1. Both common sense and sociological research are concerned with behaviors that occur in everyday life.
   (a) How are they different (i.e., research vs common sense)?
   (b) Why, according to the text, is sociological research the more valid approach to understanding?

2. What are the main steps a researcher goes through in conducting a scientific study?

3. The text identifies 6 major research methods used by sociologists. Identify the main identifying characteristics of each of the following methods, suggest what kind(s) of research question(s) each is most appropriate for, and identify problems that may be associated with each.
   (a) surveys
   (b) participant observation and fieldwork
   (c) secondary analysis
   (d) analysis of documents
   (e) unobtrusive measures
   (f) experiments

4. What main ethical issues are sociologists concerned about when they conduct their research and report their findings? Give one or more examples illustrating ethical problems that can occur in conducting sociological research.

5. Identify the main idea(s) involved in the following:
   (a) hypothesis
   (b) variables (in general, and independent and dependent variables specifically)
   (c) operational definition
   (d) validity vs reliability
   (e) population vs sample vs random sample
   (f) mean vs median vs mode
   (g) correlation vs spurious correlation
   (h) experimental vs control group
   (i) generalizability