Quantitative Research Methods in Communication - The Power of Numbers for Social Justice 1st edition Scharrer Test Bank

SKU: 9780367547851-TEST-BANK

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Quizzes used in COMM210 Quantitative Methods in Communication
Taught Spring 2022 at Annenberg School for Communication, University of Pennsylvania
https://github.com/mbod/comm210_S22/blob/master/syllabus.md

Content created by Matt O'Donnell (mbod@asc.upenn.edu) and implemented in Canvas LMS using the 'New Quiz' format. Based upon chapters 1-9 of Scharrer, E. and Ramasubramanian, S. (2021) *Quantitative Research Methods in Communication: The Power of Numbers for Social Justice*. Routledge

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Chapter 1: Overview of Social Science research

The following questions relate to the material covered in Chapter 1 of the S&R textbook.

- **Make sure to read S&R Chapter 1 carefully BEFORE you attempt this quiz.**
- **Please read the questions carefully.**
- **Please DO NOT work on the quiz or share answers with other members of the class.**
- **It is important that you try and answer these questions based on your knowledge and memory after reading the chapter. Try to answer them without searching through the chapter for keywords etc.**

Q1. The use of the *a priori* approach to knowledge discovery is associated with:
(multiple choice)

- **quantitative methods**
- qualitative methods
- both quantitative and qualitative methods
- none of the above

Q2. What are the common goals of social science research discussed in Chapter 1?
(multiple answer)

- **description**
- **evaluation**

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- **exploration**
- **explanation**
- **transformation**
- elimination
- publication
- investigation
- examination

Q3. Place the following steps into the order in which they usually occur in a quantitative social science project
(Reorder - options presented in random order)

1. State research question
2. Review existing literature
3. State hypothesis
4. Describe methods
5. Data collection
6. Analyze data (using appropriate statistical methods)
7. Apply results and discuss implications

Q4. Match the terms and their definitions
(matching - pull down select with all definitions presented for each term)

epistemology	how knowledge is conceived and produced
paradigm	set of assumptions, concepts and procedures defining a particular scientific discipline or approach
a priori reasoning	acquiring knowledge using theoretical deduction rather than observation and experience
quantitative criticalism	the use of quantitative methods to expose injustices and inequalities and bring data to bear on the structures and forces involved
aggregation	method to group and summarize many data items

Q5. Quantitative social science research is primarily an **inductive** approach to acquiring knowledge about the social world around us.
(True/False)

- True
- **False**

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Q6. Which of the following are types of social justice scholarship?
(multiple answer)

- **translational research**
- **public scholarship**
- **engaged scholarship**
- **policy research**
- **community-based participatory research**
- **activist scholarship**
- private scholarship
- individual scholarship
- basic science research
- federally-funded research

Q7. Which of the following are examples of methods used in quantitative social science?
(multiple answer)

- **content analysis**
- **lab-based experiments**
- **survey methods**
- **field experiments**
- ethnography
- focus groups
- textual analysis
- interviews

Q8. "Without high levels of multicultural competence of the researcher, both quantitative and qualitative procedures run the risk of further marginalizing and oppressing minority groups." (Ponterotto et al. (2013: 57)

Write a short paragraph to describe some of the risks of a traditional quantitative approach with regard to social justice.
(short essay - 30-200 words)

Q9. Three key features of quantitative research methods are: 1. the principle of [**OBJECTIVITY**], 2.[**AGGREGATION**] of numerical data and 3.. [**DEDUCTIVE**] reasoning
(fill in the blanks)

Q10. Match each of the paradigms to the broad description of what they involve.
(matching - pull down select with all definitions presented for each term)

(Post-) Positivist Paradigm	forms hypotheses and collects data to test them

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Constructivist Paradigm	considers multiple realities and meanings from varied experiences and interpretations
Critical Paradigm	focuses on the distribution of power and privilege in society and intervene to address oppression, injustice and inequality

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Chapter 2 Quiz: Ethical issues in quantitative social science

The following questions relate to the material covered in Chapter 2 of the S&R textbook.

- **Make sure to read S&R Chapter 2 carefully BEFORE you attempt this quiz.**
- **Please read the questions carefully.**
- **Please DO NOT work on the quiz or share answers with other members of the class.**
- **It is important that you try and answer these questions based on your knowledge and memory after reading the chapter. Try to answer them without searching through the chapter for keywords etc.**

Q1. Ethical concerns in social science research can be of three types:

1. **[Procedural]** ethics, 2. **[Professional]** ethics and 3. **[Personal]** ethics.
(fill in the blanks)

Q2. What are the three main principles set down in the Belmont Report?
(Multiple answer - present in randomized order)

- **Respect**
- **Justice**
- **Beneficence**
- Risk reduction
- Consent

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- Procedural ethics
- Cultural responsiveness
- Compensation

Q3. Match the following concepts to their definitions
(matching - pull down select with all definitions presented for each term)

Procedural ethics	relate to the legal regulations and policies established to avoid harm to study participants at the institution, state or national level
Tokenism	making small seemingly inclusive acts without fully addressing and committing to inclusivity
Deficit-based thinking	sees minoritized groups as lacking and inferior in comparison to dominant groups
Relational ethics	seek to foster mutual respect and dignity between researchers and participants
Inclusive research samples	involve researchers seeking out samples beyond the majority group populations

Q4. The Belmont Report provides ethical guidance in designing a study. Select **all** the items that are covered by these guidelines.
(multiple answer - present in randomized order)

- **voluntary participation**
- **non-coercion**
- **informed consent**
- **assent from those unable to consent**
- **process consent**
- neutrality
- rationality
- objectivity
- deception

Q5. Define **REFLEXIVITY**
(short answer)

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