Test Bank for Communication Research Methods 4th Merrigan

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TEST BANK

This section includes exam questions in multiple-choice and essay formats. We encourage you to use a combination of objective-type questions with essay items to assess students' breadth and depth of knowledge. Please note that some of the Discussion Questions provided at the end of each chapter also make good essay exam questions. We have not reproduced all those questions here, but you could peruse the end of chapter materials to get ideas for additional essay questions.

If your student learning outcomes require that students *do* research, not just understand it, then we suggest you try an exam format that requires more application and critical thinking. You can use the questions in this test bank for chapter quizzes as students work toward a more "application-and-synthesis" level midterm or final exam. In a separate file on the textbook publisher's website, you will find an example of a midterm exam that requires students to answer a variety of short-answer and fill-in questions about two academic manuscripts: A research report (e.g., a content analysis, survey, or experimental study) and an interpretive or critical essay (e.g., ethnography, discourse analysis, rhetorical criticism).

Chapter 1: Introduction to Communication Research

Multiple-choice:

1. Information literacy skills can boost your ability to:
    a. Evaluate a Yelp review about a local restaurant
    b. Evaluate the credibility of a research article
    c. Evaluate political candidates' arguments supporting public policy proposals
    d. All of the above

2. Which answer is an example of an organization using analytics?
    a. A social media site that uses computer-generated algorithms that collect and analyze data on its users
    b. A grocery store that gives out free samples to the first 100 customers
    c. A mall representative who questions mall customers about their shopping preferences
    d. A political party that tracks fund-raising efforts

3. Which answer describes proprietary research?
    a. Findings are available to any interested parties
    b. Findings are held confidential by those who conducted the research
    c. Findings are published on a public web site
    d. Findings are available in a library database

4. The university might use benchmarking to determine:
    a. How much to raise tuition
    b. What kinds of food services to offer
    c. Whether students are gaining knowledge and skills from their studies
    d. How many professors to employ

5. Theories that are detailed and use formal logic tend to
    a. Be based on metaphors
    b. Use ideas or stories to represent a process
    c. Pay little attention to relationships between concepts
    d. Consist of axioms and propositions

6. Accepting the truth or value of an idea because someone we regard as an expert says it is true is:
    a. Knowing by authority
    b. Knowing by tenacity
    c. Knowing on a priori grounds

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d. Knowing by the method of science

7. Accepting a common assertion as true, such as the moon affects human moods and behavior, best reflects what method of knowing?
    a. Knowing by authority.
    b. Knowing by tenacity.
    c. Knowing on a priori grounds.
    d. Knowing by the method of science.

8. Accepting a common assertion as true before we have direct experience of it based on a previous standard reflects which method of knowing?
    a. Knowing by authority.
    b. Knowing by tenacity.
    c. Knowing on a priori grounds.
    d. Knowing by the method of science.

9. Which of the following elements of the research-as-argument model are likely to be found in a research report's literature review?
    a. Claim
    b. Data
    c. Warrant
    d. Rules

10. Your state mandates that drivers will not text while driving. Toulmin would call this warrant:
    a. A rule
    b. A law
    c. A principle
    d. A formula

11. Whenever you make an argument using research, you need to consider:
    a. Who your audience or readers will be
    b. How you will write for your audience or readers
    c. What distribution outlet you will use to reach your audience or readers
    d. All of the above

12. A magazine like *Cosmopolitan* or *Sports Illustrated* is a:
    a. Trade journal
    b. Scholarly journal
    c. Popular press publication
    d. Both a and c

13. A key difference between scholarly journals and other types of publications is
    a. They have a higher article acceptance rate.
    b. Their articles are peer-reviewed.
    c. They rely on number of readers to establish credibility.
    d. They are rarely available electronically

14. If a researcher's goal is to make a lot of people aware of a topic or research problem, then the researcher might decide to publish the research in
    a. A scholarly journal
    b. A trade journal
    c. A popular press publication or book
    d. Both a and b

15. Your teacher specifies that you must cite 10 primary sources in your literature review: Which of the following would not be counted as a primary source?

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a. A review of communication theory published in *Communication Monographs.*
b. A survey research report presented at the 2018 National Communication Association meeting in Salt Lake City, Utah.
c. A critical essay published in the *Quarterly Journal of Speech*.
d. An executive summary of a survey study published on Facebook.com.

16. Which of the following elements is not common to all scholarly journal articles?
    a. Abstract
    b. Literature Review
    c. Hypothesis or research question
    d. References

17. Which type of primary source manuscript is more likely to be characterized by a detailed and objective tone?
    a. Critical essay
    b. Research report
    c. Executive summary
    d. Trade publication

18. A hypothesis is a/an:
    a. Prediction about an assumed relationship between 2 or more variables.
    b. Educated guess.
    c. Conclusion advanced on the basis of empirical evidence.
    d. Question about the relationship between 2 or more variables.

19. Which of the following is an example of a purpose statement?
    a. The more speeches a person gives, the more communication anxiety will decrease.
    b. This study reveals how college students experience communication anxiety and the kinds of stories they tell to cope with anxiety.
    c. What factors influence a college student's decision to take or avoid a speech communication class?

20. Original research reports and critical essays are most likely to be found in:
    a. Popular press publications.
    b. Trade journals.
    c. Scholarly journals.
    d. Industry websites.

Essays:

1. Describe three ways that your critical thinking and information literacy skills might be improved by taking a course in research methods.
2. Think of a recent argument you made or one you heard another person make. Describe the argument and then identify the elements of the argument using the research-as-argument model. Evaluate the effectiveness of the argument.
3. Identify one strength and one weakness for each everyday way of knowing (i.e., tenacity, authority, a priori).
4. Discuss the similarities and differences between research reports and critical essays (e.g., elements, characteristics).

Answers to Chapter 1, Introduction to Communication Research

Multiple choice: (1) d (2) a (3) b (4) c (5) d (6) a (7) b (8) c (9) a (10) c (11) d (12) c (13) b (14) c (15) d (16) c (17) b (18) a (19) b (20) c.

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Essays:

1. The importance of critical thinking and information literacy skills are described in the section Critical Thinking and Information Literacy of this chapter.
2. The elements of the research-as-argument model are described in the sections Research Methods as Arguments and Making Good Academic and Practical Arguments of this chapter.
3. The strengths and weaknesses of the three general ways of knowing are found in the section Everyday Ways of Knowing of this chapter.
4. The similarities and differences of research reports and critical essays are described in the section Making Sense of Scholarly Journal Articles of this chapter.

Chapter 2: Three Paradigms of Knowing

Multiple-choice:

1. Quantitative methods implies:
   a. Numerical measurement
   b. Generalizability
   c. Using statistical analysis to measure data
   d. All of the above

2. Qualitative includes, but is not limited to:
   a. Fieldwork
   b. Ethnography
   c. Interviews
   d. All of the above

3. Which research paradigm identifies the purpose of research as understanding how meaning is created?
   a. Social Science
   b. Interpretive
   c. Critical
   d. All of the above

4. Which paradigm has a main goal of instigating social change by revealing the values and behaviors that underlie social interaction?
   a. Social Science
   b. Interpretive
   c. Critical
   d. All of the above

5. Which research paradigm(s) assume(s) that it is impossible to separate the values of the researcher from the topic being studied?
   a. Social Science
   b. Interpretive
   c. Critical
   d. Both b and c

6. Which paradigm(s) assume(s) that there are multiple realities that are socially constructed?
   a. Social Science
   b. Interpretive
   c. Critical
   d. Both b and c

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7. Which paradigm(s) relies on rich description?
    a. Social Science
    b. Interpretive
    c. Critical
    d. Both b and c

8. Which paradigm is associated with the assumption of a singular, objective reality?
    a. Social Science
    b. Interpretive
    c. Critical
    d. All of the above

9. Making precise, systematic, and repetitive observations characterizes methodologies associated with which paradigm?
    a. Social Science
    b. Interpretive
    c. Critical
    d. All of the above

10. Which research paradigm includes generalization and discrimination as the two main processes by which we observe?
    a. Social Science
    b. Interpretive
    c. Critical
    d. All of the above

11. Sorting objects by their differences refers to
    a. Discrimination
    b. Generalization
    c. Objectivity
    d. Paradigms

12. A philosophical concept or assumption that things exist in reality separate from our perceptions and interpretation of them is called
    a. Discrimination
    b. Generalization
    c. Objectivity
    d. Paradigms

13. Grouping or categorizing objects together by their similarities refers to
    a. Discrimination
    b. Generalization
    c. Objectivity
    d. Paradigms

14. Lenses that permit different worldviews and have assumptions about ways of knowing are known as
    a. Discrimination
    b. Generalization
    c. Objectivity
    d. Paradigms

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15. You are studying how a small group of people makes sense of a new social media app by listening to the stories they tell about their experiences. Your approach to research reflects which methodological way of knowing?
    a. Social Science
    b. Interpretive
    c. Critical
    d. Both b and c

16. You hypothesize that the more college students communicate with their roommates via a particular messaging app, the less they will talk in person to with their roommates. Your approach to research reflects which methodological way of knowing?
    a. Social Science
    b. Interpretive
    c. Critical
    d. Both b and c

17. You are concerned that several elementary textbooks portray girls doing passive indoor activities while boys are showing doing active outdoor activities and you want to raise your audience's awareness of the values reflected in the portrayals. Your approach to research reflects which methodological way of knowing?
    a. Social Science
    b. Interpretive
    c. Critical
    d. Both b and c

18. When used to enforce rigid, evaluative boundaries, paradigms can
    a. Be enlightening
    b. Help us understand methodological differences
    c. Isolate areas of research from one another
    d. Spur progress in research

19. The paradigm you choose for doing research depends on
    a. The kinds of research questions you want to ask about communication
    b. Your assumptions about the nature of reality
    c. The context and purpose of the research
    d. All of the above

20. Research paradigms are like methodological "cultures" because
    a. Each has its own set of rules, customs, beliefs, and values
    b. There is a trend within each "culture" to strictly adhere to one specific view or paradigm
    c. Crossing paradigm "cultures" can lead to more collaborative understandings of communication
    d. Both a and c

Essays:

1. Explain the key ways that researchers define research as either qualitative or quantitative. Then discuss how the split between quantitative and qualitative is incomplete.
2. Identify one assumption associated with the quantitative social science paradigm and contrast it with a corresponding assumption from the critical paradigm.
3. Identify one assumption and one methodology for each of the three research paradigms. Explain the impact each paradigm has on our way of knowing.
4. Consider yourself a quantitative social science paradigm researcher, adhering to all values and characteristics of this paradigm. First, explain how you conduct and analyze research based on this paradigm. Second, discuss what points you would make if someone from an interpretive or critical paradigm started arguing with you that their research is better. How would you counter this argument?

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Answers to Chapter 2, Three Paradigms of Knowing

Multiple choice: (1) d (2) d (3) b (4) c (5) d (6) d (7) d (8) a (9) a (10) a (11) a (12) c (13) b (14) d (15) b (16) a (17) c (18) c (19) d (20) d

Essays:

1. Information regarding qualitative and quantitative methods in the section Why Three Paradigms of this chapter.
2. Contrasting assumptions from these paradigms can be found in Table 2.2 of this chapter.
3. The features asked for in this question can be found in Tables 2.2 and 2.3 of this chapter.
4. The key points of the social science paradigm can be found in the section Knowing Through Quantitative Social Science. The counter argument that discusses the value of each paradigm and how one is not better than the other; they simply are different ways of knowing and seeking answers can be found in the section Why Three Paradigms of this chapter. Each paradigm has its own set of rules, customs, and beliefs. Using the paradigms collaboratively will enrich our understanding of complex research problems.

Chapter 3: Ethics and Research

Multiple Choice:

1. Which idea is part of the history of ethics and research in Communication Studies?
   a. Translating values into social actions
   b. Moral character, or ethos
   c. Discerning a common good
   d. All of the above

2. Balancing the potential benefits and harms of scientific research is known as
   a. Utilitarian ethics
   b. Practical ethics
   c. Conservative ethics
   d. Relativism ethics

3. The Nuremburg Code arose from these inhumane and unethical research studies:
   a. The untreated syphilis studies on Tuskegee black males
   b. The Nazi medical experiments on concentration camp prisoners
   c. The testing of cosmetics on animals
   d. All of the above

4. The following study would not be subject to an Institutional Review Board's approval:
   a. A professor's plan to observe and talk to elementary school children during recess
   b. A graduate student's plan to survey a group of moviegoers about the effects of movie violence after they have watched specific movies
   c. A university administrator's plan to assess how well students are achieving learning outcomes.
   d. None of the above would require IRB approval.

5. You have proposed to study how presidential candidate acceptance speeches have changed over the past 50 years by analyzing the speech transcripts. Your research proposal would likely be
   a. Deemed exempt from IRB review
   b. Given an expedited review
   c. Deemed non-exempt from IRB review
   d. Given a full IRB review

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