensive statistical analyses.
   C) specific, narrow hypotheses.
   D) deductive logic.

8) Jessica wishes to understand the motivations of people who join the Hare Krishna group, so she joins and immerses herself in the group. Jessica has conducted what kind of research?
   A) Naturalistic observation
   B) Participant observation
   C) Correlational research
   D) Archival research
9) Jasper is conducting an observational study of children’s aggressive behavior on playgrounds, and he decides to observe aggressive behavior at five different playgrounds. Jasper has engaged in _______ sampling.
   A) situation       B) time       C) participant    D) qualitative

10) During _______ coding, the researcher identifies a core category and relates all other categories to this core.
    A) closed    B) selective    C) open    D) axial

11) Which of the following best describes the order in which coding occurs in the grounded theory approach?
    A) Selective coding→axial coding→open coding
    B) Axial coding→selective coding→open coding
    C) Open coding→selective coding→axial coding
    D) Open coding→axial coding→selective coding

12) A researcher who becomes part of a group by working and interacting extensively with others is called a(n)
    A) naturalistic observer.  B) clinical researcher.
    C) observer as participant.  D) participant as observer.

13) Cliff administers his “Closeness with Family” questionnaire to a sample of children when they are 9 years old and then again when they turn 15. Cliff has done _______ research.
    A) single-strata  B) longitudinal  C) case study  D) cross-sectional

14) When the variables to be studied are selected after they have occurred, the research study is called
    A) positively correlated.  B) ex post facto.
    C) manipulated.  D) experimental.

15) Which of the following is NOT one of the steps in developing a good survey?
    A) Identify the types of questions to use.
    B) Develop instructions for the survey.
    C) Pilot test the items.
    D) All of the above are steps in developing a good survey.

16) Preliminary testing that is done prior to the completion of a research project is known as _______ testing.
    A) descriptive  B) Likert  C) analytic  D) pilot

17) Nyla compares the voting preferences of 20-year-olds and 40-year-olds at a single point in time. Nyla has done _______ research.
    A) cross-sectional  B) case study  C) longitudinal  D) single-strata
18) Madeleine has developed a new scale to measure conscientiousness. This scale would best be described as a(n)
   A) aptitude test. B) personality inventory. C) stratified test. D) achievement test.

19) A ________ is a subset of the ________.
   A) sample; population B) population; random sample C) population; sample D) None of the above.

20) To determine ________ reliability, a researcher divides a test into two subtests and compares the scores made on the two halves.
   A) split-half B) content C) test-retest D) criterion

21) History effects are associated with
   A) criterion validity. B) split-half reliability. C) content validity. D) test-retest reliability.

22) Sagles et al. (2002) conducted a cross-cultural study of the identification of facial expressions. They were careful to use photographs of faces only so that variables like attire and body type could not influence responses. Sagles et al. used the control technique of

23) ________ is a control technique in which extraneous variables are completely removed from an experiment.
   A) Randomization B) Constancy C) Elimination D) Balancing

24) Uncontrolled variables that can cause unintended changes between groups are known as
   A) dependent variables. B) independent variables. C) extraneous variables. D) physiological variables.

25) Nusiance variables ________ the spread of scores within a distribution.
   A) first decrease, then increase B) first increase, then decrease C) decrease D) increase

26) When the effects of one treatment persist and influence responses to the next treatment, the researcher has the problem of
   A) experimenter bias. B) elimination. C) social desirability. D) carryover effects.
27) Which of the following is NOT one of the guidelines for within-group counterbalancing?
   A) Each participant must experience each condition more than once.
   B) Each treatment must occur an equal number of times at each testing or practice session.
   C) Each treatment must be presented to each participant an equal number of times.
   D) Each treatment must precede and follow each of the other treatments an equal number of times.

28) A researcher is interested in creating equivalent groups in her experiment. If potential extraneous variables are unknown, she should use _______ and if the extraneous variables are known, she should use _______.
   A) elimination; balancing  B) balancing; randomization
   C) balancing; elimination  D) randomization; balancing

29) Which of the following is a drawback associated with the use of expensive or elaborate equipment in your research study?
   A) Researchers can unwittingly let their equipment choose the research question.
   B) When elaborate equipment breaks down, it can be prohibitively expensive to fix.
   C) Often less elaborate equipment can work just as well with less chance of a breakdown.
   D) All of the above.

30) Demand characteristics act as _______ variables when participants know which group they are in, and demand characteristics act as _______ variables when participants are not sure which group they are in.
   A) nuisance; extraneous  B) nuisance; nuisance
   C) extraneous; extraneous  D) extraneous; nuisance

31) A culture-specific finding is known as a(n)

32) People of all cultures respond similarly to reinforcers; therefore, reinforcement is a(n)
   A) demand characteristic.  B) etic.
   C) emic.  D) response set.

33) One disadvantage to using precedence to choose participants is that
   A) there is decreased power in the experiment.
   B) there is limited generalizability of the information that is gathered.
   C) there is an increased chance of experimenter expectancies affecting the research.
   D) the researcher will have little past information on that type of participant.

34) Salhany and Roig (2004) analyzed course catalogues found on the Internet in order to examine differences in academic misconduct policies across different universities. They conducted a(n)
   A) case study.  B) naturalistic observation.
   C) archival study.  D) participant observation.
35) ______ refers to research in which the observer becomes part of the group being studied.
   A) Naturalistic observation  B) Archival research
   C) Participant observation  D) Correlational research

36) Selective deposit refers to
   A) a research method that does not involve the manipulation of an independent variable.
   B) research conducted in a natural setting.
   C) the finding that participants respond differently when they know they are being observed.
   D) omissions from archival data that are not under the control of the researcher.

37) A transactional system is diagrammed in a ________ matrix.
   A) conditional  B) correlational  C) coding  D) process

38) ______ validity refers to the degree to which the score on a test corresponds with another measure of the designated trait.
   A) Concurrent  B) Criterion  C) Split-half  D) Content

39) "What is your age?" This question falls under the category of ________ data.
   A) Likert-type scale  B) demographic  C) analytic  D) split-half

40) Cathy must take a test in order to be able to practice medicine. What kind of test is Kathy most likely to take?
   A) Demographic test  B) Personality test
   C) Achievement test  D) Aptitude test

41) When the effects of amount or type of previous training or learning are manipulated, the researcher is using a(n) ________ independent variable.
   A) experience  B) stimulus  C) participant  D) physiological

42) ________ is a procedure for controlling order effects by presenting different treatment sequences.
   A) Counterbalancing  B) Constancy
   C) Randomization  D) Elimination

43) One advantage to using precedence to choose participants is that there is
   A) a body of knowledge about that type of participant.
   B) increased generalizability of the information that is gathered.
   C) increased power in the experiment.
   D) a lowered chance of experimenter expectancies affecting the research.
44) In what way does culture influence the research process?
   A) Culture influences the selection of the IV and recording of the DV.
   B) Culture influences the choice of the research project.
   C) Culture influences the nature of the experimental hypothesis.
   D) All of the above.

45) When researchers answer their research questions by using data recorded by other individuals, it is called a(n)
   A) experiment.  
   B) participant observation.  
   C) naturalistic observation.  
   D) archival study.

46) Which of the following types of questions allows the researcher to calculate an average or mean response?
   A) Forced alternative  
   B) Open-ended  
   C) Likert-type scale  
   D) Yes-no

47) When researchers manipulate some aspect of the environment, they are using a(n) ________ independent variable.
   A) experience  
   B) physiological  
   C) participant  
   D) stimulus

48) What is a back translation?
   A) A researcher translates a questionnaire into another language.  
   B) A researcher ensures that a particular culture responds in the same way.  
   C) A researcher translates a questionnaire into another language and then translates it back into the original language.  
   D) A researcher conducts a study in at least three different cultures.

49) Which of the following is an advantage associated with naturalistic observation?
   A) The researcher is also a participant and so can gather more in-depth information.  
   B) Statements about causality are possible using naturalistic observation.  
   C) Naturalistic observation may be the only way to examine certain types of variables.  
   D) It is easy to manipulate independent variables using naturalistic observation.

50) If a researcher is concerned about history effects, she should use ________ reliability instead of ________ reliability.
   A) split-half; test-retest  
   B) split-half; criterion  
   C) test-retest; split-half  
   D) criterion; test-retest