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# **CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR**

**प्रश्नBANK**  
Bridge of Academic Novelties in Knowledge

**M.A. II SEM**

**METHODOLOGY  
OF SOCIAL  
RESEARCH-1**



**KANPUR UNIVERSITY'S**

**Dr. Sohini**

# **QUESTION BANK**

- **400+ MCQs**
- **Brief and Intensive Notes**

## Syllabus

Unit	Content
Unit- 1	Meaning, Scope and Significance of Social Research
Unit- 2	Scientific steps in Social Research- Theory Building
Unit- 3	Objectivity and Subjectivity in Social Research, problem of Scientism and Objectivism
Unit- 4	Methods of Research: Qualitative and Quantitative- Ethnography, Observation, Case Study, Content Analysis
Unit- 5	Research Design: Descriptive, Exploratory, Experiment and Diagnostic

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Research is a careful and in-depth investigation of a phenomenon with an objective of advancing Knowledge. It is a structured investigation aimed at discovering, interpreting, and applying knowledge to advance understanding in a particular field of study.

### Meaning of Social Research

Social research is research that focuses on the systematic study of the human groups, their behaviors or the processes of social interaction in the societies. It involves gathering and analyzing data to understand various aspects of human life, such as social relationships, cultural norms, economic trends, and political dynamics. According to E.S. Bogardus “Social research is the investigation of underlying processes operative in the lives of persons who are in association”. C. A. Moser in *Survey Methods in Social Investigation* asserts that social research is a “Systematized investigation to gain new knowledge about social phenomena and problems”. Therefore, social research is all about asking questions, observing, and gathering clues to uncover patterns and insights about different aspects of human life.

### Main objectives of Social Research

- It aims towards generating knowledge that can help address social issues and contribute to a better understanding of human behavior and society as a whole
- To understand the functioning of society
- To study individual behavior and social actions
- To explain social reality social and explain social life
- To develop theories
- To evaluate social problems, their effects on society and to find out possible solution

### Scope of Social Research

There is no one opinion about the scope of Sociology. V. F. Calberton writes, “Since Sociology is so elastic a science, it is difficult to determine just where its boundaries begin and end, where sociology becomes social psychology and where social psychology becomes sociology or where economic theory becomes sociological doctrine or biological theory become sociological theory, something which is impossible to decide”. *Sociology studies everything and anything under the sun*. It can be said that the scope of social research is interdisciplinary, drawing on insights from sociology, psychology, anthropology, economics, political science, and other disciplines to provide a comprehensive understanding of human societies and social dynamics. The scope of social research can be easily understood by dividing it as follows:

**1. Understanding Human Behaviour:** Social research seeks to understand why people behave the way they do in different social contexts. This includes studying individual behaviours, attitudes, beliefs, and motivations, as well as group dynamics and social interactions.

**2. Societal Structures and Institutions:** Researchers explore the structures and institutions, such as family, education, economy, politics, and religion. They examine how these institutions function, evolve, and impact individuals and communities.

**3. Social Inequality and Social Justice:** Social research investigates issues related to inequality, discrimination, and social justice. This includes studying factors such as race, gender, ethnicity, socio-economic status, and their impact on access to resources, opportunities, and outcomes.

**4. Health and Well-being:** Social research explores the social determinants of health and well-being, including factors such as access to healthcare, social support networks, lifestyle choices, and environmental influences.

**5. Social Change and Development:** Researchers investigate processes of social change, development, and globalization. This includes studying economic development, migration, cultural exchange, technological advancements, and their impact on societies around the world.

### **Significance of Social Research**

The significance of social research lies in its ability to generate knowledge that helps us understand and address complex social issues. Social research plays a vital role in multiple aspects of society, including the acquisition of new knowledge, expansion of understanding, and providing insights for improvement and progress. It helps us identify factors contributing to social problems such as poverty, inequality, discrimination, and health disparities, and develop effective strategies for intervention and change.

Furthermore, social research contributes to the advancement of theoretical frameworks and disciplinary knowledge in fields such as sociology, psychology, anthropology, economics, and political science. It fosters critical thinking, evidence-based reasoning, and interdisciplinary collaboration, enabling researchers to explore diverse perspectives and approaches to understanding the complexities of human society. The utility and significance of social research can be understood in the following manner:

- Acquisition of new Knowledge
- Provide basis for social prediction
- Basis of testing of hypothesis
- Removal of ignorance

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- Provide understanding of social life
- Helps to develop new theories and methodologies

### Conceptualising Hypothesis

Formulating a hypothesis is a crucial step in the research process, as it serves as a testable statement or prediction about the relationship between variables in a study. Hypotheses are statements or assumptions made in research that can be tested through observation and experimentation. They are essential in guiding the research process and determining the validity of research findings. They provide a framework for testing ideas and drawing conclusions based on evidence.

### Types of Hypotheses

**Null Hypothesis:** This hypothesis assumes no relationship or no effect. It suggests that any observed results are due to chance or random variation. Researchers aim to reject this hypothesis in favour of an alternative hypothesis.

**Alternative Hypothesis:** Also known as the research hypothesis, this states the opposite of the null hypothesis. It suggests that there is a relationship or effect present in the population being studied.

**Directional Hypothesis:** This type of hypothesis predicts the direction of the relationship or effect. For example, “Increasing the dosage of a drug will result in a decrease in blood pressure”.

**Non-directional Hypothesis:** In contrast to the directional hypothesis, this type does not predict the direction of the relationship or effect.

**Simple Hypothesis:** A hypothesis that predicts the existence of a relationship or effect without specifying its nature.

**Statistical Hypothesis:** A hypothesis formulated specifically for testing with statistical methods. It involves numerical data and can be tested using statistical tests like t-tests, ANOVA, etc.

### Formulation of Hypothesis

Formulating a hypothesis involves identifying a research question, reviewing existing literature, identifying variables, and stating a testable prediction about the relationship between variables. The steps are as follows:

- **Identifying the Research Question:** Before formulating a hypothesis, researchers typically start by identifying a specific research question or problem they want to investigate.
- **Reviewing Existing Literature:** Researchers review existing literature and empirical studies related to their research question. This helps them understand what is already known about the topic, identify gaps in the literature, and develop a theoretical framework for their study.
- **Develop a Research Question:** Based on your understanding of the topic and existing research, formulate a clear, specific, and testable research question. This question should be focused and relevant to your field of study.
- **Formulating the Hypothesis:** Based on the research question and theoretical framework, researchers formulate one or more hypotheses. A hypothesis typically consists of two parts: the independent variable and the dependent variable. The hypothesis states the expected relationship between these variables.
- **Null Hypothesis:** The null hypothesis states that there is no significant relationship or difference between the variables being studied.
- **Alternative Hypothesis:** The alternative hypothesis states the researcher's prediction or expectation about the relationship between the variables. It suggests that there is a significant relationship or difference between the variables.
- **Ensuring Testability and Falsifiability:** A hypothesis must be testable and falsifiable, meaning that it can be empirically tested and potentially proven false through observation or experimentation. It should be specific enough to be operationalized and tested using appropriate research methods.
- **Considering Research Design and Methods:** Researchers consider the research design and methods they will use to test the hypothesis. This may involve selecting appropriate research methods, designing experiments or surveys, and determining sample sizes and data collection procedures.

### Multiple Choice Questions

1. What is social research?
  - A) Studying the behaviour of animals
  - B) Systematic study of human society and behaviour
  - C) Research conducted by social media companies
  - D) Investigating geological formations

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Answer: B) Systematic study of human society and behaviour

2. What is the primary aim of social research?

- A) To make money
- B) To entertain people
- C) To understand human behaviour and society
- D) To promote political agendas

Answer: C) To understand human behaviour and society

3. Which of the following is NOT a part of social research?

- A) Studying cultural practices
- B) Analysing economic trends
- C) Investigating weather patterns
- D) Understanding political dynamics

Answer: C) Investigating weather patterns

4. Social research involves:

- A) Studying only individual behaviour
- B) Gathering data in a random manner
- C) Systematic study of various aspects of society
- D) Conducting experiments in isolation

Answer: C) Systematic study of various aspects of society

5. Who typically conducts social research?

- A) Only government officials
- B) Only academics
- C) Only business executives
- D) Individuals from various fields including academia, government, and private sectors

Answer: D) Individuals from various fields including academia, government, and private sectors

6. What methods are commonly used in social research?

- A) Telepathy and mind reading
- B) Guessing and intuition
- C) Surveys, Interviews, and Observations
- D) Astrology and palmistry

Answer: C) Surveys, Interviews, and Observations

7. The significance of social research lies in:

- A) Generating knowledge to understand society and address social issues

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- B) Making predictions about the future
- C) Selling products to consumers
- D) Manipulating public opinion

Answer: A) Generating knowledge to understand society and address social issues

8. Which of the following is NOT within the scope of social research?

- A) Studying economic theories
- B) Analyzing cultural norms
- C) Investigating quantum physics
- D) Understanding political ideologies

Answer: C) Investigating quantum physics

9. Social research contributes to:

- A) Creating conspiracy theories
- B) Promoting superstitions
- C) Advancing theoretical frameworks and disciplinary knowledge
- D) Ignoring evidence and facts

Answer: C) Advancing theoretical frameworks and disciplinary knowledge

10. Social research aims to:

- A) Promote ignorance
- B) Address social challenges and promote social justice
- C) Ignore societal problems
- D) Manipulate public opinion for personal gain

Answer: B) Address social challenges and promote social justice

11. Social research is primarily concerned with the study of:

- A) Natural phenomena
- B) Human behaviour and society
- C) Celestial bodies
- D) Inanimate objects

Answer: B) Human behaviour and society

12. What distinguishes social research from other types of research?

- A) It focuses only on economic factors
- B) It involves studying human behaviour and society
- C) It relies solely on intuition and guesswork
- D) It is conducted only by government agencies

Answer: B) It involves studying human behaviour and society

13. The main purpose of formulating a hypothesis in social research is to:

- A) Make wild guesses about the outcome of the study
- B) Provide a framework for empirical testing
- C) Manipulate data to fit preconceived notions
- D) Create confusion among researchers

Answer: B) Provide a framework for empirical testing

14. What does the scope of social research encompass?

- A) Only economic trends
- B) Only political dynamics
- C) A wide range of topics related to human society and behaviour
- D) Only individual behaviour

Answer: C) A wide range of topics related to human society and behaviour

15. Who wrote the book “Scientific Social Survey and Research”?

- A) Goode and Hatt
- B) P. V. Young
- C) C. A. Moser
- D) Kerlinger

Answer: C) P. V. Young

16. Which of the following is NOT within the scope of social research?

- A) Studying cultural norms
- B) Analyzing economic trends
- C) Investigating quantum physics
- D) Understanding political ideologies

Answer: C) Investigating quantum physics

17. Who write the book “Methods in Social Research”?

- A) Goode and Hatt
- B) P. V. Young
- C) C. A. Moser
- D) Emile Durkheim

Answer: A) Goode and Hatt

18. Which of the following is NOT a common area within the scope of social research?

- A) Sociology
- B) Botany
- C) Anthropology

D) Political Science

Answer: B) Botany

19. Social research contributes to:

A) Creating conspiracy theories

B) Promoting superstitions

C) Advancing theoretical frameworks and disciplinary knowledge

D) Ignoring evidence and facts

Answer: C) Advancing theoretical frameworks and disciplinary knowledge

20. The significance of social research lies in:

A) Making wild guesses about society

B) Generating knowledge to understand society and address social issues

C) Promoting ignorance

D) Manipulating public opinion for personal gain

Answer: B) Generating knowledge to understand society and address social issues

21. Which of the following is NOT a common method used in social research?

A) Telepathy

B) Surveys

C) Interviews

D) Observations

Answer: A) Telepathy

22. The scope of social research is interdisciplinary, meaning it:

A) Focuses only on one specific discipline

B) Incorporates insights and methodologies from various disciplines

C) Ignores all other disciplines

D) Only relies on intuition and guesswork

Answer: B) Incorporates insights and methodologies from various disciplines

23. Social research contributes to the advancement of:

A) Superstitions

B) Political agendas

C) Theoretical frameworks and disciplinary knowledge

D) Conspiracy theories

Answer: C) Theoretical frameworks and disciplinary knowledge

24. Which of the following is NOT a part of social research?

A) Studying economic theories

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- B) Analyzing weather patterns
- C) Investigating family dynamics
- D) Understanding political ideologies

Answer: B) Analyzing weather patterns

25. Social research helps in:

- A) Promoting ignorance
- B) Creating chaos in society
- C) Generating knowledge to address social issues
- D) Ignoring societal problems

Answer: C) Generating knowledge to address social issues

26. The scope of social research extends to:

- A) Only a single discipline
- B) Multiple disciplines and areas of inquiry
- C) Only economic analysis
- D) Manipulating data to fit preconceived notions

Answer: B) Multiple disciplines and areas of inquiry

27. The significance of social research lies in its ability to:

- A) Promote superstitions
- B) Manipulate public opinion for personal gain
- C) Generate knowledge to understand society and address social issues
- D) Create chaos in society

Answer: C) Generate knowledge to understand society and address social issues

28. What is the systematic effort to acquire new knowledge called?

- A) Research
- B) Hypothesis
- C) Sampling
- D) All of the above

Answer: A) Research

29. Whose book is “The Limitations of Social Research”?

- A) Pearson
- B) Shipman
- C) Lundberg
- D) Goode & Hatt

Answer: B) Shipman

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30. Which of the following is the source of concept?

- A) Hypothesis
- B) Experience
- C) Tradition
- D) All of the above

Answer: D) All of the above

31. Who is the author of the book “The Structure of Scientific Revolution”?

- A) Shipman
- B) Thomas Kuhan
- C) Lundberg
- D) Goode &Hatt

Answer: B) Thomas Kuhan

32. What is systematic knowledge of a subject called?

- A) Logic
- B) Science
- C) Philosophy
- D) None of the above

Answer: B) Science

33. Which one of the following conditions is not essential for social research?

- A) Determining the time frame
- B) To test the hypothesis
- C) Compiling facts
- D)Using the scientific methods

Answer: A) Determining the time frame

34. Who is the author of this book “The grammar of science”?

- A) Karl Pearson
- B) Stuart Chaze
- C) Lundberg
- D) P.V. Young

Answer: A) Karl Pearson

35. What kind of approach should a society study for social research?

- A) Negative
- B) Objective
- C) Subjective

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D) All of the above

Answer: B) Objective

36. Who wrote the book “The proper study of mankind”?

A) Karl Pearson

B) Stuart Chaze

C) Lundberg

D) P.V. Young

Answer-(B) Stuart Chaze

37. At what stage is the hypothesis formulated for conducting social research?

A) Before selecting the study topic

B) Before gathering the facts.

C) After classifying the facts

D) After selecting the informants

Answer: B) Before gathering the facts.

38. “Hypothesis a proposition which can be put to test to determine its validity” who gave this statement?

A) Karl Pearson

B) Stuart chaze

C) Goode &Hatt

D) Lundberg

Answer: C) Goode &Hatt

39. Hypothesis based on personal preconception of the researcher is essential for scientific research

A) True

B) False

C) Controversial

D) Uncertain

Answer: B) False

40. Who said that “Hypothesis is a necessary link between theory and research”?

A) Bogardus

B) Goode &Hatt

C) Lundberg

D) P.V. Young

Answer: B) Goode & Hatt

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41. Which one of the following does not show the importance of a working hypothesis?

- A) Preventing research from gathering useless facts
- B) Determining the direction of the study
- C) Expanding the study area
- D) To assist in the formulation of theories

Answer: C) Expanding the study area by

42. Complete the blank space-

Hypothesis is a workable generalization whose.....is yet to be tested.

- A) Validity
- B) Concept
- C) Nature
- D) Stability

Answer: A) Validity

43. Which of the following characteristics is closest to a hypothesis?

- A) A makeshift generalization
- B) An idea related to the subject of study
- C) Preliminary survey relating to the Constitution.
- D) A method of collecting facts.

Answer: A) A makeshift generalization

44. Which one of the following conditions is not related to social research?

- A) Causal explanation
- B) Logical approach
- C) Development of humanistic approach
- D) Discovery of new facts

Answer: C) Development of humanistic approach

45. Which one of the following functions of hypothesis is important in social research?

- A) Assisting in fact gathering
- B) Guiding the researcher
- C) To serve as a basis for sampling
- D) To assist in selection of study subject

Answer: B) Guiding the researcher

46. Who is the author of the book "Social research"?

- A) Stuart Chaze
- B) Goode &Hatt

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- C) Lundberg
- D) Karl Marx

Answer C) Lundberg

47. None of the following conditions can be called a characteristic of a hypothesis

- A) Conceptually clear
- B) Related to available technologies
- C) Convenient for the researcher
- D) Empirically verifiable

Answer: C) Convenient for the researcher

48. Jahoda has mentioned two main objectives of social research. The first objective is theoretical, while the second objective is named:

- A) Practical
- B) Scientific
- C) Functional
- D) Contemporary

Answer: A) Practical

49. Which condition would be said to be essential for social research?

- A) To develop new methodologies for the study of social phenomena
- B) To rebuild the society for social progress
- C) Verifying hypotheses
- D) Making predictions regarding social events

Answer: C) Verifying hypotheses

50) Which of the following is the last step in social research?

- A) Constructing a hypothesis
- B) To find theories based on facts
- C) Classification and tabulation of data
- D) Submitting a report

Answer: D) Submitting a report

51. Which one of the following conditions is an obstacle in social research?

- A) Social change
- B) Construction of hypothesis
- C) Curiosity about the unknown
- D) The complexity of social phenomena.

Answer: D) The complexity of social phenomena.

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52. Which one of the following conditions is not related to social research?

- A) Causal explanation
- B) Logical approach
- C) Development of humanistic approach
- D) Discovery of new facts

Answer: C) Development of humanistic approach

53. What does social research contribute to society?

- A) It provides entertainment
- B) It helps in understanding human behaviour and social phenomena
- C) It promotes political agendas
- D) It supports religious beliefs

Answer: b) It helps in understanding human behaviour and social phenomena

54. How does social research impact policymaking?

- A) It has no influence on policymaking
- B) It informs policymakers about societal issues and solutions
- C) It solely serves corporate interests
- D) It promotes anarchy

Answer: B) It informs policymakers about societal issues and solutions

55. What role does social research play in addressing social inequalities?

- A) It reinforces social hierarchies
- B) It ignores social inequalities
- C) It identifies and analyzes social inequalities to advocate for change
- D) It exacerbates social inequalities

Answer: C) It identifies and analyzes social inequalities to advocate for change

56. Why is social research important in education?

- A) It doesn't have any relevance in education
- B) It helps educators understand student needs and effective teaching methods
- C) It solely focuses on theoretical concepts
- D) It promotes educational elitism

Answer: B) It helps educators understand student needs and effective teaching methods

57. How does social research contribute to economic development?

- A) It has no impact on economic development
- B) It informs businesses about consumer trends and market demands
- C) It solely benefits large corporations

D) It leads to economic stagnation

Answer: b) It informs businesses about consumer trends and market demands

58. In what way does social research aid healthcare?

A) It doesn't have any relevance in healthcare

B) It helps in understanding healthcare disparities and improving healthcare services

C) It focuses solely on medical treatments

D) It promotes unhealthy lifestyle choices

Answer: B) It helps in understanding healthcare disparities and improving healthcare services

59. How does social research contribute to environmental sustainability?

A) It has no connection to environmental issues

B) It identifies environmental challenges and promotes sustainable solutions

C) It solely supports environmental degradation

D) It accelerates climate change

Answer: B) It identifies environmental challenges and promotes sustainable solutions

60. What does social research contribute to criminal justice reform?

A) It reinforces unjust systems

B) It overlooks issues within the criminal justice system

C) It identifies systemic issues and advocates for fair and effective policies

D) It promotes crime

Answer: C) It identifies systemic issues and advocates for fair and effective policies

61. How does social research support community development?

A) It hinders community progress

B) It fosters understanding of community needs and facilitates targeted interventions

C) It solely benefits affluent communities

D) It promotes community division

Answer: b) It fosters understanding of community needs and facilitates targeted interventions

62. Why is social research important in understanding cultural dynamics?

A) It has no relevance in understanding culture

B) It helps in exploring cultural diversity and social norms

C) It solely promotes cultural homogeneity

D) It fosters cultural ignorance

Answer: B) It helps in exploring cultural diversity and social norms

63. How does social research contribute to international relations?

- A) It fuels international conflicts
- B) It ignores global issues
- C) It provides insights into cross-cultural communication and global challenges
- D) It promotes isolationism

Answer: C) It provides insights into cross-cultural communication and global challenges

64. What role does social research play in technology development?

- A) It slows down technological advancements
- B) It fosters ethical considerations in technological innovation
- C) It solely serves corporate interests in technology
- D) It promotes technological monopolies

Answer: B) It fosters ethical considerations in technological innovation

65. How does social research contribute to mental health awareness?

- A) It stigmatizes mental health issues
- B) It neglects mental health concerns
- C) It raises awareness, reduces stigma, and informs interventions for mental well-being
- D) It promotes mental health discrimination

Answer: C) It raises awareness, reduces stigma, and informs interventions for mental well-being

66. What does social research contribute to family dynamics?

- A) It disregards family structures
- B) It helps in understanding diverse family compositions and relationships
- C) It solely supports traditional family values
- D) It promotes family dysfunction

Answer: B) It helps in understanding diverse family compositions and relationships

67. How does social research contribute to the field of social work?

- A) It undermines the role of social workers
- B) It informs evidence-based practices and policy advocacy in social work
- C) It solely focuses on theoretical concepts unrelated to social work
- D) It promotes social work burnout

Answer: B) It informs evidence-based practices and policy advocacy in social work

68. What is a hypothesis?

- A) A proven fact
- B) A tentative explanation or prediction

- C) A random guess
- D) A confirmed theory

Answer: B) A tentative explanation or prediction

69. What is the purpose of formulating a hypothesis in research?

- A) To prove a preconceived notion
- B) To manipulate data
- C) To provide a testable prediction
- D) To confuse researchers

Answer: C) To provide a testable prediction

70. A null hypothesis states that:

- A) There is a significant relationship between variables
- B) There is no significant relationship between variables
- C) The researcher is unsure about the relationship between variables
- D) The variables cannot be measured accurately

Answer: B) There is no significant relationship between variables

71. Which of the following statements is true about hypotheses?

- A) They are always proven to be true.
- B) They are educated guesses based on intuition.
- C) They provide a framework for empirical testing.
- D) They are based solely on personal opinions.

Answer: C) They provide a framework for empirical testing.

72. Which of the following is NOT a characteristic of a good hypothesis?

- A) It is vague and ambiguous.
- B) It is testable.
- C) It is specific and clear.
- D) It is based on existing knowledge and evidence.

Answer: A) It is vague and ambiguous.

73. A hypothesis should be formulated based on:

- A) Personal beliefs and biases
- B) Guesswork and intuition
- C) Existing knowledge and evidence
- D) Random chance

Answer: C) Existing knowledge and evidence

74. What role does a hypothesis play in the research process?

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- A) It determines the outcome of the research.
- B) It provides guidance and direction for the research.
- C) It ensures that the research is biased.
- D) It limits the scope of the research.

Answer: B) It provides guidance and direction for the research.

75. What makes a hypothesis testable?

- A) It is based on personal opinions.
- B) It can be proven to be true without evidence.
- C) It can be supported or refuted through empirical observation or experimentation.
- D) It is based on random guesswork.

Answer: C) It can be supported or refuted through empirical observation or experimentation.

76. A good hypothesis is:

- A) Vague and ambiguous.
- B) Based on personal opinions.
- C) Specific and testable.
- D) Never subject to empirical testing.

Answer: C) Specific and testable

77. Hypotheses in research serve to:

- A) Limit the scope of the study.
- B) Generate bias in the results.
- C) Provide a basis for empirical testing
- D) Ensure random chance determines outcomes

Answer: C) Provide a basis for empirical testing

78. A hypothesis should be formulated:

- A) Based on personal biases
- B) Without considering existing knowledge
- C) After reviewing existing evidence and theories
- D) Without any supporting evidence

Answer: C) After reviewing existing evidence and theories

79. Which of the following is NOT a characteristic of a good hypothesis?

- A) It is based on existing knowledge and evidence
- B) It is vague and ambiguous
- C) It is specific and clear
- D) It is testable



Answer: B) It is vague and ambiguous

80. Which of the following is not a step-in hypothesis testing?

A) Formulating hypotheses

B) Collecting data

C) Developing theories

D) Analyzing data

Answer: c) Developing theories





## UNIT-2



### **Scientific Steps in Social Research**

In social research, the scientific method is applied to systematically investigate social phenomena and generate knowledge. By following these scientific steps, social researchers can systematically investigate complex social phenomena, contribute to knowledge development,

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and inform decision-making in various contexts. The scientific steps typically involved in social research are as follows:

1. **Identifying the Research Problem:** This initial step involves defining the specific topic or issue that the researcher wants to explore. It could be based on personal interest, societal relevance, gaps in existing literature, or practical concerns.
2. **Reviewing Existing Literature:** Conduct a thorough review of relevant literature to understand what is already known about the research problem. This helps in refining the research question, identifying theoretical frameworks, and gaining insights into potential methodologies.
3. **Formulating Hypotheses or Research Questions:** Based on the research problem and existing knowledge, formulate hypotheses or research questions that guide the investigation.
4. **Designing the Research Methodology:** Determine the appropriate research design and methodology for the study. This includes decisions about the research approach (quantitative, qualitative, or mixed methods), data collection methods (surveys, interviews, observations, etc.), sampling techniques, and data analysis procedures.
5. **Collecting Data:** Implement the chosen data collection methods to gather relevant information from the research participants or sources. This may involve the involvement of participants through conducting interviews or surveys, observing behaviors, or accessing existing datasets.
6. **Analyzing Data:** Once the data is collected, it needs to be analyzed to identify patterns, relationships, and trends. This could involve quantitative analysis for numerical data or qualitative analysis.
7. **Interpreting the Results:** Interpret the results of the data analysis in relation to the research question or hypotheses.
8. **Drawing Conclusions:** Based on the interpretation of the findings, draw conclusions about the research problem.
9. **Reporting and Disseminating Findings:** Finally, researchers communicate their findings through research reports, journal articles, presentations, or other forms of dissemination.

**What is Theory Building?**

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Theory building is a fundamental aspect of social research that involves the development and refinement of conceptual frameworks to explain and understand social phenomena. It is logically interrelated and empirically verifiable set of propositions. Black and Champion defined theory as “a set of systematically related propositions specifying casual relationships among variables”. Following are the steps involved in theory building:

**Observation and Induction:** Theory building often begins with observations of empirical phenomena. Researchers may notice patterns, relationships, or regularities in social behavior or events. Through inductive reasoning, they generalize from these observations to develop initial concepts or propositions.

**Conceptualization:** In this step, researchers define the concepts and variables relevant to their area of study. Concepts are abstract ideas or mental constructs that represent aspects of the social world, while variables are measurable characteristics or attributes that can vary across individuals or groups.

**Hypothesis Formation:** Researchers formulate hypotheses based on their initial observations and conceptualizations. Hypotheses are specific, testable statements that propose relationships between variables. These hypotheses serve as tentative explanations for the phenomena under investigation.

**Empirical Testing:** Researchers collect data to test the hypotheses derived from their theoretical framework. They use various research methods and techniques, such as surveys, experiments, or qualitative interviews, to gather empirical evidence.

**Data Analysis:** Researchers analyze the collected data using appropriate statistical or qualitative techniques. The goal is to assess whether the empirical evidence supports or contradicts the hypotheses derived from the theory.

**Theory Refinement:** Based on the results of empirical testing, researchers refine and revise their theoretical framework. They may modify existing concepts, propose new relationships between variables, or develop more distinct explanations for the observed phenomena.

**Theoretical Integration:** As theory building progresses, researchers seek to integrate their theoretical framework with existing theories and research findings in the field.

**Validation and Replication:** To establish the validity and reliability of the theory, researchers conduct further empirical studies to validate their findings and replicate the results across different contexts or populations.

**Communication and Dissemination:** Finally, researchers communicate their theoretical contributions through academic publications, presentations, or other forms of dissemination.

## Types of Theories

Theories in social sciences can be categorized into several types based on their scope, level of analysis, and explanatory focus. Some common types of theories are as follows:

- **Grand Theories**: Grand theories aim to provide overarching explanations for broad aspects of social phenomena. These theories often attempt to explain fundamental aspects of human society or behavior.
- **Middle-Range Theories**: These theories are often more empirically grounded and provide frameworks for understanding specific social processes or behaviors.
- **Micro Theories**: Micro theories focus on individual-level processes and interactions within social contexts
- **Macro Theories**: Macro theories, in contrast to micro theories, focus on large-scale social structures, institutions, and systems. Theory.
- **Sociological Theory**: Like other theories, sociological theory is formed on the basis of proven elements. First, concepts are formed in the context of the problem, their meaning is clarified and they are classified. After this, a theory is formed by establishing logical correlation between them.
- **Interdisciplinary Theories**: Interdisciplinary theories integrate insights and perspectives from multiple disciplines to address complex social phenomena
- **Applied Theories**: Applied theories focus on addressing practical problems or informing policy and practice in specific domains.

## Multiple Choice Questions

1. Which of the following is NOT a step in the scientific method?

- A) Hypothesis testing
- B) Data collection
- C) Opinion polling
- D) Analysis and interpretation

Answer: C) Opinion polling

2. What is the first step in the scientific research process?

- A) Data analysis
- B) Formulating a hypothesis
- C) Conducting experiments
- D) Literature review

Answer: B) Formulating a hypothesis

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3. In the scientific method, what is the purpose of conducting experiments?

- A) To prove a hypothesis correct
- B) To gather data for analysis
- C) To test cause-and-effect relationships
- D) To support existing theories

Answer: C) To test cause-and-effect relationships

4. What is the term for a specific, testable prediction about the relationship between variables?

- A) Theory
- B) Fact
- C) Hypothesis
- D) Law

Answer: C) Hypothesis

5. Which step of the scientific method involves organizing and summarizing data?

- A) Data collection
- B) Data analysis
- C) Formulating a hypothesis
- D) Literature review

Answer: B) Data analysis

6. What is the term for the consistency and stability of a measurement instrument?

- A) Validity
- B) Reliability
- C) Accuracy
- D) Precision

Answer: B) Reliability

7. What is the term for the systematic review and evaluation of existing research literature?

- A) Data collection
- B) Data analysis
- C) Literature review
- D) Hypothesis testing

Answer: C) Literature review

8. Which of the following is NOT a characteristic of a good research question?

- A) Specificity
- B) Complexity
- C) Clarity

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D) Subjectivity

Answer: D) Subjectivity

9. Which of the following is an example of a categorical variable?

A) Age

B) Weight

C) Gender

D) Temperature

Answer: C) Gender

10. What is the term for the tendency of a measurement instrument to consistently produce the same result?

A) Validity

B) Reliability

C) Accuracy

D) Precision

Answer: B) Reliability

11. What is the term for a measure that accurately reflects the concept it is intended to measure?

A) Validity

B) Reliability

C) Accuracy

D) Precision

Answer: A) Validity

12. What is the term for the extent to which research findings can be generalized to other populations and settings?

A) Reliability

B) Validity

C) Generalizability

D) Precision

Answer: C) Generalizability

13. Which of the following is NOT a potential source of bias in research?

A) Sampling bias

B) Measurement bias

C) Randomization bias

D) Response bias

Answer: C) Randomization bias

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14. What is the term for the process of identifying and defining concepts for research purposes?

- A) Operationalization
- B) Standardization
- C) Quantification
- D) Generalization

Answer: A) Operationalization

15. Which of the following is NOT a type of validity?

- A) Content validity
- B) Construct validity
- C) Internal validity
- D) External validity

Answer: D) External validity

16. What is the term for the degree of agreement between two or more independent observers?

- A) Validity
- B) Reliability
- C) Accuracy
- D) Precision

Answer: B) Reliability

17. What is the term for a measure that yields consistent results over time?

- A) Validity
- B) Reliability
- C) Accuracy
- D) Precision

Answer: B) Reliability

18. What is the term for a measurement that is close to the true value?

- A) Validity
- B) Reliability
- C) Accuracy
- D) Precision

Answer: C) Accuracy

19. Which of the following is an example of a continuous variable?

- A) Gender
- B) Marital status
- C) Age

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D) Ethnicity

Answer: C) Age

20. What is the term for the process of drawing conclusions based on the results of data analysis?

A) Data collection

B) Data interpretation

C) Literature review

D) Hypothesis testing

Answer: B) Data interpretation

21. Which of the following is NOT a type of qualitative data analysis?

A) Thematic analysis

B) Content analysis

C) Factor analysis

D) Grounded theory

Answer: C) Factor analysis

22. What is the term for the process of systematically collecting data from a sample of individuals?

A) Data analysis

B) Data interpretation

C) Data collection

D) Hypothesis testing

Answer: C) Data collection

23. What is the term for the process of refining research questions and objectives?

A) Operationalization

B) Standardization

C) Refinement

D) Conceptualization

Answer: D) Conceptualization

24. What is the term for the process of identifying and selecting variables for study?

A) Operationalization

B) Standardization

C) Quantification

D) Conceptualization

Answer: A) Operationalization

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25. What is the term for the process of refining research questions and objectives?

- A) Operationalization
- B) Standardization
- C) Refinement
- D) Conceptualization

Answer: D) Conceptualization

26. Which of the following is NOT a type of reliability?

- A) Test-retest reliability
- B) Parallel form's reliability
- C) Inter-rater reliability
- D) Descriptive reliability

Answer: D) Descriptive reliability

27. What is the term for the process of ensuring that research procedures are consistent across different studies?

- A) Operationalization
- B) Standardization
- C) Quantification
- D) Conceptualization

Answer: B) Standardization

28. Which of the following is NOT a type of validity?

- A) Content validity
- B) Construct validity
- C) Internal validity
- D) External validity

Answer: D) External validity

29. Which of the following is NOT a step-in theory building?

- A) Formulating research questions
- B) Collecting data
- C) Analyzing data
- D) Testing hypotheses

Answer: B) Collecting data

30. In theory building, what is the initial step?

- A) Collecting data
- B) Formulating research questions

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C) Developing hypotheses

D) Designing experiments

Answer: B) Formulating research questions

31. Which of the following is an essential component of a good theory?

A) Simplicity

B) Complexity

C) Ambiguity

D) Subjectivity

Answer: A) Simplicity

32. A theory should be able to:

A) Predict phenomena

B) Explain phenomena

C) Both predict and explain phenomena

D) None of the above

Answer: C) Both predict and explain phenomena

33. Which of the following is NOT a criterion for evaluating theories?

A) Parsimony

B) Testability

C) Bias

D) Falsifiability

Answer: C) Bias

34. Which type of theory is based on observations and experiences rather than on logical deductions?

A) Inductive theory

B) Deductive theory

C) Nomothetic theory

D) Ideographic theory

Answer: A) Inductive theory

35. Theories that explain specific aspects of a phenomenon are called:

A) Grand theories

B) Middle-range theories

C) Micro theories

D) Macro theories

Answer: B) Middle-range theories

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36. Which of the following is a characteristic of a good theory?

- A) Ambiguity
- B) Lack of coherence
- C) Consistency
- D) Complexity

Answer: C) Consistency

37. Which of the following is NOT a purpose of theory in research?

- A) Organizing observations
- B) Generating hypotheses
- C) Restricting creativity
- D) Explaining phenomena

Answer: C) Restricting creativity

38. A theory that explains a broad range of phenomena is called:

- A) Grand theory
- B) Middle-range theory
- C) Micro theory
- D) Meta-theory

Answer: A) Grand theory

39. Which of the following is NOT a limitation of using existing theories in research?

- A) Lack of applicability
- B) Lack of generality
- C) Lack of coherence
- D) Lack of flexibility

Answer: C) Lack of coherence

40. Which of the following is NOT a source of theory building?

- A) Empirical observation
- B) Logical deduction
- C) Intuition
- D) Authority

Answer: D) Authority

41. Which of the following is NOT a characteristic of a middle-range theory?

- A) Specificity
- B) Generality
- C) Simplicity

D) Complexity

Answer: D) Complexity

42. Theories that focus on the relationships among concepts are called:

A) Descriptive theories

B) Explanatory theories

C) Associative theories

D) Structural theories

Answer: D) Structural theories

43. Which of the following is NOT a type of explanation provided by theories?

A) Temporal

B) Spatial

C) Causal

D) Mechanistic

Answer: B) Spatial

44. Theories that explain how phenomena change over time are called:

A) Temporal theories

B) Dynamic theories

C) Process theories

D) Evolutionary theories

Answer: C) Process theories

45. Theories that focus on the structure of a phenomenon are called:

A) Structural theories

B) Functional theories

C) Evolutionary theories

D) Process theories

Answer: A) Structural theories

46. Which of the following is NOT a criterion for evaluating theories?

A) Scope

B) Consistency

C) Subjectivity

D) Fertility

Answer: C) Subjectivity

47. Which of the following is NOT a function of theory in research?

A) Prediction

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B) Description

C) Prescription

D) Explanation

Answer: C) Prescription

48. Theories that focus on understanding the underlying mechanisms of a phenomenon are called:

A) Mechanistic theories

B) Structural theories

C) Functional theories

D) Process theories

Answer: A) Mechanistic theories

49. Theories that explain the purpose or function of a phenomenon are called:

A) Functional theories

B) Structural theories

C) Mechanistic theories

D) Process theories

Answer: A) Functional theories

50. Theories that explain the relationship between cause and effect are called:

A) Temporal theories

B) Causal theories

C) Associative theories

D) Process theories

Answer: B) Causal theories

51. Theories that focus on the purpose or function of a phenomenon are called:

A) Functional theories

B) Structural theories

C) Mechanistic theories

D) Process theories

Answer: A) Functional theories

52. According to J. Turner what is the first step of the theory building?

A) Variables

B) Concepts

C) Theoretical statements

D) Formats

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Answer: B) Concepts

53. Who wrote this book “Methods of Sociological enquiry”?

- A) P.Y. Young
- B) Shipman
- C) G. Lundberg
- D) Peter Mann

Answer: D) Peter Mann

54. According to J. Turner, which one of the following is not an element of theory construction?

- A) Concept
- B) Format
- C) Hypothesis
- D) Variables

Answer: C) Hypothesis

55. How many types of theories has Kenneth D. Baily described?

- A) Three
- B) Five
- C) Four
- D) Eight

Answer: A) Three

56. Contemporary theory in Sociology" who is the author of this book?

- A) George Homans
- B) Goode and Hatt
- C) R. Merton
- D) P.Y. Young

Answer: A) George Homans

57. According to Turner how many elements of theory construction are there?

- A) Three
- B) Five
- C) Four
- D) Eight

Answer: C) Four

58. Who defined theory as a “set of systematically related propositions specifying causal relationships among variables”?

- A) J. Turner

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B) Black & Champion

C) T. Kuhan

D) Parsons

Answer: B) Black & Champion

59. Which of the following types of theory are given by Kenneth Bailey?

A) Axiomatic

B) Explanatory

C) Synthetic

D) All of the above

Answer: D) All of the above

60. Who discussed the Normative, Scientific, Metaphysical or Pragmatic and Analytical types of theories?

A) K. Pearson

B) T. Kuhan

C) T. Parsons

D) Goode and Hatt

Answer: B) T. Kuhan

61. According to whom, sociological theory refers to logically interconnected sets of propositions from which empirical informalities can be derived?

A) Parsons

B) Goode and Hatt

C) R. Merton

D) P.Y. Young

Answer: C) R. Merton

62. Who wrote the book “The Nature and Types of Sociological Theory”?

A) George Homans

B) Goode and Hatt

C) Don Martindale

D) Walter Wallace

Answer: C) Don Martindale

63. Nowadays most scholars divide sociological theories into which of the following categories based on their scope of work?

A) Grand or macro theory

B) Middle range theory

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- C) Micro theory
- D) All of the above

Answer: D) All of the above

64. Which of the following books was written by Turner?

- A) Scientific Social Survey and research
- B) The Nature and Types of Sociological Theory
- C) The structure of Sociological theory
- D) Social research

Answer: C) The structure of Sociological theory

65. Don Martindale divided sociological theories mainly into how many of the following categories?

- A) Three
- B) Five
- C) Four
- D) Eight

Answer: A) Three

66. Who gave only four steps of scientific method in social research?

- A) Pearson
- B) Shipman
- C) G. Lundberg
- D) Goode & Hatt

Answer: C) G. Lundberg

67. Who is the author of the book “Scientific Social Survey and research”?

- A) P.Y. Young
- B) Shipman
- C) G. Lundberg
- D) Peter Mann

Answer: A) P.Y. Young

68. Into how many categories did Walter Wallace divide sociological theories?

- A) Seven
- B) Five
- C) Eleven
- D) Eight

Answer: C) Eleven

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69. Who gave the definition of theory “For scientists a theory is a relationship between facts or an arrangement of them in some meaningful way”?

- A) George Homans
- B) Goode and Hatt
- C) Don Martindale
- D) Walter Wallace

Answer: B) Goode and Hatt

70. “Broadly speaking scientific method consists of systematic observation, classification and interpretation of data” who said this?

- A) G.A. Lundberg
- B) George Homans
- C) P.V. Young
- D) Don Martindale

Answer: A) G.A. Lundberg

71. Who said that “theory is a set of assumptions”?

- A) Walter Wallace
- B) Theodorson and Theodorson
- C) Goode and Hatt
- D) Don Martindale

Answer: B) Theodorson and Theodorson

72. Who delineated five stages of social research?

- A) Kenneth D. Bailey
- B) Henry Manheim
- C) Theodorson and Theodorson
- D) Earl Babbie

Answer: A) Kenneth D. Bailey

73. Who wrote the book “The practice of social research”?

- A) Earl Babbie
- B) Manheim
- C) Kerlinger
- D) Theodorson and Theodorson

Answer: A) Earl Babbie

74. According to whom “scientific research involves a method characterised by objectivity, accuracy and systematisation”

- A) Manheim
- B) Theodorson and Theodorson
- C) Kenneth D. Bailey
- D) Kerlinger

Answer: A) Manheim

75. Who have said that “scientific social research consists of the process of formulating and seeking answers to question about the social world”

- A) Royce A. Singleton and Bruce C. Straits
- B) P.V. Young
- C) G.A. Lundberg
- D) Manheim

Answer: A) Royce A. Singleton and Bruce C. Straits

76. Who have maintained that the scientific method is “building of a body of scientific knowledge through observation, experimentation, generalization and verification”.?

- A) G.A. Lundberg
- B) Theodorson and Theodorson
- C) Don Martindale
- D) Royce A. Singleton and Bruce C. Straits

Answer: B) Theodorson and Theodorson

77. Among the following which is NOT the characteristics of scientific social research method?

- A) Verifiable evidence
- B) Accuracy
- C) Precision
- D) Inaccuracy

Answer: D) Inaccuracy

78. Among the following which is the characteristics of scientific social research?

- A) Inaccuracy
- B) Falsity
- C) Subjectivity
- D) Objectivity

Answer: D) Objectivity

79. According to Comte which is the most appropriate tool of social research?

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- A) Positivism
- B) Empiricism
- C) Rationalism
- D) Historicism

Answer: A) Positivism

80). Who delineated six stages of social research?

- A) Kenneth D. Bailey
- B) Henry Manheim
- C) Theodorson and Theodorson
- D) Earl Babbie

Answer: C) Theodorson and Theodorson





## UNIT-3



### **Meaning of Objectivity**

Objectivity in social research refers to the principle of conducting research in a manner that is free from bias, personal influence, or subjective judgment. It involves striving for impartiality and neutrality throughout the research process, from the formulation of research questions to

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the interpretation of findings. According to A.W. Green “Objectivity is the willingness and ability to examine evidence dispassionately”.

While achieving complete objectivity may be challenging, researchers can strive to approach their work with transparency, consistency, and openness to alternative perspectives in order to enhance the validity and reliability of their findings.

### Features of Objectivity

- Impartiality
- Neutrality: Objectivity requires researchers to remain neutral and unbiased in their treatment of data and evidence.
- Minimization of Bias: Objectivity involves actively working to minimize sources of bias that could distort research findings.
- Systematic and Transparent Procedures: Objectivity is supported by the use of systematic and transparent research procedures.
- Consistency and Reliability: Objectivity requires consistency and reliability in research practices and interpretations.
- Openness to Revision: Objectivity involves being open to revising hypotheses or interpretations in light of new evidence or alternative perspectives.
- Reflexivity and Self-awareness: Objectivity is supported by reflexivity, which involves reflecting on the researcher's own positionality, biases, and assumptions.

### Meaning of Subjectivity

Subjectivity refers to the personal perspectives, opinions, feelings, and interpretations that individuals bring to their understanding of the world. It's the lens through which we perceive and make sense of reality, shaped by our unique experiences, beliefs, cultural backgrounds, and emotions. Subjectivity acknowledges that each person's viewpoint is inherently biased and influenced by their individual context. In various fields subjectivity plays a significant role. Philosophically, it's often contrasted with objectivity.

### Causes of Subjectivity

- Emotional attitudes
- Misconceived impression
- Influence of generalized knowledge
- Vested interest of the researcher

- Interference of the interest groups
- Lack of proper training
- Complexity of social phenomena
- Bias and prejudices

### **Problem of Scientism**

The problem of scientism in social research arises when there's an overreliance on scientific methods borrowed from the natural sciences to study social phenomena. While scientific approaches have their strengths, they may not always be the most appropriate or effective means of understanding complex social realities. Here are some main issues associated with the problem of scientism in social research:

- 1. Reductionism:** Scientism tends to oversimplify complex social phenomena by reducing them to quantifiable and measurable variables. This can lead to overlooking important qualitative aspects of human behavior and social interactions, such as emotions, culture, and subjective experiences.
- 2. Quantitative Bias:** Scientism often prioritizes quantitative data and statistical analysis over qualitative methods. This bias can marginalize qualitative research, which is essential for capturing the richness and depth of social phenomena that may not be easily quantifiable.
- 3. Neglect of Context:** Scientific methods may overlook the importance of social, cultural, and historical contexts in shaping human behavior and social structures. Failing to consider these factors can result in superficial or misleading conclusions about social phenomena.
- 4. Value Neutrality:** Scientism often emphasizes value neutrality and objectivity, aiming to remove personal biases from research.
- 5. Ethical Concerns:** Scientism may prioritize the pursuit of knowledge over ethical considerations, potentially leading to the exploitation or harm of research participants. This disregard for ethical principles can undermine the trustworthiness and integrity of social research.

### **The problem of Objectivism in Social Research**

The problem of objectivism in social research revolves around the difficulty of achieving true neutrality and impartiality in the study of social phenomena. Objectivism postulate that social reality exists independently of individual perceptions or biases and can be studied objectively. However, social research faces inherent challenges that make complete objectivity difficult. The problems are as follows:

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**1. Researcher Bias:** Social researchers, like all individuals, bring their own perspectives, values, and biases to their work. These biases can influence every stage of the research process, from the formulation of research questions to the interpretation of findings.

**2. Interpretation of Data:** Social phenomena are complex and multifaceted, and their interpretation often involves subjective judgments. Researchers may interpret the same data differently based on their theoretical frameworks, personal experiences, and cultural backgrounds.

**4. Cultural and Historical Context:** Social phenomena are shaped by cultural norms, historical events, and social structures. Researchers may inadvertently impose their own cultural or historical perspectives on the phenomena they study, leading to ethnocentrism or historical bias.

**5. Ethical Considerations:** Social research often involves studying human subjects, raising ethical concerns about privacy, informed consent, and potential harm. Negotiating these ethical considerations while maintaining objectivity can be challenging and may require researchers to make value judgments.

### Multiple Choice Questions

1. Which of the following best defines objectivity in social research?

- A) Complete absence of bias
- B) Partial bias
- C) Subjective interpretation
- D) Personal opinions

Answer: A) Complete absence of bias

2. Objectivity in social research aims to:

- A) Eliminate all subjectivity
- B) Embrace subjectivity
- C) Minimize biases
- D) Amplify biases

Answer: C) Minimize biases

3. Researcher bias refers to:

- A) The inclusion of diverse perspectives
- B) The absence of personal beliefs
- C) The influence of researcher's subjective views
- D) The objectivity of research findings

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Answer: C) The influence of researcher's subjective views

4. Which of the following is a challenge to objectivity in social research?

- A) Diversity of research methods
- B) Reflexivity of researchers
- C) Researcher bias
- D) Transparency in reporting

Answer: C) Researcher bias

5. The term “reflexivity” in social research refers to:

- A) The absence of self-awareness
- B) The critical examination of one's biases
- C) Unquestioned acceptance of research findings
- D) Exclusion of alternative viewpoints

Answer: B) The critical examination of one's biases

6. The interpretive flexibility of social phenomena highlights:

- A) The objective nature of social reality
- B) The subjective nature of social phenomena
- C) The exclusion of diverse perspectives
- D) The absence of cultural influences

Answer: B) The subjective nature of social phenomena

7. Which approach advocates openly acknowledging the researcher's subjectivity?

- A) Objectivism
- B) Positivism
- C) Critical realism
- D) Reflexivity

Answer: D) Reflexivity

8. Which of the following is NOT a way to mitigate bias in social research?

- A) Critical reflection on personal biases
- B) Transparency in reporting methods
- C) Amplifying biases for emphasis
- D) Engaging in peer review processes

Answer: C) Amplifying biases for emphasis

9. The concept of objectivity is closely associated with which research paradigm?

- A) Interpretivism
- B) Positivism

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C) Constructivism

D) Critical theory

Answer: B) Positivism

10. The term “epistemology” refers to:

A) The study of ethics in research

B) The study of knowledge and knowing

C) The exclusion of diverse perspectives

D) The interpretation of social phenomena

Answer: B) The study of knowledge and knowing

11. Which of the following is an example of subjective interpretation in social research?

A) Statistical analysis

B) Interview transcripts

C) Personal opinions

D) Participant observation

Answer: C) Personal opinions

12. The concept of “intersubjectivity” in social research emphasizes:

A) The objectivity of research findings

B) The subjectivity of individual experiences

C) The importance of diverse perspectives

D) The elimination of researcher bias

Answer: C) The importance of diverse perspectives

13. Which research paradigm emphasizes the importance of understanding subjective meanings?

A) Positivism

B) Interpretivism

C) Critical theory

D) Structural functionalism

Answer: B) Interpretivism

14. Which of the following statements best describes the concept of bias?

A) It is the absence of researcher influence on research findings.

B) It refers to the objectivity of research findings.

C) It is the presence of systematic error in research.

D) It refers to the complete elimination of personal beliefs.

Answer: C) It is the presence of systematic error in research.



15. Which term refers to the process of examining one's own biases and assumptions?

- A) Objectivity
- B) Reflexivity
- C) Interpretivism
- D) Positivism

Answer: B) Reflexivity

16. Subjectivity in social research refers to:

- A) The absence of personal perspectives
- B) The presence of individual biases and interpretations
- C) The objective measurement of social phenomena
- D) The exclusion of diverse viewpoints

Answer: B) The presence of individual biases and interpretations

17. Which of the following best defines subjectivity?

- A) Complete absence of biases
- B) Partial bias
- C) Objective interpretation
- D) Personal viewpoints and interpretations

Answer: D) Personal viewpoints and interpretations

18. Subjectivity in research is influenced by:

- A) Cultural and historical context
- B) Researcher objectivity
- C) Elimination of researcher biases
- D) Statistical analysis

Answer: A) Cultural and historical context

19. The interpretive flexibility of social phenomena highlights:

- A) The objective nature of social reality
- B) The subjective nature of social phenomena
- C) The exclusion of diverse perspectives
- D) The absence of cultural influences

Answer: B) The subjective nature of social phenomena

20. Which of the following is a challenge to subjectivity in social research?

- A) Transparency in reporting methods
- B) Minimizing biases
- C) Cultural relativism

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D) Objectivity in research findings

Answer: C) Cultural relativism

22. Reflexivity in social research refers to:

A) The absence of self-awareness

B) The critical examination of one's biases

C) Unquestioned acceptance of research findings

D) Exclusion of alternative viewpoints

Answer: B) The critical examination of one's biases

23. Which approach emphasizes openly acknowledging the researcher's subjectivity?

A) Objectivism

B) Positivism

C) Critical realism

D) Reflexivity

Answer: D) Reflexivity

24. Subjectivity is most closely associated with which research paradigm?

A) Interpretivism

B) Positivism

C) Constructivism

D) Critical theory

Answer: A) Interpretivism

25. Which of the following is NOT a way to embrace subjectivity in social research?

A) Critical reflection on personal biases

B) Transparency in reporting methods

C) Amplifying biases for emphasis

D) Engaging in peer review processes

Answer: C) Amplifying biases for emphasis

26. What does scientism in social research entail?

A) Prioritizing scientific methods over other approaches

B) Rejecting scientific methods entirely

C) Embracing diverse research methodologies

D) Ignoring research altogether

Answer: A) Prioritizing scientific methods over other approaches

27. What is a common challenge associated with scientism in social research?

A) Lack of rigor

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- B) Overemphasis on quantitative data
- C) Embracing diverse perspectives
- D) Transparency in reporting

Answer: B) Overemphasis on quantitative data

28. What is an implication of objectivism in social research?

- A) Acknowledging the influence of subjective biases
- B) Minimizing the role of personal values and beliefs
- C) Embracing diverse viewpoints
- D) Rejecting empirical evidence

Answer: B) Minimizing the role of personal values and beliefs

29. Scientism in social research can lead to:

- A) Increased methodological diversity
- B) Narrow focus on measurable phenomena
- C) Embracing subjectivity
- D) Acknowledgment of researcher bias

Answer: B) Narrow focus on measurable phenomena

30. The problem of objectivism highlights the challenge of:

- A) Acknowledging diverse perspectives
- B) Maintaining complete neutrality in research
- C) Minimizing researcher bias
- D) Ignoring ethical considerations

Answer: C) Minimizing researcher bias

31. What is a characteristic of scientism in social research?

- A) Embracing qualitative methods exclusively
- B) Prioritizing scientific methods over other approaches
- C) Rejecting empirical evidence
- D) Acknowledging the influence of subjective biases

Answer: B) Prioritizing scientific methods over other approaches

32. The problem of objectivism emphasizes the importance of:

- A) Embracing subjective interpretations
- B) Maintaining complete neutrality in research
- C) Acknowledging researcher biases
- D) Ignoring ethical considerations

Answer: C) Acknowledging researcher biases

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33. Scientism in social research tends to:

- A) Promote methodological diversity
- B) Limit research to quantitative approaches
- C) Encourage reflexivity
- D) Recognize the influence of subjective biases

Answer: B) Limit research to quantitative approaches

34. What is a criticism of objectivism in social research?

- A) It encourages reflexivity
- B) It acknowledges diverse perspectives
- C) It neglects the role of subjective biases
- D) It embraces methodological diversity

Answer: C) It neglects the role of subjective biases

35. The problem of scientism in social research can lead to:

- A) Overemphasis on qualitative methods
- B) Narrowing of research focus
- C) Acknowledgment of diverse perspectives
- D) Increased methodological diversity

Answer: B) Narrowing of research focus

36. What is a potential consequence of scientism in social research?

- A) Methodological diversity
- B) Embracing subjective interpretations
- C) Overemphasis on quantitative data
- D) Recognition of researcher biases

Answer: C) Overemphasis on quantitative data

37. Scientism in social research may neglect:

- A) Methodological diversity
- B) Subjective biases
- C) Quantitative data
- D) Scientific methods

Answer: A) Methodological diversity

38. Objectivism in social research can lead to:

- A) Embracing diverse perspectives
- B) Ignoring subjective interpretations
- C) Recognition of researcher biases

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D) Acknowledgment of ethical considerations

Answer: B) Ignoring subjective interpretations

39. The problem of scientism highlights the challenge of:

A) Embracing diverse viewpoints

B) Recognizing the limitations of scientific methods

C) Ignoring quantitative data

D) Acknowledging subjective biases

Answer: B) Recognizing the limitations of scientific methods

40. Objectivism in social research may result in:

A) Acknowledging diverse perspectives

B) Ignoring subjective interpretations

C) Rejecting empirical evidence

D) Minimizing researcher biases

Answer: B) Ignoring subjective interpretations

41. Who gave the statement “Objectivity is the willingness and ability to examine evidence dispassionately”?

A) A.W. Green

B) P.V. Young

C) Bogardus

D) Gillin & Gillin

Answer: A) A.W. Green

42. “Science is an efficient enquiry” who said this?

A) Goode and Hatt

B) C.W. Churchman & R.L. Ackoof

C) A.W. Green

D) Gillin and Gillin

43. “Objectivity is the willingness and ability to examine evidence dispassionately” who gave this definition?

A) A.W. Green

B) Shipman

C) G. Lundberg

D) Peter Mann

Answer: A) A.W. Green

44. Which of the following conditions is not a cause of subjectivity in study?

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- A) Emotional enhancement
- B) Complexity of social events
- C) Use of schedule
- D) Feeling of ethnicity

Answer: C) Use of schedule

45. Which one of the following conditions is necessary for social research to be scientific?

- A) Subjectivity
- B) Objectivity
- C) Feeling of ethnicity
- D) Collective decision

Answer: B) Objectivity

46. Objectivity is essential to make social research scientific" this statement is -

- A) False
- B) True
- C) Indefinite
- D) Useless

Answer: B) True

47. Which of the following conditions hinders social scientific social research?

- A) Social relationship
- B) Subjectivity
- C) Use of schedule
- D) Objectivity

Answer: B) Subjectivity

48. When a researcher studies social phenomena in a neutral manner without any personal views, values and prejudices, it is called .....

- A) Subjectivity
- B) Objectivity
- C) Feeling of ethnicity
- D) Collective decision

Answer: B) Objectivity

49. What is the name of the condition opposite to objective?

- A) Social relationship
- B) Subjectivity
- C) Use of schedule

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D) Objectivity

Answer: B) Subjectivity

50. Which one of the following conditions is necessary for objectivity?

A) Participant observation

B) Personal Perspective

C) Scientific tendency

D) All of the above

Answer: C) Scientific tendency

51. What is the opposite state of objectivity called?

A) Social relationship

B) Subjectivity

C) Identity

D) Status

Answer: B) Subjectivity

52. By what process can facts be tested and retested?

A) Subjectivity

B) Generalization

C) Tabulation

D) Verification

Answer: D) Verification

53. Who among the following considered the biases of informants as an obstacle to objectivity?

A) Emile Durkheim

B) Ralph Piddington

C) Goode and Hatt

D) P. Y. Young

Answer: B) Ralph Piddington

54. What is meant by inter-disciplinary approach?

A) The study of different aspects of a problem by a group for research

B) Study of different aspects of the problem by experts from different fields

C) To study different aspects of a problem

D) To measure the percentage of different causes of the problem being studied

Answer: B) Study of different aspects of the problem by experts from different fields

55. Which of the following best defines scientism?

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- A) The belief that science is the only valid way to acquire knowledge
- B) The belief in the supernatural
- C) The rejection of empirical evidence
- D) The promotion of pseudoscience

Answer: A) The belief that science is the only valid way to acquire knowledge

56. Scientism often emphasizes:

- A) Rationality and empirical evidence
- B) Intuition and mysticism
- C) Tradition and authority
- D) Superstition and folklore

Answer: A) Rationality and empirical evidence

57. Which of the following statements best characterizes scientism?

- A) All phenomena can be explained solely through scientific means.
- B) Science is just one of many valid ways to understand the world.
- C) Faith and reason are equally important in acquiring knowledge.
- D) Science should be completely separated from society.

Answer: A) All phenomena can be explained solely through scientific means.

58. Scientism is often criticized for:

- A) Overestimating the scope of scientific inquiry
- B) Underestimating the importance of empirical evidence
- C) Rejecting scientific methodology
- D) Promoting religious dogma

Answer: A) Overestimating the scope of scientific inquiry

59. Which field of study is most associated with scientism?

- A) Philosophy
- B) Theology
- C) Sociology
- D) Science

Answer: D) Science

60. According to scientism, what is the primary source of knowledge?

- A) Religious texts
- B) Personal experiences
- C) Scientific inquiry
- D) Cultural traditions

Answer: C) Scientific inquiry

61. Scientism is often contrasted with:

- A) Religion
- B) Art
- C) Politics
- D) History

Answer: A) Religion

62. What potential harm can scientism pose?

- A) Encouraging open-mindedness
- B) Limiting inquiry into non-scientific domains
- C) Fostering diverse perspectives
- D) Promoting cultural relativism

Answer: B) Limiting inquiry into non-scientific domains

63. Who is the founder of Objectivism?

- A) Ayn Rand
- B) Karl Marx
- C) Friedrich Nietzsche
- D) John Stuart Mill

Answer: A) Ayn Rand

64. Objectivism is primarily a philosophy of:

- A) Religion
- B) Politics
- C) Ethics
- D) Science

Answer: C) Ethics

65. According to Objectivism, what is the ultimate moral purpose of life?

- A) Altruism
- B) Hedonism
- C) Self-interest
- D) Social harmony

Answer: C) Self-interest

66. Which of the following principles is central to Objectivism?

- A) Egoism
- B) Conformity

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C) Collectivism

D) Fatalism

Answer: A) Egoism

67. According to Objectivism, what is the role of art?

A) To serve the state

B) To promote individual expression

C) To reflect societal values

D) To entertain the masses

Answer: B) To promote individual expression

68. What does Objectivism consider the source of individual rights?

A) Government decree

B) Social contract

C) Inherent in human nature

D) Religious doctrine

Answer: C) Inherent in human nature

69. Objectivism holds that reality is:

A) Subjective

B) Objective

C) Illusory

D) Relative

Answer: B) Objective

70. Which of the following is NOT a virtue according to Objectivism?

A) Rationality

B) Productivity

C) Self-sacrifice

D) Integrity

Answer: C) Self-sacrifice

71. According to Objectivism, what is the purpose of education?

A) To indoctrinate children with societal norms

B) To promote conformity

C) To cultivate independent thinking and rationality

D) To suppress individuality

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Answer: C) To cultivate independent thinking and rationality

72. Objectivism emphasizes the importance of:

- A) Collectivism
- B) Cultural relativism
- C) Individualism
- D) Traditionalism

Answer: C) Individualism

73. Critics argue that objectivism neglects the importance of:

- A) Reason
- B) Emotions
- C) Individual rights
- D) Collective welfare

Answer: B) Emotions

74. The problem of objectivism often arises due to its:

- A) Overemphasis on personal autonomy
- B) Disregard for empirical evidence
- C) Insistence on moral absolutes
- D) Rejection of individual rights

Answer: C) Insistence on moral absolutes

75. The problem of objectivism lies in its tendency to:

- A) Underestimate the role of rationality
- B) Prioritize individual rights over collective well-being
- C) Emphasize cultural relativism
- D) Advocate for totalitarian governance

Answer: B) Prioritize individual rights over collective well-being

76. What is a common critique of objectivism's view on emotions?

- A) It overvalues emotional intelligence
- B) It neglects the role of emotions in moral decision-making
- C) It promotes emotional manipulation
- D) It encourages emotional repression.

Answer: B) It neglects the role of emotions in moral decision-making.

77. Objectivism advocates for a society based on:

- A) Equality of outcome
- B) Equality of opportunity

C) Hierarchical structures

D) Authoritarian rule

Answer: B) Equality of opportunity

78. Critics argue that scientism tends to:

A) Emphasize empirical evidence

B) Exclude non-scientific forms of knowledge

C) Promote cultural diversity

D) Encourage philosophical inquiry

Answer: B) Exclude non-scientific forms of knowledge

79. The problem of scientism often arises from its:

A) Emphasis on rationality

B) Rejection of empirical evidence

C) Narrow view of knowledge acquisition

D) Advocacy for interdisciplinary studies

Answer: C) Narrow view of knowledge acquisition

80. Which of the following is a common critique of scientism's approach to understanding human experiences?

A) It provides holistic explanations

B) It neglects subjective aspects of reality

C) It encourages religious interpretations

D) It promotes cultural relativism

Answer: B) It neglects subjective aspects of reality



## UNIT- 4



### **Defining Quantitative Methods in Social Research**

Quantitative methods in social research involve the collection and analysis of numerical data to describe, explain, and predict social phenomena. These methods emphasize quantifiable variables and statistical analysis to draw conclusions. Quantitative methods offer several advantages, including the ability to generalize findings to larger populations, precise measurement of variables, and statistical rigor in data analysis. The methods are follows:

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- 1. Social Survey Method:** Surveys are a common quantitative method used to gather data from a sample of individuals about their attitudes, behaviors, opinions, and demographics. Researchers design questionnaires to collect standardized responses from the respondents. The responses can be collected through various means, such as in-person interviews, telephone interviews, mailed questionnaires, or online surveys.
- 2. Experiments:** Experimental designs involve manipulating one or more independent variables to observe the effect on a dependent variable. Researchers use random assignment to assign participants to experimental and control groups to control for extraneous variables.
- 3. Secondary Data Analysis:** Researchers analyze existing numerical data collected by other researchers, organizations, or government agencies. This data can include census data, survey data, administrative records, or data from research studies.
- 4. Content Analysis:** Content analysis is a quantitative method used to systematically analyze the content of texts, images, videos, or other forms of communication.
- 5. Statistical Analysis:** Statistical analysis plays a central role in quantitative research. Researchers use descriptive statistics to summarize and describe the characteristics of a data set, such as mean, median, mode, standard deviation and variance.
- 6. Longitudinal Studies:** Longitudinal studies involve collecting data from the same individuals or groups over an extended period to examine changes and trends over time. Quantitative longitudinal data can be analyzed using techniques such as growth curve modeling, panel data analysis, or repeated measures analysis of variance (ANOVA).

### Defining Qualitative Research Methods

Qualitative research methods focus on understanding the depth and complexity of social phenomena through the collection and analysis of non-numerical data. These methods emphasize exploration, interpretation, and context, aiming to uncover the meanings, perspectives, and experiences of individuals or groups. These methods are as follows:

- 1. Interviews:** Qualitative interviews involve open-ended questions between the researcher and participants. Interviews can be structured, semi-structured, or unstructured. They allow for in-depth exploration of topics, perceptions, and experiences, providing rich, detailed data.
- 2. Observation:** Qualitative observation involves systematically watching and recording behaviors, interactions, and events in natural settings. Observation enables researchers to capture variations, patterns, and dynamics that may not be apparent through other methods. Observation can be of various types:

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- a) **Participant and Non-Participant Observation:** In participant observation, the observer actively participates in the activities and interactions of the group or setting being studied. In non-participant observation, the observer remains separate from the group or setting being studied and does not actively participate in its activities.
- b) **Structured and Unstructured Observation:** In structured observation, the observer follows a predetermined plan or set of criteria for observing specific behaviors, events, or variables. Unstructured observation is loosely organized and the process is largely left to the observer to define.
- c) **Covert and Overt Observation:** In covert observation subjects are unaware that they are being observed. Generally, the researcher in this type of observation is himself a participant in all the activities. In overt observation subject are aware that they are being observed
- d) **Natural and Laboratory Observation:** natural observation is one in which observation is made in natural settings while laboratory observation is one in which observation is made in a laboratory.
- e) **Direct and Indirect Observation:** in direct observation, the observer plays a passive role, there is no attempt to control or manipulate the situation. Indirect observation is one in which direct observation of the subject is not possible because either the subject is dead or refuses to take part in the study.
- 3. Focus Groups:** Focus groups involve bringing together a small group of participants to discuss a specific topic or issue in a guided discussion facilitated by a researcher. Participants share their perspectives, opinions, and experiences, while interactions among group members.
- 4. Ethnography:** Ethnography involves immersive, long-term engagement with a specific culture, community, or social group to understand their beliefs, practices, and social structures. Ethnographers participate in the daily lives of participants, observing, interviewing, and documenting their experiences. Ethnographic research often results in rich, detailed descriptions and insights into cultural phenomena. Ethnography mainly involves:
- **Participant Observation:** Ethnography relies heavily on participant observation, where the researcher actively participates in the culture or community being studied.
  - **Fieldwork:** Ethnographic research typically involves extended periods of fieldwork, ranging from several months to several years.
  - **Interviews:** Ethnographers conduct interviews with participants to complement their observations and gain insights into their beliefs, attitudes, and experiences.

- **Documentation:** Ethnographers document their observations, interviews, and interactions through field notes, audio recordings, photographs, videos, and other forms of documentation.
- **Cultural Interpretation:** Ethnography involves interpreting cultural meanings, symbols, and practices within their broader social, historical, and political contexts.
- **Reflexivity:** Ethnographers are reflexive practitioners who critically reflect on their own positionality, biases, and assumptions throughout the research process.
- **Ethical Considerations:** Ethnographers adhere to ethical guidelines to ensure the well-being and rights of participants.
- **Writing Ethnography:** Ethnographers write detailed ethnographic accounts, often in the form of monographs, articles, or research reports.

**5. Case Study Method:** Case studies involve in-depth examination of a single individual, group, organization, or event. Researchers collect multiple sources of data, such as interviews, documents, and observations, to provide a holistic understanding of the case. Case studies allow for detailed exploration of complex or unique phenomena within their real-world context.

### Types of Case Studies

**Descriptive Case Studies:** These aim to describe an individual, group, or community in detail. They provide a rich understanding of the subject's context, characteristics, and behaviors.

**Exploratory Case Studies:** These are conducted when the researcher wants to explore a new area or phenomenon. They often serve as a starting point for further investigation and hypothesis generation.

**Explanatory Case Studies:** These seek to explain why certain events occurred or why certain behaviors are observed. They delve into causality and underlying mechanisms.

**Collective Case Studies:** In this approach, multiple cases are studied together to draw comparisons or identify patterns across different instances of the phenomenon.

**Longitudinal Case Studies:** These involve the study of a case over an extended period, allowing researchers to observe changes and developments over time.

**Cross-sectional Case study:** This is a research design that involves the collection and analysis of data from a sample of individuals or entities at a single point in time. Unlike longitudinal studies, which observe the same subjects over an extended period, cross-sectional studies provide a snapshot of a population or phenomenon at a specific moment.

**Some Key Features of a Case Study:**

- a) **Focus on a Single Case:** A case study typically focuses on a specific case or unit of analysis.
- b) **Rich Description:** Case studies provide rich and detailed descriptions of the case under investigation, including its background, context, participants behaviors and interactions.
- c) **Multiple Data Sources:** Case studies involve gathering data from multiple sources, such as interviews, observations, documents, archival records, and artifacts.
- d) **Contextualized Analysis:** Case studies emphasize the importance of understanding the context in which the case is situated.
- e) **Thick Description:** Case studies aim to provide “thick description” which refers to detailed and interpretive accounts that capture the deeper meanings of the case.

**6. Content Analysis:** Content analysis is a research method used to systematically analyze the content of texts, documents, media, or other forms of communication. It involves identifying, categorizing, and interpreting patterns, themes, and trends within the content to draw meaningful conclusions about the communication process, societal attitudes, cultural representations, or other phenomena of interest. According to Benard Berelson “content analysis is a research technique for the objective, systematic and quantitative description of the manifest content of communication”.

**Some Common Types of Content Analysis:**

**Systematic Analysis:** Content analysis follows a systematic and rigorous approach to analyzing textual or visual content.

**Thematic Analysis:** Thematic analysis is a qualitative content analysis technique focused on identifying and interpreting themes or patterns within the data.

**Frame Analysis:** Frame analysis examines the underlying frameworks or perspectives through which content is constructed and interpreted.

**Discourse Analysis:** Discourse analysis explores how language is used to construct meaning and shape social reality within specific contexts.

**Visual Content Analysis:** Visual content analysis extends the principles of content analysis to visual media, such as photographs, illustrations, advertisements, or videos.



**7. Narrative Analysis:** Narrative analysis focuses on analyzing stories, narratives, or personal accounts shared by individuals to understand how they construct meaning and make sense of their experiences.

### Multiple Choice Questions

1. Which of the following is a characteristic of quantitative research?

- A) Focuses on understanding subjective experiences
- B) Utilizes statistical analysis
- C) Emphasizes rich, detailed descriptions
- D) Involves open-ended interviews

Answer: B) Utilizes statistical analysis

2. What is the primary aim of quantitative research?

- A) To explore complex phenomena in depth
- B) To generate hypotheses and test theories
- C) To understand subjective meanings and interpretations
- D) To gather rich, detailed data through observation

Answer: B) To generate hypotheses and test theories

3. Which of the following is NOT a common data collection method in quantitative research?

- A) Surveys
- B) Interviews
- C) Experiments
- D) Observations

Answer: B) Interviews

4. Qualitative research is characterized by:

- A) Large sample sizes
- B) Objective measurement
- C) In-depth exploration of meanings and experiences
- D) Statistical analysis

Answer: C) In-depth exploration of meanings and experiences

5. Which of the following best describes qualitative research?

- A) Emphasizes numerical data and statistical analysis
- B) Focuses on generalizing findings to a larger population
- C) Seeks to understand social phenomena from the perspective of participants
- D) Involves controlled experiments in laboratory settings

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Answer: C) Seeks to understand social phenomena from the perspective of participants

6. What type of data does qualitative research typically collect?

- A) Numeric
- B) Categorical
- C) Textual or narrative
- D) Discrete

Answer: C) Textual or narrative

7. Which method is more concerned with exploring how and why social phenomena occur?

- A) Quantitative research
- B) Qualitative research
- C) Mixed-methods research
- D) Experimental research

Answer: B) Qualitative research

8. In which type of research is random sampling commonly used?

- A) Qualitative research
- B) Quantitative research
- C) Mixed-methods research
- D) Experimental research

Answer: B) Quantitative research

9. Which of the following is a primary characteristic of quantitative data?

- A) Subjectivity
- B) Rich description
- C) Standardization
- D) Complexity

Answer: C) Standardization

10. Which method of research often involves coding and analyzing textual data?

- A) Quantitative research
- B) Qualitative research
- C) Mixed-methods research
- D) Experimental research

Answer: B) Qualitative research

11. What is the primary focus of ethnography?

- A) Statistical analysis
- B) Quantitative data collection

- C) In-depth understanding of culture and social phenomena
- D) Hypothesis testing

Answer: C) In-depth understanding of culture and social phenomena

12. Which of the following best describes participant observation in ethnography?

- A) Observing from a distance without interaction
- B) Actively participating in the culture being studied
- C) Observing without recording any data
- D) Conducting surveys with participants

Answer: B) Actively participating in the culture being studied

13. What is the typical duration of fieldwork in ethnographic research?

- A) A few hours
- B) A few days
- C) Several weeks to months
- D) A year or more

Answer: C) Several weeks to months

14. Which approach is commonly used in ethnography for data collection?

- A) Surveys
- B) Experiments
- C) Interviews
- D) Secondary data analysis

Answer: C) Interviews

15. What is reflexivity in ethnographic research?

- A) The ability to observe without influencing the participants
- B) The process of reflecting on the researcher's biases and assumptions
- C) The practice of documenting observations in the field
- D) The use of statistical techniques for data analysis

Answer: B) The process of reflecting on the researcher's biases and assumptions

16. Which of the following is NOT a characteristic of ethnography?

- A) Quantitative data analysis
- B) Detailed descriptions of the culture being studied
- C) Immersion in the field setting
- D) Interpretive analysis of cultural meanings

Answer: A) Quantitative data analysis

17. What is the purpose of "thick description" in ethnography?

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- A) Providing superficial information about the culture
- B) Describing the culture in broad terms
- C) Offering detailed and interpretive accounts of cultural phenomena
- D) Summarizing the findings in a brief report

Answer: C) Offering detailed and interpretive accounts of cultural phenomena

18. Which of the following is an ethical consideration in ethnographic research?

- A) Maintaining objectivity at all times
- B) Obtaining informed consent from participants
- C) Hiding the true purpose of the study from participants
- D) Publishing findings without peer review

Answer: B) Obtaining informed consent from participants

19. What is the role of the researcher in ethnographic research?

- A) To remain detached from the participants
- B) To avoid interaction with the participants
- C) To actively engage with the participants
- D) To manipulate the participants behavior

Answer: C) To actively engage with the participants

20. Which of the following is a common outcome of ethnographic research?

- A) Hypothesis testing
- B) Generalization to a larger population
- C) Rich, contextually embedded understanding of culture
- D) Statistical significance testing

Answer: C) Rich, contextually embedded understanding of culture

21. What is the primary purpose of observation in research?

- A) To manipulate variables
- B) To establish causality
- C) To systematically record behaviors and events
- D) To conduct surveys

Answer: C) To systematically record behaviors and events

22. Which of the following best describes participant observation?

- A) Observing from a distance without interaction
- B) Actively participating in the observed activities
- C) Observing without recording any data
- D) Conducting interviews with participants

Answer: B) Actively participating in the observed activities

23. Which type of observation involves observing without the knowledge of the participants?

- A) Participant observation
- B) Non-participant observation
- C) Covert observation
- D) Overt observation

Answer: C) Covert observation

24. What is the primary advantage of non-participant observation?

- A) Rich, detailed data
- B) Reduced observer bias
- C) Greater rapport with participants
- D) Direct participation in activities

Answer: B) Reduced observer bias

25. Which of the following is a disadvantage of structured observation?

- A) Lack of standardization
- B) Difficulty in comparing data
- C) Reduced reliability
- D) Limited flexibility

Answer: D) Limited flexibility

26. Which of the following is NOT a type of observation?

- A) Participant observation
- B) Secondary data analysis
- C) Covert observation
- D) Naturalistic observation

Answer: B) Secondary data analysis

27. Which type of observation involves recording behaviors as they naturally occur in real-life settings?

- A) Structured observation
- B) Laboratory observation
- C) Field observation
- D) Indirect observation

Answer: C) Field observation

28. What is the primary purpose of systematic observation?

- A) To generate hypotheses

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- B) To test hypotheses
- C) To explore complex phenomena
- D) To record data in a structured manner

Answer: D) To record data in a structured manner

29. Which of the following is an example of qualitative observation?

- A) Counting the number of times a behavior occurs
- B) Describing the quality of interactions between individuals
- C) Measuring the duration of a behavior
- D) Assigning numerical scores to observed behaviors

Answer: B) Describing the quality of interactions between individuals

30. Which of the following is a limitation of observation method?

- A) It is time-consuming
- B) It does not allow for direct interaction with participants
- C) It cannot capture subtle behaviors
- D) It requires specialized equipment

Answer: A) It is time-consuming

31. In which type of observation does the researcher become a member of the group being observed?

- A) Structured observation
- B) Non-participant observation
- C) Covert observation
- D) Participant observation

Answer: D) Participant observation

32. Which type of observation involves observing behavior in a controlled environment?

- A) Field observation
- B) Naturalistic observation
- C) Laboratory observation
- D) Covert observation

Answer: C) Laboratory observation

33. Which of the following is NOT a step in conducting observational research?

- A) Formulating hypotheses
- B) Collecting data
- C) Analyzing data
- D) Conducting surveys

Answer: D) Conducting surveys

34. What is the term for the phenomenon where participants alter their behavior due to being observed?

- A) Reactivity
- B) Observer bias
- C) Reliability
- D) Validity

Answer: A) Reactivity

35. Which of the following is a strength of observational research?

- A) It allows for direct manipulation of variables
- B) It provides rich, detailed data
- C) It can be easily generalized to a larger population
- D) It eliminates the need for human observers

Answer: B) It provides rich, detailed data

36. Which type of observation involves observing behavior without the knowledge of the participants?

- A) Participant observation
- B) Non-participant observation
- C) Covert observation
- D) Overt observation

Answer: C) Covert observation

37. What is the term for the consistency and reproducibility of observations made by different observers?

- A) Observer bias
- B) Reactivity
- C) Reliability
- D) Validity

Answer: C) Reliability

38. What is the term for the phenomenon where the observer's expectations or beliefs influence the interpretation of observed behaviors?

- A) Reactivity
- B) Observer bias
- C) Reliability
- D) Validity

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Answer: B) Observer bias

39. What is the primary focus of the case study method?

- A) Statistical analysis
- B) Generalization to a larger population
- C) In-depth exploration of a single case
- D) Hypothesis testing

Answer: C) In-depth exploration of a single case

40. Which of the following is a characteristic of a case study?

- A) Large sample size
- B) Longitudinal data collection
- C) In-depth analysis of a specific phenomenon
- D) Quantitative data analysis

Answer: C) In-depth analysis of a specific phenomenon

41. What is the typical unit of analysis in a case study?

- A) Population
- B) Individual case
- C) Sample
- D) Variable

Answer: B) Individual case

42. Which of the following data collection methods is commonly used in case studies?

- A) Surveys
- B) Experiments
- C) Interviews
- D) Content analysis

Answer: C) Interviews

43. What is the primary advantage of the case study method?

- A) Generalizability
- B) Large sample size
- C) Rich, detailed data
- D) Quantitative analysis

Answer: C) Rich, detailed data

44. Which of the following is a limitation of the case study method?

- A) Lack of depth in analysis
- B) Difficulty in establishing causality

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- C) Limited applicability to real-world settings
- D) Small sample size

Answer: D) Small sample size

45. What is the term for an in-depth examination of a single individual, group, or event?

- A) Case study
- B) Survey
- C) Experiment
- D) Observation

Answer: A) Case study

46. Which of the following is NOT a type of case study?

- A) Longitudinal case study
- B) Descriptive case study
- C) Cross-sectional case study
- D) Correlational case study

Answer: D) Correlational case study

47. What is the purpose of “thick description” in a case study?

- A) Providing superficial information
- B) Summarizing the findings
- C) Offering detailed and interpretive accounts
- D) Conducting statistical analysis

Answer: C) Offering detailed and interpretive accounts

48. Which of the following is an ethical consideration in conducting a case study?

- A) Maintaining objectivity at all times
- B) Obtaining informed consent from participants
- C) Hiding the true purpose of the study from participants
- D) Generalizing findings to a larger population

Answer: B) Obtaining informed consent from participants

49. What is the primary advantage of using multiple sources of data in a case study?

- A) Increased reliability
- B) Decreased validity
- C) Reduced objectivity
- D) Enhanced generalizability

Answer: A) Increased reliability

50. Which of the following best describes the role of the researcher in a case study?

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- A) To manipulate variables
- B) To maintain objectivity
- C) To engage in direct participation
- D) To avoid interaction with participants

Answer: C) To engage in direct participation

51. Which of the following is NOT a step in conducting a case study?

- A) Selecting the sample
- B) Collecting data
- C) Analyzing data
- D) Conducting experiments

Answer: D) Conducting experiments

52. What is the term for a case study that examines a single individual in-depth over time?

- A) Descriptive case study
- B) Longitudinal case study
- C) Cross-sectional case study
- D) Explanatory case study

Answer: B) Longitudinal case study

53. Which type of case study involves examining multiple cases to identify patterns or trends?

- A) Descriptive case study
- B) Exploratory case study
- C) Comparative case study
- D) Longitudinal case study

Answer: C) Comparative case study

54. What is the term for the process of systematically analyzing and interpreting data in a case study?

- A) Data collection
- B) Data coding
- C) Data analysis
- D) Data synthesis

Answer: C) Data analysis

55. Which of the following is a limitation of the case study method?

- A) Lack of depth in analysis
- B) Difficulty in establishing causality
- C) Limited applicability to real-world settings

D) Small sample size

Answer: B) Difficulty in establishing causality

56. Which of the following is a potential advantage of using a case study in research?

A) Generalizability to a larger population

B) Reduction of bias in data collection

C) Exploration of complex or unique phenomena

D) Standardization of data collection procedures

Answer: C) Exploration of complex or unique phenomena

57. What is the term for the detailed examination of a single case in its natural context?

A) Thick description

B) In-depth analysis

C) Case study

D) Qualitative research

Answer: A) Thick description

58. What is the term for the process of selecting a specific case for study?

A) Sampling

B) Generalization

C) Case selection

D) Data collection

Answer: C) Case selection

59. What is the primary objective of content analysis?

A) To conduct experiments

B) To manipulate variables

C) To systematically analyze communication content

D) To generalize findings to a larger population

Answer: C) To systematically analyze communication content

60. Which of the following is NOT a common source of data for content analysis?

A) Surveys

B) Texts

C) Images

D) Videos

Answer: A) Surveys

61. Content analysis can be:

A) Quantitative

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- B) Qualitative
- C) Both A and B
- D) None of the above

Answer: C) Both A and B

62. What is the primary advantage of using content analysis?

- A) Rich, detailed data
- B) Large sample size
- C) Generalizability
- D) Experimental control

Answer: A) Rich, detailed data

63. Which of the following best describes content analysis?

- A) Analyzing numerical data
- B) Exploring patterns and themes in textual or visual content
- C) Conducting experiments in a controlled environment
- D) Interviewing participants to gather qualitative data

Answer: B) Exploring patterns and themes in textual or visual content

64. Which of the following is an example of quantitative content analysis?

- A) Coding open-ended survey responses
- B) Analyzing themes in interview transcripts
- C) Conducting focus groups
- D) Observing behaviors in a natural setting

Answer: A) Coding open-ended survey responses

65. What is the term for the process of systematically organizing and categorizing data in content analysis?

- A) Data collection
- B) Data coding
- C) Data analysis
- D) Data interpretation

Answer: B) Data coding

66. Content analysis can be used in which of the following fields?

- A) Sociology
- B) Psychology
- C) Marketing
- D) All of the above

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Answer: D) All of the above

67. Which of the following is a limitation of content analysis?

- A) Subjectivity in interpretation
- B) Lack of standardization
- C) Small sample size
- D) Difficulty in generalizing findings

Answer: A) Subjectivity in interpretation

68. What is the term for the process of identifying themes or patterns in content analysis?

- A) Data coding
- B) Data collection
- C) Data analysis
- D) Data interpretation

Answer: C) Data analysis

69. Which of the following is a qualitative content analysis technique?

- A) Frequency counts
- B) Thematic analysis
- C) Statistical tests
- D) Hypothesis testing

Answer: B) Thematic analysis

70. What is the term for the reliability of coding in content analysis?

- A) Observer bias
- B) Reactivity
- C) Interrater reliability
- D) Validity

Answer: C) Interrater reliability

71. Which of the following is NOT a step in conducting content analysis?

- A) Data collection
- B) Data coding
- C) Data interpretation
- D) Data manipulation

Answer: D) Data manipulation

72. Content analysis involves the analysis of:

- A) Numerical data
- B) Textual or visual content

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C) Behavioral observations

D) Survey responses

Answer: B) Textual or visual content

73. Which of the following is an advantage of using content analysis in research?

A) Lack of subjectivity in interpretation

B) Ability to generalize findings to a larger population

C) Rich, detailed data

D) Large sample size

Answer: C) Rich, detailed data

74. Content analysis involves:

A) Systematically analyzing communication content

B) Manipulating variables in a controlled environment

C) Conducting experiments to test hypotheses

D) Interviewing participants to gather qualitative data

Answer: A) Systematically analyzing communication content

75. Who said that “content analysis is a research technique for the objective, systematic and quantitative description of the manifest content of communication”?

A) Benard Berelson

B) Kerlinger

C) Earl Babbie

D) Lindzey Gardner

Answer: A) Benard Berelson

76. Who wrote the book “Content Analysis in Communication Research”?

A) Kerlinger

B) Earl Babbie

C) Lindzey Gardner

D) Benard Berelson

Answer: D) Benard Berelson

78. Among the following what are the sources of data for content analysis

A) Newspaper

B) Books and Magazines

C) Filmed Material and Records

D) All of the above

Answer: D) All of the above

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77. Which is the characteristics of content analysis?

- A) Objectivity
- B) Systematic
- C) Generality
- D) All of the above

Answer: D) All of the above

78. Who suggested five type of content analysis

- A) Earl Babbie
- B) Sanders and Pinhey
- C) Kerlinger
- D) Benard Berelson

Answer: B) Sanders and Pinhey

79. Which of the following is the type of content analysis?

- A) Conceptual
- B) Contextual
- C) Semantic
- D) All of the above

Answer: D) All of the above

80. Who describe content analysis as “a research method for investigating problems in which the content of communication serves as a basis of inferences”?.?

- A) Lindzey Gardner
- B) Earl Babbie
- C) Lindzey Gardner
- D) Benard Berelson

Answer: A) Lindzey Gardner

## UNIT - 5



### **Research Design**

Research design refers to the overall strategy or plan that a researcher outlines to integrate different components of the research in a coherent and logical way. It encompasses various elements such as the research questions, hypotheses, data collection methods, sampling techniques, and data analysis procedures.

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A well-designed research study typically begins with clearly defined research questions or hypotheses. These questions or hypotheses guide the researcher in selecting appropriate methodologies and techniques to collect and analyze data. There are various types of research designs, which are as follows:

**Descriptive Research Design:** Descriptive research design is a type of research methodology used to describe the characteristics or features of a population, phenomenon, or situation without influencing it in any way. The primary aim of descriptive research is to provide an accurate and detailed account of what is being studied.

Descriptive research design is valuable for providing a snapshot of a particular phenomenon or population, laying the groundwork for further exploration and hypothesis testing in future research. Examples of descriptive research include surveys measuring public opinion on a political issue, observational studies documenting behavior in a natural setting, and census reports providing demographic information about a population.

#### **Main Features of Descriptive Research Design:**

- **Observation:** Descriptive research often involves observing and documenting behaviors, events, or phenomena as they naturally occur, without any manipulation by the researcher.
- **Description:** The main focus is on describing and summarizing the characteristics, patterns, and trends within the studied population or phenomenon.
- **Cross-sectional nature:** Descriptive research is typically cross-sectional, meaning data is collected at a single point in time.
- **Surveys and Questionnaires:** Surveys and questionnaires are common tools used in descriptive research to collect data from participants.
- **Sampling:** Descriptive research often involves sampling, where a subset of the population is selected to represent the larger group.
- **Statistical analysis:** Descriptive statistics, such as mean, median, mode, range, and standard deviation, are often used to summarize and analyze the data collected in descriptive research.

#### **Exploratory Research Design**

Exploratory research design is particularly useful in situations where little is known about a topic, or when researchers are exploring complex phenomena that cannot be easily studied using traditional research methods. It is often conducted at the initial stages of research to gain insights, generate hypotheses, or identify research questions for further investigation. The

primary aim of exploratory research is to explore and understand a phenomenon in a flexible and open-ended manner, rather than testing specific hypotheses.

- Flexibility
- Open-ended nature
- Pilot studies
- Qualitative approach
- Inductive reasoning
- Iterative process

**Experimental Research Design:** Experimental research design is a scientific approach used to investigate cause-and-effect relationships between variables by manipulating one or more independent variables and observing the effects on one or more dependent variables. It is widely used in various fields, including psychology, medicine, education, and social sciences, to investigate causal relationships and test hypotheses. The primary objective of diagnostic research is to develop, evaluate, or validate tools, tests, or procedures used for diagnosing or screening particular conditions.

**Key characteristics of Experimental Research Design:**

- Manipulation of variables
- Random assignment
- Controlled conditions
- Pre-test/post-test design
- Experimental and control groups
- Quantitative data analysis

**Diagnostic Research Design**

Plays a critical role in improving healthcare by providing reliable and accurate methods for identifying and diagnosing various conditions, leading to timely interventions and improved patient outcomes. Some common features of Diagnostic Research Design are as follows:

**Test Development:** Diagnostic research often involves the development of new diagnostic tests, tools, or procedures designed to identify the presence or absence of a specific condition. This may include laboratory tests, imaging techniques, questionnaires, or clinical assessments.

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**Test Evaluation:** Diagnostic research also evaluates the performance characteristics of existing diagnostic tests or procedures, such as sensitivity, specificity, accuracy, reliability, and validity.

**Validation:** Validation studies are conducted to determine the effectiveness and reliability of diagnostic tests or procedures in different populations or settings.

**Cross-sectional nature:** Diagnostic research often employs a cross-sectional design, where data is collected at a single point in time from individuals with and without the condition of interest.

**Population characteristics:** Diagnostic research may focus on specific populations, such as patients with a particular disease, individuals at risk for a condition, or the general population.

**Ethical considerations:** Ethical considerations are crucial in diagnostic research, particularly concerning patient consent, privacy, and potential harms associated with diagnostic testing.

### Multiple Choice Questions

1. What is the primary goal of qualitative research design?

- A) To manipulate independent variables
- B) To establish cause-and-effect relationships
- C) To explore subjective experiences and meanings
- D) To test hypotheses through experimentation

Answer: C) To explore subjective experiences and meanings

2. Which of the following is a characteristic of qualitative research design?

- A) Quantitative data analysis
- B) Controlled laboratory settings
- C) Standardized surveys or questionnaires
- D) In-depth interviews or observations

Answer: D) In-depth interviews or observations

3. What type of data is typically collected in qualitative research?

- A) Numerical data
- B) Categorical data
- C) Textual or narrative data
- D) Objective data

Answer: C) Textual or narrative data

4. Which research design focuses on understanding social phenomena from the perspective of those being studied?

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- A) Experimental research
- B) Correlational research
- C) Qualitative research
- D) Descriptive research

Answer: C) Qualitative research

5. What is the term used to describe the process of selecting participants who have experience or knowledge relevant to the research topic?

- A) Random sampling
- B) Stratified sampling
- C) Purposive sampling
- D) Convenience sampling

Answer: C) Purposive sampling

6. What is the primary unit of analysis in qualitative research?

- A) Variables
- B) Individuals
- C) Cases
- D) Groups

Answer: C) Cases

7. Which of the following is a key characteristic of qualitative research design?

- A) Objective measurement
- B) Generalizability of findings
- C) Rich, detailed descriptions
- D) Experimental manipulation

Answer: C) Rich, detailed descriptions

8. What is the primary focus of phenomenological research design?

- A) Exploring cause-and-effect relationships
- B) Describing phenomena as they naturally occur
- C) Understanding the lived experiences of individuals
- D) Testing hypotheses through experimentation

Answer: C) Understanding the lived experiences of individuals

9. Which qualitative research design involves observing and documenting behavior in natural settings?

- A) Ethnographic research
- B) Phenomenological research

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C) Grounded theory research

D) Case study research

Answer: A) Ethnographic research

10. Which qualitative research design focuses on developing theories grounded in empirical data?

A) Ethnographic research

B) Phenomenological research

C) Grounded theory research

D) Narrative research

Answer: C) Grounded theory research

11. Which of the following is a characteristic of narrative research design?

A) Focus on understanding the essence of experiences

B) Use of open-ended interviews or storytelling

C) Development of rich, detailed descriptions

D) Exploration of cultural phenomena

Answer: B) Use of open-ended interviews or storytelling

12. What is the primary goal of case study research design?

A) To generalize findings to a larger population

B) To explore the relationships between variables

C) To provide an in-depth analysis of a specific case or phenomenon

D) To manipulate independent variables

Answer: C) To provide an in-depth analysis of a specific case or phenomenon

13. Which qualitative research design focuses on understanding the meanings and interpretations individuals attach to their experiences?

A) Phenomenological research

B) Grounded theory research

C) Case study research

D) Ethnographic research

Answer: A) Phenomenological research

14. What is the term used to describe the process of identifying recurring themes or patterns in qualitative data?

A) Coding

B) Hypothesizing

C) Experimenting

D) Random sampling

Answer: A) Coding

15. Which of the following is a characteristic of qualitative data analysis?

A) Use of statistical techniques

B) Reduction of data to numerical values

C) Iterative process of data immersion and interpretation

D) Standardization of procedures

Answer: C) Iterative process of data immersion and interpretation

16. Which qualitative research design involves exploring cultural phenomena within a specific social context?

A) Grounded theory research

B) Narrative research

C) Ethnographic research

D) Case study research

Answer: C) Ethnographic research

17. What is the primary focus of grounded theory research design?

A) Developing theories grounded in empirical data

B) Describing the essence of experiences

C) Understanding cultural phenomena

D) Exploring the lived experiences of individuals

Answer: A) Developing theories grounded in empirical data

18. Which qualitative research design involves collecting and analyzing personal stories or accounts?

A) Phenomenological research

B) Ethnographic research

C) Narrative research

D) Case study research

Answer: C) Narrative research

19. What is the term used to describe the process of ensuring that the findings of a qualitative study accurately represent the perspectives of participants?

A) Reliability

B) Validity

C) Generalizability

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D) Objectivity

Answer: B) Validity

20. Which qualitative research design involves identifying themes or patterns that emerge from the data without imposing preconceived categories?

A) Phenomenological research

B) Grounded theory research

C) Ethnographic research

D) Case study research

Answer: A) Phenomenological research

21. What is the primary objective of research design?

A) To analyze data

B) To collect data

C) To plan and structure a research study

D) To interpret findings

Answer: C) To plan and structure a research study

22. Which type of research design focuses on exploring new areas or topics where little is known?

A) Descriptive research

B) Experimental research

C) Exploratory research

D) Correlational research

Answer: C) Exploratory research

23. Which type of research design involves manipulating independent variables to observe their effects on dependent variables?

A) Descriptive research

B) Exploratory research

C) Experimental research

D) Correlational research

Answer: C) Experimental research

24. In which research design are participants followed over a period of time, with data collected at multiple intervals?

A) Cross-sectional design

B) Experimental design

C) Longitudinal design

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D) Correlational design

Answer: C) Longitudinal design

25. What is the purpose of using random assignment in experimental research?

A) To ensure that the sample is representative of the population

B) To control extraneous variables

C) To manipulate independent variables

D) To select participants based on specific criteria

Answer: B) To control extraneous variables

26. Which research design involves describing the characteristics or features of a population or phenomenon?

A) Experimental research

B) Exploratory research

C) Descriptive research

D) Correlational research

Answer: C) Descriptive research

27. What type of research design examines the relationship between two or more variables without manipulating them?

A) Descriptive research

B) Experimental research

C) Exploratory research

D) Correlational research

Answer: D) Correlational research

28. What is a characteristic of longitudinal research design?

A) Data is collected at a single point in time

B) It involves manipulation of variables

C) It tracks changes or trends over time

D) It is primarily qualitative in nature

Answer: C) It tracks changes or trends over time

29. Which research design involves studying the same individuals or groups over an extended period?

A) Cross-sectional design

B) Longitudinal design

C) Experimental design

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D) Correlational design

Answer: B) Longitudinal design

30. In which type of research design are surveys and questionnaires commonly used?

A) Descriptive research

B) Experimental research

C) Exploratory research

D) Correlational research

Answer: A) Descriptive research

31. What is the primary focus of diagnostic research design?

A) Exploring new areas or topics

B) Developing new diagnostic tests or procedures

C) Manipulating independent variables

D) Establishing cause-and-effect relationships

Answer: B) Developing new diagnostic tests or procedures

32. Which type of research design evaluates the performance characteristics of existing diagnostic tests?

A) Exploratory research

B) Descriptive research

C) Diagnostic research

D) Experimental research

Answer: C) Diagnostic research

33. What is the primary goal of validation studies in diagnostic research?

A) To develop new diagnostic tests

B) To evaluate the performance of existing diagnostic tests

C) To compare different research designs

D) To establish causal relationships

Answer: B) To evaluate the performance of existing diagnostic tests

34. Which research design involves assessing the effectiveness and reliability of diagnostic tests in different populations or settings?

A) Experimental research

B) Correlational research

C) Diagnostic research

D) Longitudinal research

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Answer: C) Diagnostic research

35. Which research design is primarily concerned with describing characteristics or behaviours of a population?

- A) Correlational design
- B) Experimental design
- C) Descriptive design
- D) Longitudinal design

Answer: C) Descriptive design

36. Which research design involves comparing data collected at a single point in time from individuals with and without a particular condition?

- A) Descriptive research
- B) Correlational research
- C) Cross-sectional research
- D) Longitudinal research

Answer: C) Cross-sectional research

37. Which research design is used to explore subjective experiences, attitudes, and perceptions of individuals or groups?

- A) Experimental research
- B) Descriptive research
- C) Exploratory research
- D) Correlational research

Answer: C) Exploratory research

38. Which type of research design focuses on measuring the relationship between two or more variables?

- A) Descriptive research
- B) Exploratory research
- C) Correlational research
- D) Experimental research

Answer: C) Correlational research

39. In which research design are statistical techniques used to summarize and analyze data?

- A) Experimental research
- B) Descriptive research

C) Correlational research

D) Diagnostic research

Answer: B) Descriptive research

40. What is the primary objective of research design?

A) To collect data

B) To analyze data

C) To plan and structure a research study

D) To interpret findings

Answer: C) To plan and structure a research study

41. What is the primary goal of exploratory research design?

A) To test hypotheses

B) To confirm existing theories

C) To explore new areas or topics

D) To establish cause-and-effect relationships

Answer: C) To explore new areas or topics

42. Which of the following is a characteristic of exploratory research design?

A) Rigidity in data collection methods

B) Focus on confirming pre-existing hypotheses

C) Use of structured questionnaires

D) Flexibility in data collection methods

Answer: D) Flexibility in data collection methods

43. What type of data is typically collected in exploratory research?

A) Quantitative data

B) Categorical data

C) Rich, detailed descriptions

D) Narrative data

Answer: C) Rich, detailed descriptions

44. Which research design focuses on generating ideas, hypotheses, or theories about a phenomenon?

A) Descriptive research

B) Experimental research

C) Exploratory research

D) Correlational research

Answer: C) Exploratory research

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45. What is the term used to describe the process of exploring a new area or topic in-depth?

- A) Data collection
- B) Hypothesis testing
- C) Literature review
- D) Data immersion

Answer: C) Literature review

46. Which of the following is a key characteristic of exploratory research design?

- A) Narrow focus
- B) Pre-determined hypotheses
- C) Generation of new ideas
- D) Rigidity in data collection methods

Answer: C) Generation of new ideas

47. What is the primary focus of exploratory research design?

- A) Testing hypotheses
- B) Confirming existing theories
- C) Describing phenomena
- D) Exploring new areas or topics

Answer: D) Exploring new areas or topics

48. Which research design involves open-ended interviews, focus groups, or observation?

- A) Descriptive research
- B) Experimental research
- C) Exploratory research
- D) Correlational research

Answer: C) Exploratory research

49. What is the term used to describe the process of collecting data from participants without preconceived categories?

- A) Random sampling
- B) Purposive sampling
- C) Snowball sampling
- D) Data immersion

Answer: D) Data immersion

50. Which of the following is a characteristic of exploratory research design?

- A) Use of statistical techniques
- B) Generalizability of findings

- C) Rich, detailed descriptions
- D) Controlled laboratory settings

Answer: C) Rich, detailed descriptions

51. What is the primary objective of exploratory research design?

- A) To confirm existing theories
- B) To generalize findings to the population
- C) To explore new areas or topics
- D) To establish cause-and-effect relationships

Answer: C) To explore new areas or topics

52. Which research design involves collecting data from a small sample to gain insights and generate hypotheses?

- A) Experimental research
- B) Exploratory research
- C) Descriptive research
- D) Correlational research

Answer: B) Exploratory research

53. What is the term used to describe the process of identifying patterns or themes in qualitative data?

- A) Hypothesizing
- B) Coding
- C) Statistical analysis
- D) Random sampling

Answer: B) Coding

54. Which of the following is a characteristic of exploratory research design?

- A) Use of structured questionnaires
- B) Pre-determined hypotheses
- C) Lack of flexibility in data collection methods
- D) Emphasis on generating new ideas

Answer: D) Emphasis on generating new ideas

55. What is the primary focus of exploratory research design?

- A) Confirming existing theories
- B) Describing phenomena
- C) Generating new ideas or hypotheses

D) Establishing cause-and-effect relationships

Answer: C) Generating new ideas or hypotheses

56. Which research design involves examining a new area or topic from different perspectives?

A) Descriptive research

B) Experimental research

C) Exploratory research

D) Correlational research

Answer: C) Exploratory research

57. What is the term used to describe the process of exploring a new area or topic through observation or interaction?

A) Data collection

B) Hypothesis testing

C) Literature review

D) Data immersion

Answer: A) Data collection

58. Which of the following is a key characteristic of exploratory research design?

A) Narrow focus

B) Pre-determined hypotheses

C) Generation of new ideas

D) Rigidity in data collection methods

Answer: C) Generation of new ideas

59. What is the primary objective of exploratory research design?

A) Testing hypotheses

B) Confirming existing theories

C) Describing phenomena

D) Exploring new areas or topics

Answer: D) Exploring new areas or topics

60. Which research design involves collecting data from participants without preconceived categories or hypotheses?

A) Descriptive research

B) Experimental research

C) Exploratory research

D) Correlational research

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Answer: C) Exploratory research

61. What is the primary objective of experimental research design?

- A) To explore new areas or topics
- B) To describe phenomena
- C) To establish cause-and-effect relationships
- D) To generate hypotheses

Answer: C) To establish cause-and-effect relationships

62. Which of the following is a characteristic of experimental research design?

- A) Flexibility in data collection methods
- B) Lack of manipulation of variables
- C) Observational nature
- D) Random assignment of participants

Answer: D) Random assignment of participants

63. What type of data is typically collected in experimental research?

- A) Qualitative data
- B) Categorical data
- C) Rich, detailed descriptions
- D) Quantitative data

Answer: D) Quantitative data

64. Which research design involves manipulating one or more independent variables to observe their effects on one or more dependent variables?

- A) Descriptive research
- B) Exploratory research
- C) Experimental research
- D) Correlational research

Answer: C) Experimental research

65. What is the term used to describe the process of randomly assigning participants to different experimental conditions?

- A) Stratified sampling
- B) Convenience sampling
- C) Random assignment
- D) Purposive sampling

Answer: C) Random assignment

66. Which of the following is a key characteristic of experimental research design?

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- A) Rich, detailed descriptions
- B) Generalizability of findings
- C) Use of statistical analysis
- D) Manipulation of independent variables

Answer: D) Manipulation of independent variables

67. Which of the following statements about diagnostic research is true?

- A) It focuses on the prognosis of diseases
- B) It aims to establish causal relationships
- C) It evaluates the accuracy of diagnostic tests
- D) It primarily uses qualitative research methods

Answer: C) It evaluates the accuracy of diagnostic tests

68. Which research design involves randomly assigning participants to different experimental conditions?

- A) Descriptive research
- B) Experimental research
- C) Exploratory research
- D) Correlational research

Answer: B) Experimental research

69. What is the term used to describe the process of controlling extraneous variables in experimental research?

- A) Random assignment
- B) Manipulation
- C) Control group
- D) Experimental control

Answer: D) Experimental control

70. Which of the following is a characteristic of experimental research design?

- A) Use of narrative data
- B) Lack of manipulation of variables
- C) Lack of control group
- D) Random assignment of participants

Answer: D) Random assignment of participants

71. What is the primary objective of experimental research design?

- A) To describe phenomena
- B) To explore new areas or topics

C) To establish cause-and-effect relationships

D) To generate hypotheses

Answer: C) To establish cause-and-effect relationships

72. Which of the following is NOT a type of research design?

A) Experimental design

B) Observational design

C) Descriptive design

D) Analytical design

Answer: D) Analytical design

73. What is the term used to describe the group that does not receive the experimental treatment in an experimental study?

A) Experimental group

B) Control group

C) Treatment group

D) Random group

Answer: B) Control group

74. Which of the following is a key characteristic of experimental research design?

A) Flexibility in data collection methods

B) Use of narrative data

C) Random assignment of participants

D) Lack of manipulation of variables

Answer: C) Random assignment of participants

75. What is the primary focus of experimental research design?

A) Confirming existing theories

B) Describing phenomena

C) Generating new ideas or hypotheses

D) Establishing cause-and-effect relationships

Answer: D) Establishing cause-and-effect relationships

76. Which research design involves manipulating one or more independent variables to observe their effects on one or more dependent variables?

A) Correlational research

B) Longitudinal research

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C) Experimental research

D) Descriptive research

Answer: C) Experimental research

77. What is the primary aim of diagnostic research?

A) To identify risk factors for diseases

B) To evaluate the effectiveness of treatments

C) To establish causality between exposures and outcomes

D) To determine the accuracy of diagnostic tests

Answer: D) To determine the accuracy of diagnostic tests

78. Which of the following is a characteristic of experimental research design?

A) Rich, detailed descriptions

B) Lack of manipulation of variables

C) Use of statistical analysis

D) Observational nature

Answer: C) Use of statistical analysis

79. Which of the following best defines diagnostic research?

A) Studying the efficacy of treatments

B) Identifying characteristics of a disease or condition

C) Investigating the causes of a disease

D) Analyzing trends in healthcare utilization

Answer: B) Identifying characteristics of a disease or condition

80. Which study design is commonly used to evaluate diagnostic tests?

A) Case-control study

B) Cross-sectional study

C) Cohort study

D) Randomized controlled trial

Answer: B) Cross-sectional study

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