Communication Research 5th edition Keyton Test Bank

SKU: 9781259870552-TEST-BANK

Communication Research: Asking Questions, Finding Answers, 5e **(Keyton)**
Chapter 2 The Research Process: Getting Started

1) Both the deductive and inductive research models begin with
A) reviewing and building from existing theory.
B) collecting data.
C) identifying the research problem.
D) interpreting the findings.
E) none of the above.

2) In reading academic journals or scholarly books, conclusions drawn by the authors are found in what section:
A) the abstract.
B) the literature review.
C) the methods section.
D) the discussion section.
E) in any of these.

3) Anytime you use the work of others, you must:
A) provide a citation indicating in the text of your paper only the year of the work you are using.
B) provide a citation indicating in the text of your paper what idea you are using and whose idea it is, and include the reference entry in your list of references.
C) decide whether or not to cite the author or to leave the citation out.
D) provide a citation in the bibliography or list of references only.

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Put the following descriptions of the steps of theory building in order from start to finish:

A) Creates an explanation for the event or observation
B) Moves from the specific event or observation to a more generalized form
C) Describes the event or observation that needs understanding
D) Confirms, revises, expands, or abandons the tested proposition
E) Develops test for the proposed theory
F) Develops predictions

4) Step 3

5) Step 4

6) Step 2

7) Step 6

8) Step 1

9) Step 5

10) The deductive research model moves from a known or assumed position to the particulars of a specific case.

11) Asking new questions is the step in the research process that both completes and re-starts the research cycle.

12) The steps of the research process are independent.

13) The goal of library research is to determine if the answer to your question is available.

14) As you discover information in the library, it may be necessary to adjust or revise your initial question or topic.

15) Theory can be well-developed and confirmed in one research study.

16) In the inductive research model, observations tend to drive theory development.

17) Many websites or which the URL ends with .com are regarded as quality resources written by knowledgeable experts.

18) The list of references at the end of relevant articles or books is an appropriate place to find helpful resources for your research.

19) The discussion section of a research paper interprets, integrates, and critically analyzes the published literature relevant to your study.

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20) Briefly explain the differences between and similarities of the deductive and inductive research models.

21) For the topic, communication competence, describe the steps you would take to conduct a basic library search.

22) Briefly describe the six steps of formal theory building.

23) Describe the relationship between theory and research.

24) Explain why it is difficult for one study to develop and confirm theory about communication behavior.

25) How would you characterize the difference between information found in academic journals and scholarly books with information found in popular media sources?

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