Introducing Communication Research Paths of Inquiry 3rd edition Treadwell Test Bank

SKU: 9781483379418-TEST-BANK

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.

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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

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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

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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

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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

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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

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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

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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