***Communication Research: Asking Questions, Finding Answers, 5e* (Keyton)**

**Chapter 1 Introduction to Communication Research**

1) Communication research from the social science perspective

A) is the discovery of answers to questions through the application of scientific and systematic procedures.

B) uses quantitative and qualitative methods.

C) is based on the assumption that research can uncover patterns.

D) is empirical.

E) all of the above.

Answer: E

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2) Communication researchers

A) may use quantitative or qualitative methods.

B) may use research questions or hypotheses.

C) publish their studies in academic journals and scholarly books.

D) collect data for their investigations.

E) all of the above.

Answer: E

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Match the following descriptions with the 12 characteristics of science:

A) Conducting the same or similar study in different settings and with different participants

B) Available to anyone; not proprietary research

C) Expected to occur; researchers use standard procedures and techniques to help minimize it

D) Based on data

E) Extending findings to similar situations or similar people

F) Requirement of researcher to minimize personal bias

G) Necessary to demonstrate that the proposition is true

H) Researchers do not rely on what appears to be obvious

I) Findings from one study lead to more questions for the next study

J) Identifying and capturing the phenomenon

K) Publishing results provides an opportunity for researchers to improve their procedures

L) Can be investigated

3) Replicable

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4) Explore all possible explanations

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5) Heuristic

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6) Possibility of error

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7) Objectivity

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8) Public record

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9) Evidence

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10) Skepticism

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11) Testable

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12) Measurement and observation

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13) Generalizability

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14) Self-correcting

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Answers: 3) A 4) G 5) I 6) C 7) F 8) B 9) D 10) H 11) L 12) J 13) E 14) K

Match the following descriptions with the type of questions researchers investigate:

A) Examine the aesthetic or normative features of communication

B) Provide definitions for phenomena

C) Examine courses of action for their effectiveness

D) Examine if and how two phenomena are related

15) Questions of definition

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16) Questions of relationships

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17) Questions of policy

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18) Questions of value

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Answers: 15) B 16) D 17) C 18) A

19) A theory is a related set of ideas that explains how or why something occurs or happens.

Answer: TRUE

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20) A research question is preferred over a hypothesis if the researcher cannot formulate a tentative proposition after reviewing the existing literature.

Answer: TRUE

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21) The substantive content of the research question or hypothesis drives the selection of the method.

Answer: TRUE

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22) Researchers should rely on the one or two methods they know to answer any and all research questions and hypotheses.

Answer: FALSE

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23) Explain the difference between scholarly research and proprietary research. Give examples in your explanation.

Answer: Answers will vary

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24) Describe and explain the four scientific outcomes, or goals, of communication research.

Answer: Answers will vary

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25) As a student, explain your consumer relationship to research.

Answer: Answers will vary

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