

Chapter 2: Theory Development Test Bank

Multiple Choice

1. The belief that the best theories are found in the results of systematic study (inductive theory) is also known as _____.

- A. cognitive dissonance
- B. grounded theory
- C. social comparison theory
- D. deduction

Ans: B

Learning Objective: Recognize the differences between humanistic and social scientific approaches to communication study.

Cognitive Domain: Knowledge

Answer Location: Theory-Research Link

Difficulty Level: Easy

2. When every member of a population has an equal chance of being selected for a research study, the sample is known as a/an _____.

- A. aggregate sample
- B. nonrandom sample
- C. population sample
- D. random sample

Ans: D

Learning Objective: Articulate why a particular research method is the appropriate method to answer a research question.

Cognitive Domain: Knowledge

Answer Location: Survey

Difficulty Level: Easy

3. Because they provide more anonymity to her respondents, Tanisha should plan to use which of the following in her research study?

- A. closed-ended questions
- B. questionnaires
- C. interviews
- D. focus groups

Ans: B

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Comprehension

Answer Location: Surveys

Difficulty Level: Medium

4. Alonzo will be conducting an ethnography by observing the actions of a group of people with whom he has never interacted and wants to observe their actions without interacting at all with any of the members of the culture. Alonzo's plan, then, is to act as which of the following?

- A. complete participant
- B. participant-observer
- C. complete observer
- D. Text-miner

Ans: C

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Application

Answer Location: Ethnography

Difficulty Level: Hard

5. Cheri plans to record and then analyze the conversations between and among members of a group of people she has chosen for her research study. Cheri's work may also be known as _____.

- A. interaction analysis
- B. ethnography
- C. data mining
- D. generalization

Ans: A

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Comprehension

Answer Location: Textual analysis

Difficulty Level: Medium

6. A systematic method for describing, analyzing, interpreting, and evaluating the persuasive force of messages is known as _____.

- A. content analysis
- B. experimental research
- C. rhetorical criticism
- D. survey research

Ans: C

Learning Objective: Articulate why a particular research method is the appropriate method to answer a research question.

Cognitive Domain: Knowledge

Answer Location: Textual Analysis

Difficulty Level: Easy

7. A text is _____.

- A. a written message

- B. a message
- C. a recorded message
- D. a written or recorded message

Ans: D

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Knowledge

Answer Location: Textual Analysis

Difficulty Level: Easy

8. Researchers who are interested in the structure of interactions typically conduct _____.

- A. content analysis
- B. interaction analysis
- C. rhetorical criticism
- D. textual analysis

Ans: D

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Knowledge

Answer Location: Textual Analysis

Difficulty Level: Easy

9. Social scientists refer to patterns of communication that hold true across groups of people, over time, and in different contexts as _____.

- A. determinism
- B. generalizations
- C. hypotheses
- D. random samples

Ans: B

Learning Objective: Recognize the differences between humanistic and social scientific approaches to communication study.

Cognitive Domain: Comprehension

Answer Location: Social Science and the Humanities

Difficulty Level: Medium

10. The humanist approach views truth as _____; whereas the social scientific approach treats truth as _____.

- A. altruistic; deterministic
- B. common sense; scholarly
- C. ethnographic; experimental
- D. subjective; objective

Ans: C

Learning Objective: Recognize the differences between humanistic and social scientific approaches to communication study.

Cognitive Domain: Comprehension

Answer Location: Social Science and the Humanities

Difficulty Level: Medium

11. Theories can grow when there is a deeper and more nuanced understanding of the original principles. This is known as _____.

- A. induction
- B. deduction
- C. intension
- D. extension

Ans: C

Learning Objective: Describe the differences between inductive theory and deductive theory, especially in terms of the theory development process.

Cognitive Domain: Knowledge

Answer Location: How Theories Change and Grow

Difficulty Level: Easy

12. The social scientific approach utilizes _____ methods in order to make generalizations about human behavior.

- A. quantitative
- B. qualitative
- C. intensive
- D. extensive

Ans: A

Learning Objective: Recognize the differences between humanistic and social scientific approaches to communication study.

Cognitive Domain: Comprehension

Answer Location: Social Science and the Humanities

Difficulty Level: Medium

13. Dante would like to collect data about the life of first-year college students. He would like the research to be comprehensive, to include information about what daily life is like, what classes are like, and what it is like living in the dorms. The best research method to obtain this data would be _____.

- A. experiment
- B. survey
- C. textual analysis
- D. ethnography

Ans: D

Learning Objective: Recognize the differences between humanistic and social scientific approaches to communication study.

Cognitive Domain: Analysis

Answer Location: Ethnography

Difficulty Level: Medium

14. _____ research is reported by someone other than the person who conducted it, which means the information could be unintentionally presented in a biased manner.

- A. Primary
- B. Secondary
- C. Quantitative
- D. Qualitative

Ans: B

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Comprehension

Answer Location: What Is Research?

Difficulty Level: Medium

15. A researcher who is looking at a situation in its entirety, as the focal point of research, is applying which of the following?

- A. particularism
- B. holism
- C. a social scientific approach
- D. a quantitative method

Ans: B

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Comprehension

Answer Location: Social Science and the Humanities

Difficulty Level: Medium

16. Cause and effect is revealed with which research method?

- A. experiment
- B. survey
- C. textual analysis
- D. ethnography

Ans: A

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Comprehension

Answer Location: Social Science and the Humanities

Difficulty Level: Medium

17. Data mining is a more modern derivation of which research method?

- A. rhetorical criticism
- B. content analysis

- C. interaction analysis
- D. none of these

Ans: B

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Knowledge

Answer Location: Textual Analysis

Difficulty Level: Easy

18. The _____ research method is naturalistic and emergent because participants are in their natural environment.

- A. field experiment
- B. lab experiment
- C. ethnography
- D. biography

Ans: C

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Comprehension

Answer Location: Ethnography

Difficulty Level: Medium

19. According to the humanistic approach, humans have free will and choice-- they are practical and plan behavior. This viewpoint is labeled _____.

- A. pragmatism
- B. determinism
- C. holism
- D. particularism

Ans: A

Learning Objective: Recognize the differences between humanistic and social scientific approaches to communication study.

Cognitive Domain: Comprehension

Answer Location: Social Science and the Humanities

Difficulty Level: Medium

20. According to the social science approach, human behavior should be studied in specific, narrow pieces. The intent is that the entire picture will eventually be made clear. This viewpoint is labeled _____.

- A. pragmatism
- B. determinism
- C. holism
- D. particularism

Ans: D

Learning Objective: Recognize the differences between humanistic and social scientific approaches to communication study.

Cognitive Domain: Knowledge

Answer Location: Social Science and the Humanities

Difficulty Level: Easy

21. Which of the following uses verbal descriptions of communicative phenomena?

- A. qualitative methods
- B. quantitative methods
- C. ethnography
- D. textual analysis

Ans: A

Learning Objective: Articulate why a particular research method is the appropriate method to answer a research question.

Cognitive Domain: Comprehension

Answer Location: Social Science and the Humanities

Difficulty Level: Medium

22. Deductive theory is generally associated with which of the following?

- A. grounded theory
- B. scientific method
- C. humanistic approach
- D. particularism

Ans: B

Learning Objective: Describe the differences between inductive theory and deductive theory, especially in terms of the theory development process.

Cognitive Domain: Comprehension

Answer Location: Theory-Research Link

Difficulty Level: Medium

True/False

1. Deductive theory development occurs before inductive theory development.

Ans: T

Learning Objective: Describe the differences between inductive theory and deductive theory, especially in terms of the theory development process.

Cognitive Domain: Comprehension

Answer Location: Theory-Research Link

Difficulty Level: Medium

2. Survey research is the only way to determine how someone thinks or feels about something.

Ans: T

Learning Objective: Articulate why a particular research method is the appropriate method to answer a research question.

Cognitive Domain: Knowledge
Answer Location: Surveys
Difficulty Level: Easy

3. Experiments can only occur in laboratory settings.

Ans: F

Learning Objective: Articulate why a particular research method is the appropriate method to answer a research question.

Cognitive Domain: Knowledge
Answer Location: Experiments
Difficulty Level: Easy

4. Content analysis is primarily used to study mass communication.

Ans: F

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Knowledge
Answer Location: Textual Analysis
Difficulty Level: Easy

5. In ethnographic research, acting as a complete observer allows for the most objectivity in recording data.

Ans: T

Learning Objective: Articulate why a particular research method is the appropriate method to answer a research question.

Cognitive Domain: Comprehension
Answer Location: Ethnography
Difficulty Level: Medium

6. The participant–observer researcher becomes fully involved with the culture or context, but he or she has admitted his or her research agenda before entering the environment.

Ans: T

Learning Objective: Articulate why a particular research method is the appropriate method to answer a research question.

Cognitive Domain: Knowledge
Answer Location: Ethnography
Difficulty Level: Easy

7. Masculinity is considered a variable because people can be highly masculine, moderately masculine, non-masculine, and so on.

Ans: T

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Knowledge
Answer Location: Experiments
Difficulty Level: Easy

8. Extension occurs when a new element is added to a theory.

Ans: T

Learning Objective: Summarize the ways theories change and grow.

Cognitive Domain: Knowledge

Answer Location: How Theories Change and Grow

Difficulty Level: Easy

9. The control of a variable is known as manipulation.

Ans: T

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Knowledge

Answer Location: Experiments

Difficulty Level: Easy

10. Field experiments take place in a controlled location known as a laboratory.

Ans: F

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Knowledge

Answer Location: Experiments

Difficulty Level: Easy

Essay

1. Identify and explain two research methods. Then compare and contrast the two methods based on the strengths and weaknesses of each.

Ans: Students should select from the following: experiments, which focus on causation and control; surveys, which focus on questioning and sampling; textual analysis, which focuses on the content, nature, or structure of messages; and ethnography, which focuses on the communication rules and meanings in a particular culture or context.

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Application

Answer Location: Ethnography

Difficulty Level: Hard

2. Besides research methods used, thoroughly explain two differences between the social scientific and humanistic approaches to communication theory.

Ans: For the humanistic approach, meaning is presumed to be subjective and unique to the individual, even though meaning is likely influenced by social processes and **subjectivity** is a hallmark; one's own **interpretation** is of interest.

Objectivity is a central feature of social science. Social scientists believe that through careful standardization (i.e., objectivity), researchers can observe patterns of communication that can hold true for all (or most) people, all (or most) of the time. These patterns that hold true across groups, time, and place are known as **generalizations**.

Learning Objective: Recognize the differences between humanistic and social scientific approaches to communication study.

Cognitive Domain: Application

Answer Location: Social Science and the Humanities

Difficulty Level: Hard

3. Differentiate between why social scientific approach researchers follow determinism and humanistic approach researchers follow pragmatism.

Ans: Social scientists tend to follow **determinism**, which means they believe past experience, personality predispositions, and a number of other antecedents \conditions *cause* people to behave in certain ways. Most humanists believe people have control over their behavior and make conscious choices to communicate to meet their goals.

Learning Objective: Recognize the differences between humanistic and social scientific approaches to communication study.

Cognitive Domain: Application

Answer Location: Social Science and the Humanities

Difficulty Level: Hard

4. Explain open-ended and closed-ended questions and how they differ.

Ans: Open-ended questions allow respondents to answer in their own words, giving as much (or as little) information as they would like. Closed-ended questions require respondents to use set answers.

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Application

Answer Location: Surveys

Difficulty Level: Hard

5. Identify and explain the three different types of ethnography based on the researcher's role. Explain a benefit and drawback for each type.

Ans: A complete participant is fully involved in the social setting, and the participants do not know the researcher is studying them. This approach requires the researcher to know enough about the environment to be able to fit in.

Moreover, there are numerous ethical hurdles the researcher must overcome.

Combined, these two challenges prevent much research from being conducted in this fashion. With **participant-observer** roles, the researcher becomes fully involved with the culture or context, but he or she has admitted his or her research agenda before entering the environment. Knowledge is gained firsthand by the researcher, but extensive knowledge about the culture is not necessarily a prerequisite. Researchers choosing this strategy may also elect which to emphasize more: participation or observation. A researcher may choose to be a **complete observer** who does not interact with the members of the culture or context, which means they do not interview any of the members of the group under study. This method allows for the greatest objectivity in recording data, while simultaneously limiting insight into participants' own meanings of the observed communication.

Learning Objective: Explain the major research methods used by communication theorists, including what they reveal and what they conceal about the communication process.

Cognitive Domain: Application

Answer Location: Ethnography

Difficulty Level: Hard