

Name: \_\_\_\_\_ Class: \_\_\_\_\_ Date: \_\_\_\_\_

**Chapter 02 - Sex Research: Methods and Problems**

**Multiple Choice**

1. Sexology . . .

- a. Is one of the oldest branches of science.
- b. Is declining as a scientific discipline due to lack of interest.
- c. Is a challenging branch of scientific study because it focuses on an aspect of life that many people prefer to keep private.
- d. Is not considered a valid scientific specialty.

**ANSWER: c**

2. All of the following are goals of sexologists EXCEPT:

- a. understanding sexual behavior.
- b. promoting sexual behavior.
- c. predicting sexual behavior.
- d. controlling sexual behavior.

**ANSWER: b**

3. The primary goal of sexology is to:

- a. publish material that is interesting and entertaining to the public.
- b. test assumptions about sexuality in a scientific way.
- c. study only those behaviors that can be electronically quantified.
- d. encourage people to increase sexual experimentation.

**ANSWER: b**

4. John is studying the case of a Bruce, 35-year-old male who lost his penis at circumcision. John interviews all the family members, reads medical records, and writes a book about the topic, focusing on how the surgery has affected Bruce's self-concept, gender identity, and sexual behavior. Most likely, John considers himself a . . .

- a. humanist.
- b. social psychologist.
- c. sexologist.
- d. forensic psychologist.

**ANSWER: c**

5. The first extensive survey of sexual behavior in the United States were conducted in . . .

- a. the late 1940s and early 1950s.
- b. the mid-1800s.
- c. the early 1920s.
- d. the late 1960s and early 1970s.

**ANSWER: a**

6. The first large-scale surveys of sexual behavior in the United States were conducted by . . .

- a. Sigmund Freud.
- b. Alfred Kinsey.
- c. Virginia Masters and William Johnson.

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d. Margaret Sanger.

**ANSWER:** b

7. The survey method:

- a. allows for flexibility in data-gathering procedures.
- b. is objective and largely eliminates problems of demographic bias.
- c. can be done with the use of technology such as computers.
- d. can only be generalized to the people who were actually surveyed.

**ANSWER:** c

8. Which of the following is NOT true of surveys?

- a. They tend to have very low nonresponse rates.
- b. They allow researchers to gather data from large samples.
- c. They tend to be more cost-efficient than other types of research.
- d. The results obtained from surveys are more generalizable than those obtained from case studies.

**ANSWER:** a

9. In which type of research is a representative sample of people asked to answer questions about their sexual attitudes or behaviors by means of questionnaires or interviews?

- a. Case study
- b. Survey
- c. Direct observation
- d. Sample of convenience

**ANSWER:** b

10. Most of our scientific information about human sexuality has been obtained through:

- a. case studies.
- b. surveys.
- c. direct observation.
- d. experimental research.

**ANSWER:** b

11. Which research method would be MOST appropriate for investigating the relationship between the religious beliefs of Americans and their attitudes toward sex education in the schools?

- a. Case study
- b. Experimental method
- c. Direct observation
- d. Survey

**ANSWER:** d

12. Which of the following is a method used to conduct surveys?

- a. Telephone interviews
- b. The Internet
- c. Door-to-door interviews

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d. All of the above.

**ANSWER:** d

13. A group chosen in such a way that each member of the population has an equal chance of being selected is known as a . . .

- a. clinical sample
- b. qualitative sample
- c. random sample
- d. carpet sample

**ANSWER:** c

14. Mariela has written a scientific paper about a young man who suffered severe pelvic injuries during his wartime service. In her paper, Mariela discussed both the psychological and physical effects of the injuries, and outlines the course of treatment the young man has pursued to adjust to his injuries. To write this paper, Mariela interviewed the young man and members of his treatment team, and was provided with access to his medical records. Mariela's paper is an example of a(n) . . .

- a. direct observational design.
- b. experiment.
- c. case study.
- d. survey.

**ANSWER:** c

15. Which of the following is true of the case study method of research?

- a. It is difficult to explore a problem in any great depth.
- b. It may be difficult to generalize the findings to the target population.
- c. It tends to be very inexpensive.
- d. The measurements obtained through this method are entirely subjective.

**ANSWER:** b

16. What is a disadvantage of the direct observational method of research?

- a. The subjects' behaviors may be influenced by the presence of an observer.
- b. It is impossible to generalize the findings to the target population.
- c. You can only study one subject at a time.
- d. The measurements obtained through this method are entirely subjective.

**ANSWER:** a

17. Direct observation is a reliable method for studying sexuality because the possibility of \_\_\_\_ is greatly reduced.

- a. demographic bias
- b. researcher interpretive bias
- c. data falsification
- d. self-selection

**ANSWER:** c

18. Which of the following would be the most cost-effective method for conducting a survey?

- a. Face-to-face interviews

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- b. Telephone surveys
- c. Questionnaires
- d. Door-to-door interviews

**ANSWER:** c

19. In a(n) \_\_\_\_ sample, subgroups are represented according to their incidence in the larger population.
- a. survey
  - b. equivalent
  - c. random
  - d. representative

**ANSWER:** d

20. A representative sample is also known as a:
- a. target sample.
  - b. random sample.
  - c. volunteer sample.
  - d. probability sample.

**ANSWER:** d

21. The results of the National Health and Social Life Survey reflect an American people who are:
- a. less content with their erotic lives than was widely believed.
  - b. more sexually active than was widely believed.
  - c. more sexually conservative than was widely believed.
  - d. indulgent in all kinds of conventional and unconventional sexual practices.

**ANSWER:** c

22. In order to learn about the sexual attitudes and behaviors of all the students attending Cleveland High School, Professor Brewer randomly selected and surveyed 50 of the students. In this case, all of the students attending the high school are called the:
- a. target population.
  - b. dependent variable.
  - c. representative sample.
  - d. independent variable.

**ANSWER:** a

23. In order to generalize accurately, it is important to survey a \_\_\_\_ sample of cases.
- a. self-selected
  - b. target
  - c. representative
  - d. random

**ANSWER:** c

24. In written or oral surveys, a relatively small group, called the \_\_\_\_, is used to draw conclusions about a larger group, called the \_\_\_\_.

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- a. experimental group; control group
- b. random sample; representative sample
- c. representative sample; target population
- d. dependent variable; independent variable

**ANSWER:** c

25. Which of the following is an advantage of using questionnaires instead of interviews?

- a. The researcher can develop a rapport with the subject.
- b. They provide opportunities for flexibility.
- c. They are usually anonymous.
- d. They usually have a longer timeline and are more thorough.

**ANSWER:** c

26. Questionnaires and interviews:

- a. both involve asking a set of questions.
- b. may involve multiple-choice, true or false, or discussion questions.
- c. allow subjects to respond alone, in their own homes, or with a researcher.
- d. have all of the above characteristics.

**ANSWER:** d

27. Interviews have an advantage over questionnaires in that:

- a. the format of an interview is always preset.
- b. the interviewer can clarify confusing questions.
- c. the sequence of questions remains constant.
- d. it is not necessary to establish a rapport with the subject.

**ANSWER:** b

28. Which of the following is an advantage of using interviews instead of questionnaires?

- a. They provide opportunities for flexibility.
- b. They are less expensive than administering questionnaires.
- c. They preserve anonymity.
- d. Subjects are less likely to distort information with an interviewer.

**ANSWER:** a

29. Assume that you wanted to research a sensitive subject and that you planned to have a fairly large sample size. Helping the respondents to feel at ease as well as giving them an opportunity to elaborate on their answers is crucial. Adequate funding for your study is not a problem. Which of the following research methods would BEST suit your needs?

- a. Case study
- b. Questionnaire
- c. Experimental research
- d. Survey by interview

**ANSWER:** d

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30. One of the problems with sex survey research is \_\_\_\_\_, which occurs when a person refuses to participate in a study.
- a. nonresponse
  - b. low self-esteem
  - c. the bystander effect
  - d. diffusion of responsibility

**ANSWER: a**

31. The degree to which research data may be biased as a result of the differences in the people who volunteer to participate in a study, as opposed to those who do not, is called:
- a. the bystander effect.
  - b. self-selection.
  - c. demographic bias.
  - d. ethnocentrism.

**ANSWER: b**

32. Several studies indicate that volunteers for sex research tend to:
- a. demonstrate less sexual interest and activity than non-volunteers.
  - b. be more sexually experienced than non-volunteers.
  - c. have lower levels of sexual self-esteem than non-volunteers.
  - d. be in long-term, committed relationships more than non-volunteers.

**ANSWER: b**

33. For her dissertation project, Tolu intends to interview people who identify themselves as having test anxiety regarding the origins of their fears and what they do to cope. Destiny's dissertation involves interviewing college students about their first episode of sexual intercourse, including whether they saw it as a positive experience. Compared to Tolu, Destiny...
- a. likely will have less difficulty recruiting subjects.
  - b. will not need to worry as much about her subjects changing their responses to make themselves look better.
  - c. likely will have more difficulty finding people willing to participate in her study.
  - d. likely will get more accurate responses from her subjects.

**ANSWER: c**

34. A local radio talk show host asks his listeners to call in and report how frequently they engage in sexual intercourse. Which of the following BEST describes the validity of this information?
- a. Because a random sample of the audience will call in, this will be valid information.
  - b. Because this is considered a demographically balanced sample, the information will be valid.
  - c. Because the host is utilizing the experimental method instead of the survey method, the information will not be valid.
  - d. Because this sample is not representative of the community, it will not be valid.

**ANSWER: d**

35. The fact that the majority of participants in sex research have been white, middle-class volunteers illustrates the problem of:
- a. random sampling.
  - b. probability sampling.

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- c. demographic bias.
- d. data discrimination.

**ANSWER:** c

36. You are conducting a large scale sex survey and want to ensure that the results are representative of the larger population. In other words, you want to minimize the problem of:

- a. ethnographic bias.
- b. replicability.
- c. demographic bias.
- d. equivalent sampling.

**ANSWER:** c

37. Kinsey and his associates obtained their data on sexuality by means of:

- a. direct observation.
- b. case studies.
- c. experimental research.
- d. survey interviews.

**ANSWER:** d

38. Taylor has volunteered to participate in a research study focused on subjects' recollections of their earlier sexual experiences. Most likely, Taylor . . .

- a. is not sexually experienced.
- b. will be able to provide very accurate data regarding Taylor's first sexual experience.
- c. has a fairly negative attitude towards sexuality.
- d. is female.

**ANSWER:** d

39. Kinsey's studies on American sexuality were pioneering but limited, because his sample included \_\_\_\_.

- a. a disproportionate number of better educated persons.
- b. nonvolunteers.
- c. large numbers of people from rural areas.
- d. mostly older adults.

**ANSWER:** a

40. Which of the following statements regarding Kinsey's research is true?

- a. Kinsey's samples included only a small percentage of females.
- b. His samples included people from a wide variety of ethnic groups.
- c. All of the respondents were married and age 40 or older.
- d. His samples included people of various ages, religious backgrounds, and educational levels.

**ANSWER:** d

41. Kinsey's research . . .

- a. is still considered relevant to understanding sexuality in America.
- b. was based on a sample that was highly representative of the American population at the time.

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- c. was based on a very small sample of subjects.
- d. was largely ignored in his time.

**ANSWER:** a

42. Which of the following groups was overrepresented in the Kinsey studies?

- a. Educated, city-dwelling Protestants
- b. Low-income, urban Catholics
- c. Low-income, rural Protestants
- d. African Americans and other ethnic minorities

**ANSWER:** a

43. Which of the following statements MOST accurately describes Kinsey's research?

- a. It discovered the causes of sexual dysfunction in men and women.
- b. It described the physiology of sexual behavior in women and men.
- c. It described patterns of sexual behavior in men and women.
- d. It reported the incidence of deviant sexual behavior in men.

**ANSWER:** c

44. A direct consequence of the shift in funding sources from federal agencies to drug companies has been a(n):

- a. de-emphasis on the psychosocial aspects of human sexual functioning.
- b. improvement in women's health.
- c. decline in integrity of scientific peer review.
- d. increase in the use of the experimental method.

**ANSWER:** a

45. Which of the following studies provided one of the most expansive, nationally representative studies of sexual behavior and condom use to date?

- a. Kinsey studies
- b. Masters and Johnson studies
- c. NHSLS survey
- d. NSSHB survey

**ANSWER:** d

46. The National Health and Social Life Survey is considered noteworthy because:

- a. large numbers of prostitutes and their clients agreed to participate.
- b. it examined the sexual practices of teenagers.
- c. it yielded data that most social scientists believe reliably indicate the sexual practices of American adults ages 18 to 59.
- d. new physiological recording devices were utilized.

**ANSWER:** c

47. The National Health and Social Life Survey . . .

- a. was hampered by a very high nonresponse rate.
- b. used the direct observation method to study a broad range of human sexual behaviors.



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- c. is an example of case study research.
- d. suggested that Americans were less sexually active and more content in their sex lives than was previously believed.

**ANSWER:** d

48. Which statement is NOT true of the National Health and Social Life Survey?
- a. The NHSLC was a federally funded project.
  - b. The NHSLC was carried out by a team of researchers from the University of Chicago.
  - c. Too few members of Jews, Asian Americans, and Native Americans were included to provide useful information about these groups.
  - d. More than 75% of the people contacted agreed to participate.

**ANSWER:** a

49. Many researchers consider which of the following to be the single best survey conducted of adult sexual behavior to date?
- a. Kinsey's research
  - b. Masters and Johnson's research
  - c. The American Life League Survey
  - d. The National Survey of Sexual Health and Behavior

**ANSWER:** d

50. Survey studies of various populations of men have indicated that exposure to sexually violent pornography may lead to all of the following EXCEPT:
- a. reduced sensitivity to rape victims.
  - b. increased tolerance for sexually aggressive behavior.
  - c. greater acceptance of the myth that women want to be raped.
  - d. increased arousal (as measured physiologically) in nonviolent sexual encounters.

**ANSWER:** d

51. Evidence from some case studies suggests that people suffering from chronic alcoholism tend to show:
- a. decreased arousability but heightened sexual interest.
  - b. increased arousability and sexual interest.
  - c. decreased arousability and lowered sexual interest.
  - d. Enhanced sexual performance.

**ANSWER:** c

52. Which of the following statements regarding Masters and Johnson's research is TRUE?
- a. Their subjects were required to pay to participate in the study.
  - b. Their final sample population consisted primarily of individuals with above average intelligence from an academic community.
  - c. They employed the case study method of research.
  - d. They employed the survey method of research.

**ANSWER:** b

53. The book *Human Sexual Response* was written by:

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- a. Alfred Kinsey.
- b. Masters and Johnson.
- c. John Bancroft.
- d. John Kellogg.

**ANSWER:** b

54. Landmark studies involving direct observation of physiological arousal during sexual activity were conducted by . . .
- a. Sigmund Freud.
  - b. Virginia Masters and William Johnson.
  - c. Alfred Kinsey.
  - d. Sylvester Graham.

**ANSWER:** b

55. Masters and Johnson's research findings have proved useful in the areas of . . .
- a. conception control.
  - b. infertility counseling.
  - c. general sex education.
  - d. All of the above.

**ANSWER:** d

56. If you wanted information on how men and women respond physiologically during sexual arousal and orgasm, your BEST source of information would be:
- a. Masters and Johnson.
  - b. Kinsey.
  - c. the National Health and Social Life Survey.
  - d. the National Survey of Sexual Health and Behavior.

**ANSWER:** a

57. The National Survey of Sexual Health and Behavior (NSSHB) survey included information regarding . . .
- a. the percentage of subjects who participated in same-sex encounters.
  - b. patterns of condom use.
  - c. more than 40 combinations of sexual acts engaged in during sexual events.
  - d. All of the above.

**ANSWER:** d

58. The National Survey of Sexual Health and Behavior (NSSHB) . . .
- a. was conducted in 1990 and funded by the U.S. Congress.
  - b. has largely been ignored by sexologists because political concerns greatly limited the types of questions researchers could ask.
  - c. was based on data from about 200 adults and adolescents.
  - d. included data from subjects randomly selected from a probability sample drawn from a file of residential addresses representing 98% of the U.S. population.

**ANSWER:** d

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59. Data for the National Survey of Sexual Health and Behavior (NSSHB) were collected via:

- a. paper-and-pencil questionnaire.
- b. the Internet.
- c. face-to-face interview.
- d. the traditional phone survey.

**ANSWER: b**

60. A kind of sampling bias in which certain segments of society (such as White, middle-class, white-collar workers) are disproportionately represented in a study population is known as:

- a. nonresponse.
- b. demographic bias.
- c. researcher bias.
- d. volunteer bias.

**ANSWER: b**

61. Axel spends a lot of time viewing violent pornography. Axel's roommate, Ira, does not like violent pornography and makes an effort to avoid it. Compared to Ira, Axel . . .

- a. is less likely to tolerate sexually aggressive behavior toward women.
- b. is less likely to express sympathy for a rape victim.
- c. is more likely to believe that women want to be raped.
- d. is more likely to commit rape.

**ANSWER: a**

62. Since case study evidence demonstrates that rapists often report high exposure to sexually violent pornography, we can conclude that:

- a. viewing violent pornography causes men to rape women.
- b. there may be an association between the exposure to violent pornography and rape.
- c. the rapists were sexually abused themselves as children.
- d. more legislation banning pornography should be passed.

**ANSWER: b**

63. One specific advantage of the case study method is that it allows:

- a. researchers to obtain data on many subjects in a short period of time.
- b. great flexibility in data gathering.
- c. virtual elimination of the possibility of data falsification.
- d. a high degree of control, thus allowing the researcher to draw conclusions about causation.

**ANSWER: b**

64. After helping two of her psychotherapy clients deal with the impact of viewing excessive amounts of pornography in their intimate relationships, Dr. Kamari began to grossly overestimate the negative effects of viewing sexually explicit materials. Dr. Kamari should be reminded of the limits of:

- a. case studies.
- b. surveys.
- c. self-selection.
- d. direct observation.

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**ANSWER: a**

65. All of the following are limitations of the case study method EXCEPT the:
- a. memory distortions in recalling past events.
  - b. difficulty in generalizing what is learned to the larger population.
  - c. inflexible data-gathering procedures.
  - d. inappropriateness for addressing some kinds of research questions.

**ANSWER: c**

66. Which of the following research methods is best suited to exploring cause-and-effect relationships?
- a. Experimental method
  - b. Survey
  - c. Case study
  - d. Direct observation

**ANSWER: a**

67. Which of the following statements regarding case studies is FALSE?
- a. They are often used to study atypical sexual behavior.
  - b. They allow for flexible data gathering.
  - c. The researcher is not easily able to generalize findings to broader populations.
  - d. Masters and Johnson's research (Human Sexual Response) is an example of the case study method.

**ANSWER: d**

68. An advantage of the survey method of research is that:
- a. problems with nonresponse or demographic bias are not likely to occur.
  - b. they are relatively inexpensive and data can be obtained from large groups of people.
  - c. they provide great flexibility in data-gathering procedures.
  - d. they allow us to demonstrate causal relationships.

**ANSWER: b**

69. A disadvantage of the survey method of research is that:
- a. findings are less likely to generalize to the larger population than with other research methods.
  - b. they tend to be significantly more expensive to conduct than other research methods.
  - c. nonresponse rates can be high, and subjects may still distort their responses.
  - d. they provide information on a very limited sample of subjects.

**ANSWER: c**

70. One disadvantage to using the experimental method for research is that:
- a. results are highly unlikely to generalize to the larger population.
  - b. the artificiality of laboratory settings can affect the validity of results.
  - c. the low degree of control over the environment.
  - d. it is impossible to draw conclusions regarding cause-and-effect.

**ANSWER: b**

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71. Studies have shown that circumcision is one of many effective strategies for reducing the spread of:
- a. gonorrhea.
  - b. HPV.
  - c. syphilis.
  - d. HIV/AIDS.

**ANSWER:** d

72. In the experimental method, the \_\_\_\_ variable is controlled by the researcher while the \_\_\_\_ variable is the outcome that the experimenter observes and records.
- a. dependent; independent
  - b. independent; dependent
  - c. random; representative
  - d. representative; random

**ANSWER:** b

73. What is a major advantage of the experimental method?
- a. The ability to obtain in-depth information of behaviors, thoughts, and feelings
  - b. The flexibility in data-gathering procedures
  - c. Control over variables that influence the behavior being studied
  - d. Anonymity

**ANSWER:** c

74. A group of college men is exposed to films with nonviolent sexual themes. A second group is exposed to R-rated films in which men commit sexual violence against women. Several days later, all men complete an attitude questionnaire. The results demonstrate that the second group of men is more accepting of violence toward women than the first group. What is the dependent variable in this study?
- a. The films with nonviolent sexual themes
  - b. The films with sexually violent themes
  - c. The subjects' responses to the questionnaire
  - d. The attitude questionnaire

**ANSWER:** c

75. In one high school, condoms are freely available. In another similar high school, students must request condoms from the school nurse. The number of pregnancies among both groups of students are compared. The dependent variable is:
- a. the freely available condoms.
  - b. the condoms available by request.
  - c. the high school students from the first school.
  - d. the number of pregnancies.

**ANSWER:** d

76. Which of the following research methods would provide you with the best information if you wished to examine the effects of different room temperatures on physiological sexual response?
- a. Case study
  - b. Interview
  - c. Experimental research

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d. Questionnaire

**ANSWER:** c

77. A matched group of rapists and nonrapists listen to taped descriptions of sexual activity, one involving rape and the other involving consensual sexual interaction. The researcher measures the degree of penile engorgement in each group. The independent variable is:

- a. the taped descriptions.
- b. the penile tumescence among rapists.
- c. the penile tumescence among nonrapists.
- d. the group of nonrapists.

**ANSWER:** a

78. Which of the following research strategies would provide the MOST effective way of demonstrating that sexually violent media may cause or contribute to some rapists' assaultive behaviors?

- a. The survey
- b. The experimental method
- c. Direct observation
- d. The case study

**ANSWER:** b

79. Devices that measure sexual arousal electronically . . .

- a. are sold for use recreationally, but are not considered valid scientific tools.
- b. provide data that is more likely to be affected by response bias than if research subjects are asked to report their levels of sexual arousal.
- c. work primarily by monitoring muscle activity in the pelvic region.
- d. provide more accurate data than research participants' subjective responses.

**ANSWER:** d

80. A vaginal photoplethysmograph:

- a. measures increased vaginal blood volume.
- b. measures increased vaginal lubrication.
- c. measures genital arousal.
- d. records orgasmic contractions.

**ANSWER:** a

81. The penile strain gauge:

- a. is designed to measure the amount of semen discharge.
- b. has the disadvantage that a trained professional must attach it.
- c. has been used to measure arousal in experimental research.
- d. has been developed only with the advent of 21st century technology.

**ANSWER:** c

82. The penile strain gauge can measure:

- a. the strength of muscle contraction.
- b. galvanic skin response.

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- c. body temperature.
- d. changes in penis size.

**ANSWER:** d

83. One of the best and most efficient ways to manage research data is through the use of:
- a. plethysmographs.
  - b. Internet-based surveys.
  - c. face-to-face interviews.
  - d. myographs.

**ANSWER:** b

84. One of the major drawbacks of Internet-based research is:
- a. the inability to keep track of data.
  - b. the risk of sample-selection bias.
  - c. the large numbers of people who respond.
  - d. the inability to generalize results.

**ANSWER:** b

85. Why are privacy issues especially acute when doing sex research in cyberspace?
- a. Most people conducting “research” in cyberspace are not genuine scientists.
  - b. Anonymity can never be 100% guaranteed.
  - c. Internet research is not required to follow ethical guidelines.
  - d. Actually, privacy issues are not an issue when doing sex research in cyberspace.

**ANSWER:** b

86. A written or self-administered questionnaire (SAQ) provides an alternative survey method that can overcome some of the difficulties of an IAQ by:
- a. minimizing participants’ risks.
  - b. providing a controlled environment in which all possible influences on subjects’ responses, other than the factors that are being investigated, can be ruled out.
  - c. minimizing literacy problems.
  - d. providing a more private and potentially less threatening means of reporting sensitive behavior.

**ANSWER:** d

87. At present, a “digital divide” exists, meaning that:
- a. the technology needed for research lags behind the needs of researchers.
  - b. Internet users tend to be older, less educated, and less affluent than nonusers.
  - c. Internet users are still not representative of the general U.S. population.
  - d. researchers conducting sex research on the Internet find it difficult to recruit hidden populations of geographically isolated participants.

**ANSWER:** c

88. Compared to other methods for conducting sex research, Internet-based surveys . . .
- a. Tend to be more expensive.

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- b. Require more staff time.
- c. May be less influenced by subjects' desire to give socially desirable answers.
- d. Can be focused on a much smaller range of sexual topics.

**ANSWER:** c

89. Which one is NOT true concerning computer-assisted self-interview technology?

- a. It can be administered to those who are not literate.
- b. It can be done in private.
- c. It allows multilingual administration without requiring researchers to be multilingual.
- d. Key elements of questions' presentation and measurement are not standardized.

**ANSWER:** d

90. One drawback of the self-administered questionnaire (SAQ) is that:

- a. it does not provide a private means of reporting behavior.
- b. it is more threatening to the participants.
- c. it may be affected by the reading ability or literacy of the respondents.
- d. sensitive behaviors will not be reported.

**ANSWER:** c

91. Which of the following is NOT an advantage of computer-assisted self-interviews?

- a. Respondents do not have to be literate.
- b. CASI is a less threatening way to report sensitive behaviors.
- c. Normative behaviors may be underreported.
- d. Question presentation can be standardized for all respondents.

**ANSWER:** c

92. One limiting factor of using Internet-based research is that:

- a. it is considerably more expensive than traditional paper-and-pencil questionnaires.
- b. people responding to electronic surveys believe that their responses are less anonymous and secure.
- c. it is more time consuming.
- d. it is vulnerable to sample-selection bias.

**ANSWER:** d

93. Which is NOT an advantage of Web-based research?

- a. Cyberspace questionnaires are cheaper to distribute and collect.
- b. Data can be more quickly and efficiently sent to a database.
- c. Researchers do not need to address ethical issues because of the lack of contact with respondents.
- d. It may be easier to locate unusual populations not available locally.

**ANSWER:** c

94. If deception must be used, a postexperiment debriefing must thoroughly explain to participants:

- a. the ethics committee review of the study.
- b. why the deception was necessary.
- c. the general purpose of the study.



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d. potential costs and benefits of the study.

**ANSWER:** b

95. Dr. Menteur runs a study in which infertile women are given injections of a synthetic hormone in hopes it will cause them to ovulate. Unknown to the women, the injections also contain a chemical that is hypothesized to increase the chance that fertilized eggs will implant in their uteruses. None of the participants experience any negative side effects from this second chemical, and more of the women become pregnant than in previous studies using just the hormone. The women are not paid for participating in the study, although they receive the treatment for no cost. This study is...

- a. ethical, because the second chemical did not harm the women.
- b. ethical, because the second chemical increased the chance the participants would achieve their desired outcome.
- c. unethical, because the women were not paid for their participation in the study.
- d. unethical, because the women were not informed injections would contain the second chemical.

**ANSWER:** d

96. An extreme example of violating ethical guidelines occurred in the 1940s when U.S. researchers deliberately injected thousands of Guatemalans with sexually transmitted infections (STIs) such as:

- a. chlamydia.
- b. gonorrhea and syphilis.
- c. HIV.
- d. HPV.

**ANSWER:** b

97. Between 1946 and 1948, U.S. government researchers experimented without consent on more than 5,000 Guatemalan soldiers, prisoners, prostitutes, orphans, and people with:

- a. no children.
- b. violent criminal histories.
- c. terminally ill diseases.
- d. psychiatric disorders.

**ANSWER:** d

98. Sexuality research . . .

- a. is not subject to ethical regulation because it is such a new endeavor.
- b. is governed by the ethical principle "let the consumer beware."
- c. is subject to ethical guidelines developed by scientific organizations such as the AMA and APA.
- d. is not subject to ethical regulation unless subjects run the risk of harm by participating in research.

**ANSWER:** c

99. Ethical guidelines for doing sex research with humans require which of the following?

- a. No pressure or coercion can be applied.
- b. Participants have the right of refusal.
- c. Informed consent must be obtained.
- d. All of the above are true.

**ANSWER:** d

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100. Helen has written an article in a popular woman's magazine exploring the many benefits of a cream she has developed and markets on the Internet. Helen asserts this cream has increased sexual responsiveness for nearly all the women who have tried it, although she does not explain how many women have reported this benefit, or what methods she used to determine if it was helpful for them. Helen does not list her educational credentials. Why should one be skeptical of Helen's claims?

- a. The magazine is not a peer-reviewed publication, and there is no evidence Helen is a trained researcher.
- b. Helen is likely to benefit financially from her findings that the product works.
- c. Because Helen does not describe her research methods, it is impossible to judge their quality.
- d. All of the above.

**ANSWER:** d

101. Knowing and evaluating a researcher's background and credentials is helpful in trying to decide whether or not:

- a. the research is likely to be valid.
- b. the research was performed ethically.
- c. the researcher is associated with any special-interest groups that may favor a particular research finding.
- d. All of the above.

**ANSWER:** d

**True / False**

102. Sexology is one of the oldest fields of scientific study.

- a. True
- b. False

**ANSWER:** False

103. The nature of the case study method readily lends itself to exploring cause-and-effect relationships.

- a. True
- b. False

**ANSWER:** False

104. Much of the knowledge that we have gained in the field of human sexuality has been obtained through surveys.

- a. True
- b. False

**ANSWER:** True

105. Representative samples allow for more accurate generalizations to a target population.

- a. True
- b. False

**ANSWER:** True

106. Research using questionnaires tends to be more expensive than research using face-to-face interviews.

- a. True
- b. False

**ANSWER:** False

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107. People who volunteer to participate in sex research often are not very sexually experienced and have negative attitudes toward sexuality.

- a. True
- b. False

**ANSWER: False**

108. Alfred Kinsey published ground-breaking research on human sexuality.

- a. True
- b. False

**ANSWER: True**

109. The National Health and Social Life Survey was a federally funded project that, in the end, collected data from many more individuals than was originally planned.

- a. True
- b. False

**ANSWER: False**

110. Kinsey's research involved a representative sample of the American population.

- a. True
- b. False

**ANSWER: False**

111. Kinsey's research has been a valuable source of information regarding physiological patterns of sexual response in men and women.

- a. True
- b. False

**ANSWER: False**

112. Survey data suggest men who view sexually violent media are more likely to believe that women want to be raped than men who do not view sexually violent media.

- a. True
- b. False

**ANSWER: True**

113. In one notable study, many more subjects who had used sexually violent pornography indicated a likelihood of using sexual force against a woman than did those who used only nonviolent pornography.

- a. True
- b. False

**ANSWER: True**

114. Masters and Johnson utilized an observational approach in researching how men and women respond physiologically to sexual stimulation.

- a. True
- b. False

**ANSWER: True**

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115. Masters and Johnson's final research population consisted only of male and female prostitutes.

- a. True
- b. False

**ANSWER:** False

116. Most of the information we have learned regarding human sexuality has been obtained through experimental laboratory research.

- a. True
- b. False

**ANSWER:** False

117. A major indication of a good research study is one that has a representative sample.

- a. True
- b. False

**ANSWER:** True

118. A research method that is being used with increasing frequency is experimental research, because it allows for more investigative control.

- a. True
- b. False

**ANSWER:** True

119. Teenagers are more willing to share sensitive information about sexual behavior when they are working with a computer.

- a. True
- b. False

**ANSWER:** True

120. A vaginal photoplethysmograph is a device used to measure blood flow to the walls of the vagina.

- a. True
- b. False

**ANSWER:** True

121. One advantage of research on the web is that participants can be guaranteed complete anonymity.

- a. True
- b. False

**ANSWER:** False

122. Researchers do not view the Internet as a valid platform for conducting sex research.

- a. True
- b. False

**ANSWER:** False

123. Both male and female arousal can be measured electronically.

- a. True

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b. False

**ANSWER:** True

124. Research ethics require that subjects be informed regarding what their participation in a research project will involve.

a. True

b. False

**ANSWER:** True

125. Federal funding for research is denied to any institution that fails to conduct an adequate ethics committee review before data collection begins.

a. True

b. False

**ANSWER:** True

126. One consideration to be aware of in evaluating a piece of research is whether a sufficient number of participants were used.

a. True

b. False

**ANSWER:** True

**Subjective Short Answer**

127. One of the goals of a scientific discipline is to control or influence events. Discuss some reasons why this might be desirable in human sexuality and why this might be a matter of concern.

**ANSWER:** Answer not provided.

128. Would you be willing to be a participating subject in a research project that investigated your sexual attitudes and your sexual behaviors? Why, or why not?

**ANSWER:** Answer not provided.

129. Discuss the advantages and disadvantages of the case study as a research method.

**ANSWER:** Answer not provided.

130. Describe and comment briefly on the evidence concerning the relationship between exposure to sexually violent pornography and rape.

**ANSWER:** Answer not provided.

131. Identify the main types of survey research. Discuss the strengths and weaknesses of each.

**ANSWER:** Answer not provided.

132. How has the research of Masters and Johnson contributed to our understanding of human sexuality? Include a consideration of methodology and subject population as well as the information obtained.

**ANSWER:** Answer not provided.

133. Why might one choose to do an interview rather than administer a questionnaire? What are some reasons why information gathered in an interview might be erroneous?

**ANSWER:** Answer not provided.

Name: \_\_\_\_\_ Class: \_\_\_\_\_ Date: \_\_\_\_\_

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134. Explain how either the nonresponse or demographic bias can affect survey results.

*ANSWER:* Answer not provided.

135. Discuss the advantages and disadvantages of experimental research.

*ANSWER:* Answer not provided.

136. If a friend asked you whether or not it would be a good idea to participate in an anonymous Internet survey concerning sexuality, what would be your answer?

*ANSWER:* Answer not provided.

137. What is a penile strain gauge? A vaginal photoplethysmograph? How are these devices used in research settings?

*ANSWER:* Answer not provided.

138. Specify some potential advantages and potential problems with research conducted over the Internet.

*ANSWER:* Answer not provided.

139. What are some of the ethical safeguards that are in place to protect participants in sexual research?

*ANSWER:* Answer not provided.

140. Identify and explain the basics of ethical research when using human subjects.

*ANSWER:* Answer not provided.

141. Specify at least four criteria for evaluating a piece of research.

*ANSWER:* Answer not provided.