

Introducing Communication Research, Third edition
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Test Bank
Chapter 2

TRUE / FALSE

1. Open-ended research questions ask whether there is a relationship between variables.

*a. True

b. False

Location: Research Questions

2. Closed-ended research questions predict a specific research result.

a. True

*b. False

Location: Research Questions

3. Epistemological questions address the question of how it is we know what we know.

*a. True

b. False

Location: Starting with the How Question

4. Tenacity refers to the knowledge that, correctly or incorrectly, has stood the test of time.

*a. True

b. False

Location: Starting with the How Questions

5. Intuition is the instinct that says “this just feels right.”

*a. True

b. False

Location: Starting with the How

6. Authority is the way of knowing that comes because _____ said it.

*a. True

b. False

Location: Starting with the How

7. Rationalism asserts that knowledge is best acquired by faith rather than reason and factual analysis.

- a. True
- *b. False

Location: Starting with the how

8. Empiricism argues for knowledge based on experience and observation.

- *a. True
- b. False

Location: Starting with the How

9. Positivism assumes that phenomena are governed by and can be explained by rules.

- *a. True
- b. False

Location: Starting with the How

10. Ontological questions address the nature of what we study and what it is that language actually refers to.

- *a. True
- b. False

Location: Starting with a worldview

11. Researchers never mix inductive and deductive reasoning.

- a. True
- *b. False

Location: Deductive

12. Worldview has no influence on how researchers frame their research questions.

- a. True
- *b. False

Location: Starting with worldview

13. Mental experiments are not a good way to generate ideas for new research.

- a. True
- *b. False

Location: Starting with worldview

14. Closed-ended research questions ask whether there is a specific direction of relationship between variables.

- *a. True
- b. False

Location: Research Questions

15. A “construct” is basically an abstract idea about communication.

*a. True

b. False

Location: Firming Up Questions

16. A hypothesis is a question about the relationship between variables.

a. True

*b. False

Location: Deduction

17. Deduction is reasoning from theory to observation.

*a. True

b. False

Location: Deduction

18. Induction is reasoning from observation to theory.

*a. True

b. False

Location: Induction

19. Description is a legitimate purpose of research.

*a. True

b. False

Location: Description

20. Descriptive questions attempt to answer the “who?” question.

*a. True

b. False

Location: Description

21. Studies based in explanation attempt to answer the “why?” question.

*a. True

b. False

Location: Explanation

22. A research question is a statement about the relationships you expect to find between two variables.

a. True

*b. False

Location: Research Questions

23. Critical research has a goal of understanding how power is used in and through communication.

*a. True

b. False

Location: Criticism

24. Ontology questions address the question of what counts as knowledge.

a. True

*b. False

Location: Starting with a worldview

25. Academic journals are the same as magazines.

a. True

*b. False

Location: Starting from the work of others

26. A null hypothesis shows no relationship between variables.

*a. True

b. False

Location: Hypotheses

27. A one-tailed hypothesis states the direction of the relationship between variables.

*a. True

b. False

Location: Hypotheses

28. Good research can start with no research question or hypothesis.

*a. True

b. False

Location: Starting with No Questions

29. Open-ended research questions offer more flexibility than one-tailed hypotheses.

*a. True

b. False

Location: Research questions

30. Scientific methods often combine control, tenacity, and exploration.

a. True

*b. False

Location: Starting with a worldview

MULTIPLE CHOICE

31. 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
- e. validation

Location: Hypotheses

32. “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. an open-ended research question
 - e. a null hypothesis

Location: Hypotheses

33. “What factors explain students’ use of Twitter?” This question fulfills what research purpose?
- *a. exploration
 - b. description
 - c. explanation
 - d. prediction
 - e. evolution

Location: Starting with the Why

34. “There is no relationship between academic performance and social media involvement” is an example of a(n)
- a. closed-ended research question
 - b. open-ended research question
 - *c. null hypothesis
 - d. one-tailed hypothesis
 - e. two-tailed hypothesis

Location: hypotheses

35. “Does academic performance increase as social media use decreases?” is an example of a(n)
- a. null hypothesis
 - b. one-tailed hypothesis
 - c. two-tailed hypothesis
 - *d. closed-ended research question
 - e. open-ended research question

Location: Research Questions

36. 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

e. evaluation

Location: Starting with the Why

37. 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.

c. addresses a question that has already been researched

d. defines the results the researcher expects to find

e. does not define the results the researcher expects to find

Location: Research Questions

38. 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

e. cross-cultural communication competencies

Location: Starting with a worldview

39. The scientific method combines _____ to advance knowledge.

a. empiricism and interpretivism

b. interpretivism and peer review

c. peer review and critical theory

d. critical theory and empiricism

*e. empiricism and peer review

Location: Starting with the how questions

40. 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

e. intuition and faith

Location: Starting with the how question

41. Tenacity, intuition, authority, and empiricism are all

*a. epistemologies

b. ontologies

c. philosophies

d. ideologies

e. axiologies

Location: Starting with the how

42. Which one of the following purposes of research attempts to answer “why” questions?

- a. exploration
- b. description
- c. prediction
- d. control
- *e. explanation

Location: Explanation

43. 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
- e. prediction

Location: Control

44. 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
- e. is based on the belief that the individual is more important than the group

Location: Starting with a worldview

45. Generally, Worldview II 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
- e. is based on the belief that the group is more important than the individual

Location: Starting with a worldview

46. Research is often argued to have four major purposes. 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
 - e. description, explanation, prediction, and interpretation
- Location: Starting with the why

47. A two-tailed hypothesis specifies
- a. the direction of the relationship between two variables
 - b. the strength of the relationship between two variables
 - c. that there is no relationship between two variables
 - d. that there are two possible relationships between two variables
 - *e. only that there is a relationship between two variables

Location: Hypotheses

ESSAY / PARAGRAPH

48. Identify and explain four basic reasons for doing research.

49. Explain briefly what is meant by each of

- tenacity
- intuition
- authority
- empiricism

Location: Starting With How

50. Briefly explain the differences between Worldview I and Worldview II.

Location: Starting with Worldview

51. Identify and discuss the starting points a researcher might identify to help him or her begin a research project.

Location: Starting with What

52. Explain the difference between nomothetic and idiographic approaches to communication research.

Location: Starting with Worldview

53. Discuss the pros and cons of starting a communication research project based only on one's preferences for a particular research method.

Location: Starting with Worldview

54. Discuss the pros and cons of starting a communication research project with a specific research question as opposed to having no question.

Location: Research Questions

55. You have a research interest in children and television advertising. Discuss how a research study designed to describe how they respond to advertising might differ from a study designed to predict how they respond to advertising.

Location: Starting with Why

56. How might your presence as a researcher influence what you're studying?

Location: Starting with How

57. Explain the difference between starting research deductively versus inductively.

Location: Starting with What

58. What are the pros and cons to starting a research project without knowing what you're looking for?

Location: Starting with No Questions

59. When can a researcher make generalizations about human communication?

Location: Starting with Worldview

60. Explain the role epistemology has in research.

Location: Starting with How

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

Location: Firming Up Questions

62. What are the advantages and disadvantages of using a hypothesis in your research over a research question?

Location: hypotheses

63. What are the pros and cons of starting research from others' work?

Location: Starting from the work of others