Lecturer Testbank

Chapter 8

Answers are indicated with a \*

1. Observational methods are best suited for research requiring non-self-report descriptive data; that is when behavior is to be examined without directly asking the respondents themselves.

\*a. T

b. F

1. An observational study is said to be low in control when the situation or setting is manipulated or contrived by the researcher.

a. T

\*b. F

1. A major drawback of uncontrolled observation is however that it is usually difficult to untangle the often complex situation since we do not control any factor in this.

\*a. T

b. F

1. *Active participation* occurs when the researcher does not actively participate, and only occasionally interacts with the social group under study.

a. T

\*b. F

1. Structured observation is generally quantitative in nature.

a. T

\*b. F

1. Reactivity refers to the extent to which the observer affects the situation under observation.

\*a. T

b. F

7. *Pure observation* has been described as ‘going native’; the researcher becomes so involved with the group under study that eventually every objectivity and research interest is lost

a. T

\*b. F

8. Typical examples of passive participation are observations conducted in service consumption settings, such as in a lecture room, a theatre, a waiting room, or a theme park.

\*a. T

b. F

9. Deviants are persons who take upon themselves to check out the new person and what it is this person is after.

a. T

\*b. F

10. Generally speaking, the most important factor in determining what to observe is the aim or purpose of the study.

\*a. T

b. F

11. The most important method of capturing data in participant observation is writing field notes.

\*a. T

b. F

12. Unstructured observation can be used to generate numerical data to test hypotheses.

a. T

\*b. F

**13. Categories in a coding scheme should be mutually exclusive and collectively exhaustive.**

\*a. T

b. F

**14. This is an example of a sequence record.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Event** | **1** | **2** | **3** | **4** |
|  | ***IIII*** | ***II*** | ***I*** | ***III*** |

a. T

\*b. F

15. Observation is often used as a technique to collect data that complement data obtained by other techniques such as interviews.

\*a. T

b. F

16. A practical problem of observation is that it is time-consuming.

\*a. T

b. F