Test Bank for Introducing Communication Research Paths of Inquiry 4th Treadwell

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Chapter 2: First Decisions: From Inspiration to Implementation

Test Bank

Multiple Choice

1. A statement about the relationships we expect to find between two or more variables is called a _____.
a. research question
b. speculation
c. hypothesis
d. interpretation
Ans: C
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Knowledge
Answer Location: Hypotheses: Statements of Prediction
Difficulty Level: Easy

2. “As age increases, social media use decreases.” That statement is an example of _____.
a. a closed-ended research question
b. a one-tailed hypothesis
c. a two-tailed hypothesis
d. a null hypothesis
Ans: B
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Application
Answer Location: Hypotheses: Statements of Prediction
Difficulty Level: Hard

3. “What factors explain students’ use of Twitter?” This question fulfils what research purpose?
a. exploration
b. description
c. explanation
d. prediction
Ans: A
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Application

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Answer Location: Exploration
Difficulty Level: Hard

4. “There is no relationship between academic performance and social media involvement” is an example of _____.
a. a closed-ended research question
b. a null hypothesis
c. a one-tailed hypothesis
d. a two-tailed hypothesis
Ans: B
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Application
Answer Location: Hypotheses: Statements of Prediction
Difficulty Level: Hard

5. “Does academic performance increase as social media use decreases?” is an example of a(n) _____.
a. null hypothesis
b. two-tailed hypothesis
c. closed-ended research question
d. open-ended research question
Ans: C
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Application
Answer Location: Research Questions: Less Certainty; More Room to Move
Difficulty Level: Hard

6. A hypothesis of “People who see public service announcements for the local animal shelter are more likely to adopt a pet” is designing a study around _____.
a. exploration
b. prediction
c. description
d. explanation
Ans:
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Application
Answer Location: Prediction
Difficulty Level: Hard

7. A closed-ended research question _____.
a. focuses on a direction of relationship between variables
b. does not focus on a direction of relationship between variables

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c. addresses a question that has already been researched
d. defines the results the researcher expects to find
Ans: A
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Comprehension
Answer Location: Research Questions: Less Certainty; More Room to Move
Difficulty Level: Medium

8. The idiographic approach to communication research emphasizes _____.
a. the subjectivity and individuality of human communication
b. measurement and generalization
c. analyzing media content
d. using scientific methods
Ans: A
Learning Objective: 2.4: Describe major worldviews in human communication research and how each shapes the nature of research.
Cognitive Domain: Comprehension
Answer Location: Starting with Basic Beliefs and Perceptions
Difficulty Level: Medium

9. The scientific method combines empiricism, _____, and _____ to advance knowledge.
a. rationalism; interpretivism
b. interpretivism; peer review
c. rationalism; positivism
d. critical theory; empiricism
Ans: C
Learning Objective: 2.3: Explain the ways we “know what we know.”
Cognitive Domain: Knowledge
Answer Location: Starting with the "How" Question
Difficulty Level: Easy

10. Rationalism asserts that knowledge is best acquired by:
a. faith and intuition
b. emotion and reason
c. meditation and insight
d. reason and factual analysis
Ans: D
Learning Objective: 2.3: Explain the ways we “know what we know.”
Cognitive Domain: Comprehension
Answer Location: Starting with the "How" Question
Difficulty Level: Medium

11. Tenacity, intuition, authority, and empiricism are all:
a. epistemologies

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b. ontologies
c. philosophies
d. ideologies
Ans: A
Learning Objective: 2.3: Explain the ways we “know what we know.”
Cognitive Domain: Knowledge
Answer Location: Starting with the "How" Question
Difficulty Level: Easy

12. Which one of the following purposes of research attempts to answer “why” questions?
a. exploration
b. description
c. prediction
d. explanation
Ans: D
Learning Objective: 2.3: Explain the ways we “know what we know.”
Cognitive Domain: Knowledge
Answer Location: Explanation
Difficulty Level: Easy

13. Which of the following reasons for doing research implies researching with a view to being able to manipulate human behavior?
a. exploration
b. description
c. control
d. explanation
Ans: C
Learning Objective: 2.3: Explain the ways we “know what we know.”
Cognitive Domain: Comprehension
Answer Location: Control
Difficulty Level: Medium

14. Generally, Worldview I researchers believe that human communication:
a. is objectively measurable and can be summarized in rules
b. is objectively measurable but cannot be summarized in rules
c. should be understood subjectively and can be summarized in rules
d. should be understood subjectively and cannot be summarized in rules
Ans: A
Learning Objective: 2.4: Describe major worldviews in human communication research and how each shapes the nature of research.
Cognitive Domain: Comprehension
Answer Location: Starting with Basic Beliefs and Perceptions
Difficulty Level: Medium

15. Generally, Worldview II researchers believe that human communication:

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a. is objectively measurable and can be summarized in rules
b. is objectively measurable but cannot be summarized in rules
c. should be understood subjectively and can be summarized in rules
d. should be understood subjectively and cannot be summarized in rules
Ans: D
Learning Objective: 2.4: Describe major worldviews in human communication research and how each shapes the nature of research.
Cognitive Domain: Comprehension
Answer Location: Starting with Basic Beliefs and Perceptions
Difficulty Level: Medium

16. Research is often argued to have seven major purposes. In addition to interpretation, exploration, and criticism, which of the following answers correctly identifies them?
a. validation, explanation, prediction, and control
b. description, explanation, prediction, and control
c. description, generalization, prediction, and interpretation
d. description, explanation, quantification, and control
Ans: B
Learning Objective: 2.6: Identify key reasons for doing research.
Cognitive Domain: Comprehension
Answer Location: Starting with a Purpose
Difficulty Level: Medium

17. A two-tailed hypothesis specifies:
a. the direction of the relationship between two variables
b. that there is no relationship between two variables
c. that there are two possible relationships between two variables
d. only that there is a relationship between two variables
Ans: D
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Knowledge
Answer Location: Hypotheses: Statements of Prediction
Difficulty Level: Easy

True/False

1. Open-ended research questions ask whether there is a relationship between variables.
Ans: T
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Knowledge
Answer Location: Research Questions: Less Certainty; More Room to Move

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Difficulty Level: Easy

2. Closed-ended research questions predict a specific research result.
Ans: F
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Comprehension
Answer Location: Research Questions: Less Certainty; More Room to Move
Difficulty Level: Medium

3. Epistemological questions address the question of how it is we know what we know.
Ans: T
Learning Objective: 2.3: Explain the ways we “know what we know.”
Cognitive Domain: Knowledge
Answer Location: Starting with the "How" Question
Difficulty Level: Easy

4. Tenacity refers to the knowledge that, correctly or incorrectly, has stood the test of time.
Ans: T
Learning Objective: 2.3: Explain the ways we “know what we know.”
Cognitive Domain: Knowledge
Answer Location: Starting with the "How" Question
Difficulty Level: Easy

5. Intuition is the instinct that says “this just feels right.”
Ans: T
Learning Objective: 2.3: Explain the ways we “know what we know.”
Cognitive Domain: Knowledge
Answer Location: Starting with the "How" Question
Difficulty Level: Easy

6. Authority is the way of knowing that comes because someone said it.
Ans: T
Learning Objective: 2.3: Explain the ways we “know what we know.”
Cognitive Domain: Knowledge
Answer Location: Starting with the "How" Question
Difficulty Level: Easy

7. Rationalism asserts that knowledge is best acquired by faith rather than reason and factual analysis.
Ans: F
Learning Objective: 2.3: Explain the ways we “know what we know.”
Cognitive Domain: Knowledge
Answer Location: Starting with the "How" Question

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Difficulty Level: Easy

8. Empiricism argues for knowledge based on experience and observation.
Ans: T
Learning Objective: 2.3: Explain the ways we “know what we know.”
Cognitive Domain: Knowledge
Answer Location: Starting with the "How" Question
Difficulty Level: Easy

9. Positivism assumes that phenomena are governed by and can be explained by rules.
Ans: T
Learning Objective: 2.3: Explain the ways we “know what we know.”
Cognitive Domain: Knowledge
Answer Location: Starting with the "How" Question
Difficulty Level: Easy

10. Ontological questions address the nature of what we study and what it is that language actually refers to.
Ans: T
Learning Objective: 2.4: Describe major worldviews in human communication research and how each shapes the nature of research.
Cognitive Domain: Knowledge
Answer Location: Starting with Basic Beliefs and Perspectives
Difficulty Level: Easy

11. Researchers will only use inductive or deductive reasoning.
Ans: F
Learning Objective: 2.1: Define the terms induction, deduction, and abduction.
Cognitive Domain: Application
Answer Location: Deduction
Difficulty Level: Medium

12. Worldview has no influence on how researchers frame their research questions.
Ans: F
Learning Objective: 2.4: Describe major worldviews in human communication research and how each shapes the nature of research.
Cognitive Domain: Comprehension
Answer Location: Starting with Basic Beliefs and Perspectives
Difficulty Level: Medium

13. Closed-ended research questions ask whether there is a specific direction of relationship between variables.
Ans: T
Learning Objective: 2.6: Explain with examples the difference between a

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research question and a hypothesis.
Cognitive Domain: Comprehension
Answer Location: Research Questions: Less Certainty; More Room to Move
Difficulty Level: Medium

14. A “construct” is basically an abstract idea about communication.
Ans: T
Learning Objective: 2.3: Explain the ways we “know what we know.”
Cognitive Domain: Knowledge
Answer Location: Operationalizing Constructs
Difficulty Level: Easy

15. A hypothesis is a question about the relationship between variables.
Ans: F
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Knowledge
Answer Location: Hypotheses: Statements of Prediction
Difficulty Level: Easy

16. Deduction is reasoning from theory to observation.
Ans: T
Learning Objective: 2.1: Define the terms induction, deduction, and abduction.
Cognitive Domain: Comprehension
Answer Location: Deduction
Difficulty Level: Medium

17. Induction is reasoning from observation to theory.
Ans: T
Learning Objective: 2.1: Define the terms induction, deduction, and abduction.
Cognitive Domain: Comprehension
Answer Location: Induction
Difficulty Level: Medium

18. Description is a legitimate purpose of research.
Ans: T
Learning Objective: 2.2: Identify key reasons for doing research.
Cognitive Domain: Application
Answer Location: Description
Difficulty Level: Medium

19. Descriptive questions attempt to answer the “why?” question.
Ans: F
Learning Objective: 2.2: Identify key reasons for doing research.
Cognitive Domain: Comprehension
Answer Location: Description

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Difficulty Level: Easy

20. Studies based on explanation attempt to answer the “why?” question.
Ans: T
Learning Objective: 2.2: Identify key reasons for doing research.
Cognitive Domain: Comprehension
Answer Location: Explanation
Difficulty Level: Medium

21. A research question is a statement about the relationships you expect to find between two variables.
Ans: F
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Comprehension
Answer Location: Research Questions: Less Certainty; More Room to Move
Difficulty Level: Medium

22. Critical research has a goal of understanding how power is used in and through communication.
Ans: T
Learning Objective: 2.2: Identify key reasons for doing research.
Cognitive Domain: Knowledge
Answer Location: Criticism
Difficulty Level: Easy

23. Ontology questions address the question of what counts as knowledge.
Ans: F
Learning Objective: 2.4: Describe major worldviews in human communication research and how each shapes the nature of research.
Cognitive Domain: Knowledge
Answer Location: Starting with Basic Beliefs and Perspectives
Difficulty Level: Easy

24. Academic journals are the same as magazines.
Ans: F
Learning Objective: 2.3: Explain the ways we “know what we know.”
Cognitive Domain: Comprehension
Answer Location: Starting from the work of others
Difficulty Level: Easy

25. A null hypothesis shows no relationship between variables.
Ans: T
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Knowledge

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Answer Location: Hypotheses: Statements of Prediction
Difficulty Level: Easy

26. A one-tailed hypothesis states the direction of the relationship between variables.
Ans: T
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Knowledge
Answer Location: Hypotheses: Statements of Prediction
Difficulty Level: Easy

27. Open-ended research questions offer more flexibility than one-tailed hypotheses.
Ans: T
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Comprehension
Answer Location: Research Questions: Less Certainty; More Room to Move
Difficulty Level: Medium

28. Scientific methods often combine control, tenacity, and exploration.
Ans: F
Learning Objective: 2.2: Identify key reasons for doing research.
Cognitive Domain: Comprehension
Answer Location: Starting with a Purpose
Difficulty Level: Medium

Essay

1. Explain the exploration reason for doing research.
Ans: Answers will vary slightly, but need to explain that exploration research is curiosity-based. Exploratory research typically results in descriptions of what you are interested in and generally uses broad questions.
Learning Objective: 2.2: Identify key reasons for doing research.
Cognitive Domain: Comprehension
Answer Location: Exploration
Difficulty Level: Medium

2. Explain briefly what is meant by tenacity, intuition, authority, and empiricism.
Ans: Answers may vary, but must include the following: Tenacity refers to the idea that we've always done it or understood it that way; intuition refers to a hunch or gut instinct; authority refers to the idea that a credible source said so; rationalism refers to logical reasoning; and empiricism simply refers to observation.

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Learning Objective: 2.2: Identify key reasons for doing research.
Cognitive Domain: Comprehension
Answer Location: Starting with How Question
Difficulty Level: Medium

3. Briefly explain the differences between Worldview I and Worldview II.
Ans: Answers will vary, but possible differences to note may include: Worldview I sees human behavior as predictable, objectively measurable, and generalizable, whereas Worldview II sees human behavior as individualistic, unpredictable, and subjective. Worldview I privileges the researcher's perspectives, whereas Worldview II privileges participants' perspectives.
Learning Objective: 2.4: Describe major worldviews in human communication research and how each shapes the nature of research.
Cognitive Domain: Application
Answer Location: Starting with Basic Beliefs and Perceptions
Difficulty Level: Medium

4. Explain the difference between nomothetic and idiographic approaches to communication research.
Ans: Answers will vary, but possible answers may include the following: The notion that the nomothetic approach is a component of Worldview I and includes an emphasis on measurement and generalization, as well as the notion that the idiographic approach is a component of Worldview II and includes an emphasis on individual understanding.
Learning Objective: 2.4: Describe major worldviews in human communication research and how each shapes the nature of research.
Cognitive Domain: Application
Answer Location: Basic Beliefs and Perceptions
Difficulty Level: Medium

5. List and describe the concepts of communication metatheory.
Ans: Answers will vary, but should include all of the following concepts. Rhetorical: This tradition considers the practical art of discourse, debate, or discussion; it emphasizes the use and power of words. Semiotic: This tradition focuses on the uses and interpretations of signs and symbols; it emphasizes the study of how meanings are constructed and the relationships between words and symbols—and thought, Phenomenological: This tradition considers the experience of others; it emphasizes the study of objects and events as they are perceived. Cybernetic: This tradition focuses on the flow of information; it emphasizes communication as a system of information processing and feedback. Sociopsychological: This tradition focuses on the interaction of individuals; it emphasizes attitudes and perceptions and individuals influencing each other or working toward collective outcomes. Sociocultural: This tradition considers the production and reproduction of social order; it emphasizes the ways in which shared meanings and social structures are produced and reproduced through communication. Critical: This tradition focuses on power, the perpetuation of

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power, oppression, and emancipation in society; it challenges common assumptions.
Learning Objective: 2.2: Identify key reasons for doing research.
Cognitive Domain: Analysis
Answer Location: Starting with Basic Beliefs and Perspectives
Difficulty Level: Hard

6. Discuss the pros and cons of starting a communication research project with a specific research question as opposed to having no question.
Ans: A research question is more speculative and allows you to be more open-minded in your research design in order to capture relationships you had not anticipated. Research questions have the advantage of focusing your research and, importantly, telling you what you do not need to focus on. The cost may be blinding you to relevant and important phenomena outside your immediate focus.
Learning Objective: 2.2: Identify key reasons for doing research.
Cognitive Domain: Application
Answer Location: Research Questions: Less Certainty; More Room to Move
Difficulty Level: Medium

7. You have a research interest in children and television advertising. Discuss how a research study is designed to describe how their response to advertising might differ from a study designed to predict how they respond to advertising.
Ans: Answers will vary, but may include the idea of posing a research question to ask about how they respond as opposed to posing a hypothesis that predicts that they will respond a certain way.
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Comprehension
Answer Location: Starting with a Focus
Difficulty Level: Medium

8. Why it is not suggested to start your project by choosing the method you like the most?
Ans: Answers will vary, but at the most basic level, it is suggested to use the method that best answers what you want to know, and not simply because you like the method. An example given in the text is that it is like saying you will make a digital recording of human behavior because you know how to use the video camera on your smartphone.
Learning Objective: 2.2: Explain the ways we “know what we know.”
Cognitive Domain: Comprehension
Answer Location: Starting with the "How" Question
Difficulty Level: Medium

9. Explain the difference between starting research deductively versus inductively.
Ans: Answers will vary, but should include the following, at minimum. Starting

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inductively means that your reasoning is moving from is reasoning from observations to a theory that might explain your observations, that is, from the specific to the general. Starting deductively means you are moving from a known theory to defining the observations you will make to test the theory, that is, from the general to the specific.
Learning Objective: 2.1: Define the terms induction, deduction, and abduction.
Cognitive Domain: Application
Answer Location: The Relationship Between Theory and Observations
Difficulty Level: Medium

10. Briefly define induction, deduction, and abduction.
Ans: Answers may vary slightly, but should include the following definitions. Induction is reasoning from observations to a theory that might explain your observations. Induction moves from the specific to the general. Deduction moves from a theory to defining the observations you will make to test the theory; it moves from the general to the specific. Abduction refers to reasoning from an effect to possible causes.
Learning Objective: 2.1: Define the terms induction, deduction, and abduction.
Cognitive Domain: Comprehension
Answer Location: The Relationship Between Theory and Observations
Difficulty Level: Easy

11. When can a researcher make generalizations about human communication?
Ans: Answers will vary. While we have to understand that everyone is unique, researchers using survey or experimental methods typically will want to assume that the results of their research will apply to people who are similar to the study participants but not in the study. That is, there is an assumption that people are similar in the way they behave.
Learning Objective: 2.2: Identify key reasons for doing research.
Cognitive Domain: Comprehension
Answer Location: Theories About Human Behavior Can/Cannot Be Generalized
Difficulty Level: Medium

12. Explain the role epistemology has in research.
Ans: Answers will vary, but should include the idea that method decisions are rooted in epistemology and that epistemology is the question of how we know what we know. Responses may also use the examples of tenacity—we've always done it or understood it that way; intuition—the hunch or the gut instinct; authority—because a credible source said so; rationalism—logical reasoning; or empiricism—observation.
Learning Objective: 2.2: Identify key reasons for doing research.
Cognitive Domain: Comprehension
Answer Location: Starting with the "How" Question
Difficulty Level: Medium

13. Why is operationalization an important part of designing a research study?

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Ans: A good answer should include the idea that operationalization, means to define key constructs in such a way that they can be measured. Operationalization and identification of constructs is a necessary first step in the research process.
Learning Objective: 2.3: Explain the ways we “know what we know.”
Cognitive Domain: Comprehension
Answer Location: Operationalizing Constructs
Difficulty Level: Medium

14. What are the advantages and disadvantages of using a hypothesis in your research over a research question?
Ans: Preferring a hypothesis over a research question gives you the advantage of focusing your study because you have said with some level of confidence “I know what’s going on.” Your study then becomes an exercise in determining whether your hypothesis is supported. Starting with an open-ended research question is appropriate for the exploratory study you would conduct when you don’t have a lot of evidence as to what might be going on.
Learning Objective: 2.6: Explain with examples the difference between a research question and a hypothesis.
Cognitive Domain: Analysis
Answer Location: Starting with a Focus
Difficulty Level: Hard

15. What are the pros of starting research from others’ work?
Ans: If you do not start from the work of others, you run the risk of doing research that has already been done and therefore making no new contribution to knowledge. You may also miss out on knowing about especially relevant research methods, advances in research, and findings that might help you. You may also miss out on knowing about the research that most scholars agree is well designed and professionally executed and that makes a significant contribution to knowledge.
Learning Objective: 2.5: Discuss the advantages and disadvantages of basing your work on the work of other researchers.
Cognitive Domain: Analysis
Answer Location: Starting from the Work of Others
Difficulty Level: Hard

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