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MAC213 - FOUNDATIONS OF COMMUNICATION RESEARCH

MAC213: Communication Research a _____ credit unit course whose primary focus is to introduce undergraduate students of Mass Communication to the data gathering methods in Journalism and Mass Communication.

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Research is one of the essential activities you must undertake for you to earn your degree at the National Open University of Nigeria (NOUN).

True

NISER stands for _____

National Institute of Social Economic Research

Multinational corporations have what is known as _____ whose major responsibility is research and product development.

Research and Development departments

Multinational corporations have what is known as Research and Development departments whose major responsibility is _____ and product development.

research

Multinational corporations have what is known as Research and Development departments whose major responsibility is research and _____ development.

product

The term “research” has its etymological derivation from the French word _____

recherché

The term “research” has its etymological derivation from the French word “recherché” which means _____

to investigate thoroughly or to go about seeking

In the English language, the word research is composed of _____ syllables

two

Man needs knowledge about the world around him so that _____

he can live a meaningful life on planet Earth

Man needs _____ about the world around him so that he can live a meaningful life on planet Earth.

knowledge

_____ includes any gathering of data, information and facts for the advancement of knowledge

Research

_____ refers to a search for knowledge on the investigation of a particular topic using a variety of reliable, scholarly resources.

Research

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The Oxford Advanced Learners Dictionary 7th Edition (2005) defines _____ as “a careful study of a subject, especially in order to discover new facts or information about it”.

research

The Chambers Dictionary 11th Edition (2009) defines _____ as “careful search; investigation; systematic investigation towards increasing the sum of knowledge”.

research

According to _____ “research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue.”

Crosswell (2008)

According to Crosswell (2008) “_____ is a process of steps used to collect and analyze information to increase our understanding of a topic or issue.”

research

_____ asserts that, “the strict definition of scientific research is performing a methodological study in order to prove a hypothesis or answer a specific (research) question”.

Shuttleworth (2008)

Osuala (2005:1) defines _____ as “the process of arriving at dependable solutions to problems through the planned and systematic collection, analysis and interpretation of data.”

research

_____ can be defined as a structured enquiry that utilized acceptable scientific methodology to solve problems and create new knowledge that is generally applicable.

Research

_____ can be defined as an endeavour to discover answers to intellectual and practical problems through the application of scientific method.

Research

_____ is an original contribution to the existing stock of knowledge making for its advancement. It is the search for knowledge through objective and systematic method of finding solution to a problem.

Research

_____ is the systematic approach concerning generalization and the formulation of a theory.

Research

_____ is knowledge that can be explained or verified through some procedure.

Research

_____ is devoted to finding conditions under which a certain phenomenon occurs and the conditions under which it does not occur in what might appear to be similar circumstances.

Research

_____ is used to establish or confirm facts, reaffirm the result of previous work, solve new or existing problems, support theories or develop new theories.

Research

A _____ is the product of a knowledge-gathering process through the use of academically accepted fact-finding methods and tools and the ultimate presentation of the empirical findings in a professional manner (often through conferences, seminars, journals and books) to the academic community and the public at large.

scholarly research

Research is undertaken within most professions and disciplines.

True

Research is a rigorous and verifiable academic/scientific endeavour with the following characteristics:

- Systematic
- Empirical
- Valid and verifiable
- Critical
- Rigorous
- Organized
- Analytical
- Replicable

_____ means that the procedure utilized in conducting the research follows a rigid standard protocol or logical sequence.

Systematic

_____ implies that any conclusion drawn from a research work is based on hard evidence gathered from data collected from field work or real life experiences.

Empirical

_____ implies that whatever conclusions reached are on the basis of the findings being correct and can be verified by other researchers.

Valid and verifiable

_____ implies that research exhibits careful and precise judgment.

Critical

_____ implies that the researcher must be scrupulous in ensuring that the procedures followed to find answers to questions are relevant, appropriate and justified.

Rigorous

The major purpose of research is to _____

discover answers to questions through the application of scientific procedures

Kotham (2009), states that research objectives fall into a number of the following broad groupings:

- i. To contribute to knowledge in a given discipline, issue, situation or provide practical solutions to problems.
- ii. To gain familiarity with a phenomenon or to achieve new insights into it
- iii. To portray accurately the characteristics of a particular individual, situation or a group
- iv. To determine the frequency with which something occurs or which it is associated with something else
- v. To test a hypothesis of a casual relationship between variables

Collis and Hussey (2003) add the following objectives of research:

- i. Review or synthesize existing situations or problems.
- ii. Investigate existing situations or problems.
- iii. Provide solutions to problems.
- iv. Explore or analyze more general issues.
- v. Construct or create new procedures or systems.
- vi. Explain new phenomenon. vii. Generate new knowledge.

The following are the attributes or characteristics of a good researcher

- Intellectual curiosity
- Prudence
- Healthy criticism
- Intellectual honesty
- Intellectual creativity

_____ implies that the researcher undertakes a deep thinking and inquiry of the things and situations around him.

Intellectual curiosity

_____ means that the researcher should be careful to conduct his research at the right time and place wisely efficiently and economically.

Prudence

_____ implies that the researcher seeks to be absolutely sure of the results of his study.

Healthy criticism

_____ means that an intelligent researcher is honest to collect or gather data or facts in order to arrive at honest conclusion.

Intellectual honesty

A productive and resourceful investigation always strives to create new researches.

True

The values of research to mankind include the following:

- Research makes progress possible.
- Research inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organization.
- Research leads to the discovery of truth
- Research leads to improvement in the quality of life
- Research leads to new product development
- Research improves students' achievement
- Research improves teachers' competence and career advancement
- Research leads to the abandonment of obsolete and invalid ideas and the adoption of new line of thinking.

_____ is a way of making sense out of the world, a way of explaining things that seem puzzling.

Theory

According to Heimenstine (2013), "in the context of science, a _____ is a well established explanation for scientific data."

theory

The Merriam – Webster Online Dictionary defines _____ as "a plausible or scientifically acceptable principle or body of principles offered to explain phenomenon.

theory

_____, define a theory as a set of ideas or systematic generalizations based on scientific observation leading to further empirical observation."

Severin and Tankard (2001)

Severin and Tankard (2001), define a _____ as a set of ideas or systematic generalizations based on scientific observation leading to further empirical observation."

theory

Theory performs the following roles in research:

- i. It serves as a critical guide to research
- ii. It sets problems for research
- iii. It identifies new subjects for research
- iv. It directs research inquiry

Research performs the following roles in theory

- i. Research findings suggests new problems for theory
- ii. It invites new theoretical formulations
- iii. It leads to the final retirement of theories themselves

According to_____, theory and research are closely related through the scientific method.

Onabajo, (2010)

According to Onabajo, (2010), _____ and_____ are closely related through the scientific method.
theory and research

According to Onabajo, (2010), theory and research are closely related through the_____.
scientific method

Theory and research are mutual in the sense that_____
they both use the scientific method

Both theory and research exist in the origin of each other
True

A well research subject forms a _____
theory

A _____ spring up from a hypothesis that begins a research.
theory

A theory spring up from a _____ that begins a research.
hypothesis

A theory spring up from a hypothesis that begins a_____.
research

_____ provides the logical support while research provides the empirical support.
Theory

Theory provides the logical support while _____ provides the empirical support.
research

The _____ means using research to test theories
deduction approach

The _____ is simply developing theories from analysis of research data
induction approach

The following are the general steps in conducting mass media research

- Identification or formulation of research problem
- Specifying the specific purpose or objectives of the research
- Specifying specific research questions or hypotheses
- Literature review
- Specifying data collecting method (s)
- Analyzing and interpreting data
- Drawing conclusions and making recommendations
- Reporting the research

Researchers are not agreed on the classification of research.

True

There are _____ main research philosophies or approaches in the social sciences.
two

There are two main research philosophies or approaches in the social sciences: _____ and phenomenological perspectives.
positivistic

There are two main research philosophies or approaches in the social sciences: positivistic and _____ perspectives.
phenomenological

Positivistic approach also known as _____
quantitative approach

_____ also known as quantitative approach is founded on the belief that the study of human behaviour or social phenomenon should be conducted in the same way as studies conducted in the natural or physical sciences.
Positivistic approach

_____ seeks to identify, measure (calculate) and evaluate phenomena and provide rational explanations for them.
Positivistic approach

Phenomenological approach also known as _____
qualitative approach

_____ also known as qualitative approach is founded on the belief that human behaviour is not easily measured as phenomena in the natural or physical sciences
Phenomenological approach

Kothan (2009) further explains that _____ is based on the measurement of quantity or amount (numeric data)
quantitative research

_____ is concerned with qualitative phenomena, that is, phenomena relating to or involving quality or kind (non-numeric data).
Qualitative research

Qualitative research is especially important in the behavioural sciences where the aim is to _____
discover the underlying motives of human behavior

_____ is especially important in the behavioural sciences where the aim is to discover the underlying motives of human behavior.
Qualitative research

_____ in quantitative research is mainly statistical or deductive approach.
Data analysis

Data analysis in _____ research is mainly statistical or deductive approach.
quantitative

Data analysis in quantitative research is mainly _____ or deductive approach.
statistical

Data analysis in quantitative research is mainly statistical or _____ approach.
deductive

As noted by Des Witson, Esiri and Onwubere (2008), _____ is designed primarily to yield nonquantitative or non-numerical data.

qualitative research

_____ involves the collection of extensive narrative data in order to gain insights into the phenomena of interest.

qualitative research

_____ involves the coding of data and production of a verbal synthesis or inductive process.

Data analysis

Research can be classified according to its purpose: _____ or applied (action).

basic (fundamental)

Research can be classified according to its purpose: basic (fundamental) or _____.

applied (action)

According to _____, applied research aims at finding solutions for immediate problems facing a society, business or industrial organizations whereas basic or fundamental research in its purest term is conducted solely for the purpose of theory development or refinement.

Kotham (2009)

According to Kotham (2009), _____ aims at finding solutions for immediate problems facing a society, business or industrial organizations whereas basic or fundamental research in its purest term is conducted solely for the purpose of theory development or refinement.

applied research

Applied research is also referred to as _____

academic research

Applied research is also referred to as academic research or _____

gathering knowledge for knowledge sake

_____ is conducted for academic purposes rather than for its intrinsic value for the society.

Basic research

Basic research is conducted for _____ rather than for its intrinsic value for the society.

academic purposes

Basic research is conducted for academic purposes rather than for its _____ for the society.

intrinsic value

Research studies concerning human behaviour or social phenomena conducted with a view to make generalizations about human behaviour are examples of _____ or basic research.

fundamental

Research studies concerning human behaviour or social phenomena conducted with a view to make generalizations about human behaviour are examples of fundamental or _____.

basic research

_____ have little or no practical value or application.

basic research

_____ are the dominant types of research conducted mostly by the academia (i.e. scholars in university faculties and other tertiary institutions).

basic research

Research aimed at finding certain solutions facing a concrete social or business problem is a good example of_____.

applied research

Research to identify social, economic or political trends that may affect a particular organization or research to find out whether certain media content will be read and understood by the target audience are examples of_____.

applied research

The main aim of applied research is to _____

discover or find a solutions for some pressing practical problems whereas fundamental or basis research is directed towards finding information that here a broad base of applications and thereby adds to the already existing organized body of knowledge in that discipline

A very convenient way of classifying research is by_____

design

A very convenient way of classifying research is by design, which has been defined by De Vaus (2001) as _____

a logical structure of inquiry or research

Frankfurt-Nachmias and Machics (2009) cited in Popoola (2012) state that a _____ is the programme that guides the researcher as he/she collects, analyses and interprets observations.

research design

Popoola (2012) states that _____ is a plan of action or specification for collecting data necessary and suitable for testing hypotheses and provide answers to research questions under specified conditions.

research design

_____ states that research design is a plan of action or specification for collecting data necessary and suitable for testing hypotheses and provide answers to research questions under specified conditions.

Popoola (2012)

Research design is different from the methods by which data are collected.

True

_____states that there is nothing intrinsic about any research design that requires a particular method of data collection.

De Vaus (2001)

_____ explains that data for any research design can be collected with any data collection method and how the data are collected is irrelevant to the logic of the design.

De Vaus (2001)

Popoola (2002) explains that there are _____ basic types of research designs

three

Popoola (2002) explains that there are three basic types of research designs namely_____, experimental and descriptive.

analytical

Popoola (2002) explains that there are three basic types of research designs namely analytical, _____ and descriptive.

experimental

Popoola (2002) explains that there are three basic types of research designs namely analytical, experimental and_____.

descriptive

According to Popoola (2002), _____ involves mathematical, linguistic, historical and philosophical analysis as well as any deductive system that can be adopted to derive relationships not necessarily of empirical nature.

analytical research

_____ involves conducting experiments while descriptive research design represents an attempt to provide an accurate description or picture of a particular situation or phenomenon at one or more points in time.

Experimental research design

Kothan(2009) explains that the major purpose of descriptive research design is_____

description of the state of affairs as it exists at present

The term _____ is used for descriptive research designs.

ex post facto research

Most _____ research studies are used for descriptive studies in which the researcher seeks to measure such items as for example frequency of television viewership or radio listening.

ex post facto

_____ include attempts by researchers to discover causes even when they cannot control the variables.

Ex post facto studies

The methods of quantitative research utilized in descriptive research are survey research of all kinds and _____and correlational designs.

causal comparative

The methods of quantitative research utilized in descriptive research are survey research of all kinds and causal comparative and _____ designs.

correlational

The above notwithstanding researchers talk of two basic research designs: _____and_____

quantitative and qualitative

Quantitative research designs include_____, survey research and content analysis.

experimental research

Quantitative research designs include experimental research, _____ and content analysis.

survey research

Quantitative research designs include experimental research, survey research and_____.

content analysis

According to Severin and Tankard (2001) cited in Des-Wilson, Esiri and Onwubere, (2008), _____ is the “classic method of dealing with the question of causality, that is, the relationship between something that happened and the reason for it happening or cause and effect”.

experimental research design

_____ states that experimental research is the most frequently used research design to study cause and effect relationship between and among variables or the studied subjects/participants

Popoola (2012)

Popoola (2012) states that _____ is the most frequently used research design to study cause and effect relationship between and among variables or the studied subjects/participants.

experimental research

Popoola (2012) explains that in_____, the researcher manipulates one or more variables in an attempt to influence the characteristics of the subjects/participants.

experimental research

The _____ has the responsibility of making his/her groups equivalent and of controlling all other variables that are capable of influencing the outcome except the one the researcher is interested in manipulating.

investigator

_____ is the dominant design in the natural or physical sciences hence some researchers from that discipline assert that there are only two types of research designs— experimental and non experimental.

Experimental research

There are only _____ types of research designs

two

There are only two types of research designs:_____ and non experimental.

experimental

There are only two types of research designs: experimental and_____.

non experimental

Experimental research can be grouped into _____ basic types

three

Experimental research can be grouped into three basic types :_____, pre-experimental and quasi-experimental.

classical

Experimental research can be grouped into three basic types: classical, pre-experimental and_____.

quasi-experimental

Experimental research can be grouped into three basic types: classical, _____and quasi-experimental.

pre-experimental

_____ include pretest-posttest control group, post-test only control group, the Solomon four groups, multiple experimental groups and factorial designs.

Classical experimental designs

_____ include the one-group pretest-post test, one-group post-test only and static comparison/posttest only with nonequivalent group designs.

Pre-experimental designs

_____ include the nonequivalent control group, time series/interrupted time series and multiple time series designs.

Quasi-experimental designs

_____ is about the most popular research design among social and management sciences researchers.

Survey research design

Basically, _____ is quantitative social research in which a researcher asks respondents the same questions, records and analyses their responses or answers.

survey research design

Survey research design is_____

quantitative social research in which a researcher asks respondents the same questions, records and analyses their responses or answers

_____ involves the collection of social data from a sample of individuals through their responses to questions.

survey research

_____ is an efficient method for systematically collecting social data from a broad spectrum of individuals.

survey research

The popularity of _____ research derives from its versatility, efficiency and generalizability.

survey

The popularity of survey research derives from its _____, efficiency and generalizability.

versatility

The popularity of survey research derives from its versatility, _____ and generalizability.

efficiency

The popularity of survey research derives from its versatility, efficiency and _____.

generalizability

_____ means that it is used to investigate diverse areas in various disciplines.

Versatility

_____ is efficient in the sense that several variables can be measured without substantially increasing the time or cost.

Survey research

_____ means that the results obtained from a sample survey can be applied to the larger population.

Generalizability

Survey research is _____ in the sense that several variables can be measured without substantially increasing the time or cost.

efficient

Survey research is efficient in the sense that _____

several variables can be measured without substantially increasing the time or cost

_____ is often the most appropriate design for developing a representative picture of the attitudes, opinions and characteristics of a large population.

Survey research

The purpose of _____ is for a researcher to describe the attitudes, opinions, behavior or characteristics of the population based on data collected from a sample of a population.

Survey research

Des Wilson, Esiri and Onwabere (2008) noted that _____ focuses on people; their vital facts which include beliefs, opinions, attitudes, motivations and behavior.

survey research

_____ survey documents current conditions or attitudes

Descriptive

_____ survey explains why situations exist.

Analytical

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_____ survey is conducted over time; cross sectional survey is conducted at one point in time
Longitudinal

_____ survey attempts to determine to what extent a relationship exists between two or more variables.
Correlational

_____ is a research design that used to be peculiar to communication researchers but now utilized by researchers from other disciplines.
Content analysis

When researchers want to investigate the manifest content of recorded communication the appropriate research approach is _____.
content analysis

Kerlinger(2000) defines _____ as “a method of studying and analyzing communication in a systematic, objective and quantitative manner for the purpose of measuring variables.”
content analysis

McQuail (2010) defines _____ as the systematic, quantitative and objective description of media text; that is useful for certain purposes of classifying output; looking for effects and making comparisons between media and over time or between content and reality.
content analysis

The major concepts in _____ are systematic, objective and quantitative.
content analysis

The major concepts in content analysis are _____, objective and quantitative.
systematic

The major concepts in content analysis are systematic, _____ and quantitative.
objective

The major concepts in content analysis are systematic, objective and _____.
quantitative

_____ means that the content to be analyzed is selected according to explicit and consistently applied rules.
Systematic

_____ means that the researcher’s personal idiosyncrasies and biases should not enter the findings while quantitative means that content analysis is designed to yield numeric data because it involves the measurement of variables.
Objective

As stated by Des Wilson, Esiri and Onwubere (2008) the objectives of content analysis include the following:

- To describe trends in communication content.
- To disclose international differences in communication content
- To audit communication content against objectives
- To expose propaganda techniques
- To discover stylistic features

_____ according to Onabajo (2010), is really an extended conversation but it has a different purpose from that of an ordinary conversation.
Intensive (in-depth) interview

Unlike a typical conversation in _____ is highly focused.

in-depth interview

_____ is conducted to get at particular issues such as hidden feelings or attitudes and beliefs to which a respondent may not be aware of or that are only dimly in his or her conscience.

in-depth interview

According to Wimmer and Dominick (2011:139) _____ interviews are unique in that they generally use small samples

intensive or in-depth

FGD stands for _____

Focus group discussion

_____ also known as group discussion is a research design for understanding people's attitudes and behaviour.

Focus group discussion

Focus group discussion (FGD) also known as _____ is a research design for understanding people's attitudes and behaviour.

group discussion

According to Wimmer and Dominic (2011:132), in a _____, 6 to 12 people are interviewed simultaneously in an unstructured discussion about the topic under investigation.

focus group

According to Wimmer and Dominic (2011:132), in a focus group, _____ people are interviewed simultaneously in an unstructured discussion about the topic under investigation.

6 to 12

_____ has a focused discussion.

Focus group

Focus group has a focused _____.

discussion

_____ is based on things seen. It is the classic method of scientific inquiry.

Observational research

_____ involves not only the ability to perceive events as they occur but also to nose for fine details that others may take for granted.

Observational research

According to Scitizet et al (1976) the basic principle of _____ is that it is an attempt to summarize, systematize and simplify the representation of an event rather than provide an exact representative of it.

observational research

According to Scitizet et al (1976) the basic principle of observational research is that _____

it is an attempt to summarize, systematize and simplify the representation of an event rather than provide an exact representative of it

_____ is commonly applied in the behavioural sciences and is also regarded as the gathering of primary data by the researcher's own direct experience (observation) of relevant people, actions and situations without necessarily asking from the respondents.

Observational research

_____ can yield information which people may be unwilling or unable to provide.

Observation

There are different types of observational research which include the following

- structured
- unstructured
- participant
- non-participant
- disguised or covert observation

_____ comprises the techniques and guidelines by which historians use primary and other secondary sources to present accounts of the past.

Historical research design

_____ relies on records, diaries, oral tradition, photographs and other artifacts to describe, analyze and explain past events, movement, philosophies and such like.

Historical research design

Popoola (2012) adds that _____ is a systematic and objective location, evaluation and synthesis of evidence in order to establish facts and draw conclusions about past events with a view to explain the occurrence of past events and predict that of the future.

historical research design

_____ relies significantly on inductive and logical reasoning.

Historical research

Historical research relies significantly on _____ and logical reasoning.

inductive

Historical research relies significantly on inductive and _____ reasoning.

logical

_____ is the study of an intact group, logically defined in its natural context for a sustained time interval.

Ethnography

_____ involves any study of a group of people for the purpose of describing their socio-cultural activities and patterns.

Ethnography

_____ use a variety of data collection techniques including intensive interview, diary keeping, analysis of existing documents, video recording among others.

Ethnographic researchers

The researcher in _____ is typically an observer or a participant observer.

ethnographic research

The researcher in ethnographic research is typically _____ or a participant observer.

an observer

The researcher in ethnographic research is typically an observer or a _____.

participant observer

In _____ research design, a single person, event, process, institution, organization and such like is combination of appropriate data collection techniques and often stresses the experiences and interpretations of those involved.

case study

_____ usually generates new understand, explanations or hypothesis.
case study

Care studies are routinely utilized in_____, medicine and law.
business

Care studies are routinely utilized in business, _____ and law.
medicine

_____ are routinely utilized in business, medicine and law.
Care studies

Care studies are routinely utilized in business, medicine and_____.
law

_____ design may cover a variety of approaches but drawn primarily on existing literature rather than new data.
Philosophical/discursive

The _____ is basically an attempt to summarize or comment on what is already known about a particular topic.
literature review

_____ is defined as a systematic, explicit and reproducible way of identifying, evaluating and interpreting all of the research findings and scholarly works available on a topic.
Literature review

There are _____ types of literature review designs
three

There are three types of literature review designs. These are_____, systematic and meta-analysis.
narrative

There are three types of literature review designs. These are narrative, _____ and meta-analysis.
systematic

There are three types of literature review designs. These are narrative, systematic and _____
meta-analysis

_____ is the selective review of the literature that broadly covers a specific topic.
Narrative review

_____ utilizes exacting research strategies to make certain that the maximum extent of relevant research has been considered.
Systematic review

_____ qualitatively combines the results of studies that are the outcome of a systematic literature review.
Meta-analysis

_____ refers to the process of assessing the effectiveness of a programme planning, implementation and impact.
Evaluation research

_____ determines how well a programme or campaign has achieve its stated goals or objectives.
Evaluation research

_____ can also be an assessment of organizational change.

Evaluation research

An evaluation can be _____(designed to inform the process of development) or summative (to judge the effects).

formative

An evaluation can be formative (designed to inform the process of development) or _____(to judge the effects).

summative

_____ is widely applied in Advertising, Marketing, Public Relations, Education among other disciplines/professions.

Evaluation research

_____ is rooted in philosophy.

Phenomenology

Phenomenology is rooted in_____.

philosophy

_____ involves a researcher developing an understanding of a subject's or subjects' reality.

Phenomenology

_____ approach investigates an individual's or groups' perception of reality as the researcher constructs it.

Phenomenology

_____ is a general research approach used in building or developing, a theory, providing a new perspective on a subject or topic.

Grounded theory

_____ reverses the approach in research which emphasizes data collection in order to test validity or theoretical propositions in favour of an approach that emphasizes the generation of theory from data.

Grounded theory

_____ seeks to challenge previous research approaches that look for evidence in the data to confirm or deny established theories or practices.

Grounded theory

According to the Bradford University School of Management (2013) the aim of grounded theory is to_____

approach research with no preconceived idea about what might be discovered or leaned

Research can also be classified on the basis of evidence: _____or empirical.

conceptual

Research can also be classified on the basis of evidence: conceptual or_____.

empirical

_____ is that which is related to some abstract idea(s) or theory.

Conceptual research

_____ is generally utilized by researchers especially philosophers and thinkers to develop new concepts or to reinterpret existing ones.

Conceptual research

_____ is based on hard data consisting of hypotheses or research questions, statistical tests and conclusions which are capable of being verified.

empirical research

_____ is usually quantitative in nature and involves gathering of primary or firsthand data.

Empirical research

In _____ approach, the researcher first formulates working hypotheses, collects and analyzes data to confirm (accept) or reject the hypotheses.

Empirical research

According to Kothan(2009) _____ is appropriate when proof is required to prove that certain variables affect others in some ways.

empirical research

According to _____ empirical research is appropriate when proof is required to prove that certain variables affect others in some ways.

Kothan(2009)

Evidence generated through _____ is considered to be the most powerful support for a given hypothesis.

empirical studies

_____ generated through empirical studies is considered to be the most powerful support for a given hypothesis.

Evidence

Evidence generated through empirical studies is considered to be the most powerful support for a given _____.

hypothesis

Evidence generated through empirical studies is _____
considered to be the most powerful support for a given hypothesis

Triangulation is also referred to a _____

mixed methods

Harwell (2011) define _____ as the class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study.

Triangulation

Wimmer and Dominick (2011:49) add that _____ helps researchers to fully understand the nature of a research problem.

triangulation

_____ is used primarily in Public relations, Advertising, Marketing among others to determine programme objectives, develop message strategies or establish benchmark or standards.

Strategic research

_____ often examines programme tools and techniques.

Strategic research

In _____, research conducted mostly by Public Relations practitioners, a constant eye is kept on media houses and journalists to find out any information that is likely to damage their organisations or client's reputation if it is published.

Monitoring research

Research can also be classified from the point of view of time. In this regard, we talk of _____ or longitudinal research.

one-time

Research can also be classified from the point of view of time. In this regard, we talk of one-time or _____research.

longitudinal

Research can also be classified in terms of environment or setting: _____or laboratory research or simulation research.

research can field-setting

Research can also be classified in terms of environment or setting: research can field-setting or laboratory research or_____.

simulation research

Research may also be _____or formalized.

exploratory

Research may also be exploratory or_____.

formalized

The objective of exploratory research is_____

the development of hypotheses rather than their testing

_____ is that with substantial structure and with specific hypotheses to be tested.

formalized research

The objective of _____is the development of hypotheses rather than their testing

exploratory research

_____involves first hand observation and investigation by a researcher such as conducting a survey, carrying out an experiment or analyzing newspaper content.

Primary research

_____ involves the examination of studies that other researchers have made of a subject.

Secondary research

Secondary research is also known as _____

library or desk research

Research can also be classified as _____or decision-oriented research.

conclusion-oriented

Research can also be classified as conclusion-oriented or_____.

decision-oriented research

_____ allows a researcher to pick a problem, redesign the enquiry as he proceeds and is prepared to conceptualize as he wishes.

conclusion-oriented

_____is always for the need of decision maker and the researcher in this case is not free to embark upon research according to his own inclination.

decision-oriented research

Operations research is an example of _____ research

decision oriented

Operations research is an example of decision oriented research_____

since it is a scientific method of providing executive departments with a quantitative basis for decision regarding operations under their control

According to Starks and Roberts (2002), _____ is often a very reliable way of knowledge.
experience

According to Starks and Roberts (2002), experience is often a very reliable way of _____.
knowledge

According to _____, experience is often a very reliable way of knowledge.
Starks and Roberts (2002)

Another way of _____ is to rely on authority.
knowing

Another way of knowing is to rely on _____.
authority

_____ as a method of knowing follows the logic that something is true because it has always been true.
Tenacity

The word 'science' is derived from the Latin word _____.
scientia

The word 'science' is derived from _____.
Latin

The word 'science' is derived from the Latin word scientia which literally means _____.
knowledge

According to the Wikipedia (2013) _____ refers to the body of reliable knowledge that can be logically and rationally explained.
Science

_____ is used in a broad sense to denote reliable and objective knowledge.
Science

The Chambers Dictionary 7th Edition (2009) defines _____ as knowledge ascertained by observation and experiment critically tested, systematized and brought under general principles, especially in relation to the physical world.
science

The _____ defines science as the use of evidence to construct explanations and predictions of natural phenomena as well as knowledge generated through that process.
National Academy of Science (2008)

The National Academy of Science (2008) defines _____ as the use of evidence to construct explanations and predictions of natural phenomena as well as knowledge generated through that process.
science

_____ is the pursuit and application of knowledge and understanding of the natural and social world following a systematic methodology based on evidence.
Science

_____ can be described as any systematic field of study or knowledge gained from it.
Science

Science as it applies to the natural sciences uses mostly _____ and experimentation to describe and explain natural phenomena.

observation

Science as it applies to the natural sciences uses mostly observation and _____ to describe and explain natural phenomena.

experimentation

According to Wimmer and Dominick (2011) there are _____ basic tenets or characteristics that distinguish the scientific from other methods of knowing.

five

According to Wimmer and Dominick (2011) there are five basic tenets or characteristics that distinguish the scientific from other methods of knowing. They are as follows:

- i. Science is collective and public knowledge.
- ii. Science is objective.
- iii. Science is empirical.
- iv. Science is systematic and cumulative
- v. Science is predictive
- vi. Science is universal
- vii. Scientists seek to let reality speak for itself

Scientists use previous studies as building blocks for their present work.

True

Science is _____ and public knowledge

collective

Science is collective and _____

public knowledge

_____ tries to rule out eccentricities of judgement by scientists.

Science

Science is _____ and cumulative

systematic

Science is systematic and _____

cumulative

_____ is a body of techniques for investigating phenomena, acquiring new knowledge, or correcting and integrating previous knowledge.

Scientific method

The _____ emphasizes quantification, logical exposition, empirical evidence, utilized relevant concepts, controlled empirical testing, replicability of findings, inter-subjectivity among other postulations.

scientific method

_____ can be defined as the principles and procedures for the systematic pursuit of knowledge involving the recognition and formulation of a problem, the collection of data through observation and experiment, the formulation and testing of hypothesis.

Scientific method

The _____ is the most assured technique man has devised for controlling the flux of things and establishing stable beliefs.

Scientific method

_____ aims to discover what the facts truly are, and the use of the method must be guided by the discovered facts.

Scientific method

What forms the core of the scientific method is the process of_____.

inquiry

_____ is the systematic study of experience that leads to understanding and knowledge.

Inquiry

People engage in inquiry_____

when they attempt to find out something in an orderly way.

People engage in _____ when they attempt to find out something in an orderly way.

inquiry

_____ is the application of scientific method to the study of the mass media.

media research

_____ is part of the social science research tradition that was influenced by research in the natural sciences.

Mass media research

The scientific method has been applied to several areas of mass media research but the major areas as stated by Wimmer and Dominick (2011) are as follows:

- Research in print media
- Research in electronic media
- Research in advertising and Public Relations
- Research in media effects
- Mass media research and the internet

According to Wimmer and Dominick (2011) mass media research has evolved in _____ definable stages and similar patterns

four

There are_____ factors that contributed to the growth of mass media research

four

A _____ is “a term that expresses an abstraction (abstract idea) formed by generalizations from particulars”.

concept

According to him, a _____ is formed by summarizing related observations.

concept

LeRoy and Corbet (2006) define _____ as "an abstraction based on characteristics of perceived reality”.

concept

_____ can be described as mental boxes into which we throw things that we think have important things in common— categories.

Concept

_____ define concept as "an abstraction based on characteristics of perceived reality”.

LeRoy and Corbet (2006)

A _____ may be described as a way of ascribing meanings to observed phenomenon in the society.

concept

Concepts are important because _____
they facilitate communication among those who have a shared understanding of them

_____ has been described as higher concept.

Construct

Construct has been described as _____.

higher concept

According to Wimmer and Dominick (2011), a _____ is a combination of concepts created for a particular scientific purpose.

construct

A _____ provides an efficient and convenient method for labeling a number of similar behaviors.

construct

In philosophy, a construct is regarded as an _____ object,

ideal

In philosophy, a _____ is regarded as an ideal object where the existence of the thing may be said to depend upon a subject's mind.

construct

_____ is a construct that depend on the creator for its explanation for others to understand what is been said

Media imperialism

The main difference between concepts and constructs are as follows:

- Concepts are mental representations and are typically based on experience
- Concepts can be of real phenomena (a radio set, magazine, advertisement)
- Concepts can be of agreed-upon phenomena (truth, beauty, justice, prejudice, value among others.)
- Constructs are theoretical creations that are based on observations but which cannot be seen either directly or indirectly; things such as IQ, leisure job satisfaction, edutainment, infotainment among others

The major difference between concepts and constructs is that constructs are _____.

higher concepts

The bedrock of research is _____

to answer as many questions as possible

To begin a research without _____ or hypotheses is like starting a journey without a defined place to begin the journey

research questions

To begin a research without research questions or _____ is like starting a journey without a defined place to begin the journey

hypotheses

_____ utilizes a variety of approaches to help answer questions.

Research

Research generalizations may either be _____ and/or hypotheses.

research questions

Research generalizations may either be research questions and/or _____.

hypotheses

A _____ is stated as a question that explores the relationship between two or more variables/concepts.

research question

Researchers abbreviate research questions as _____.

RQ

According to Ajala (1996:20), _____ are generally used in situations where a researcher is unsure about the nature of the problem under investigation.

research questions

_____ can be defined as a tentative prediction about the nature of the relationship between two or more variables.

Hypothesis

Sarantakos (1993) defines _____ as a tentative explanation of the research problem, a possible outcome of the research, or an educated guess about the research outcome.

Hypothesis

Macleod and Hockey (1981), define _____ as a statement or explanation that is suggested by knowledge or observation but has not yet been proved or disproved.

hypothesis

_____ are always in declarative sentence form and they relate either generally or specifically to variables.

Hypotheses

_____ states a predicted relationship between two or more variables or concepts.

Hypotheses

Researchers abbreviate hypotheses as _____.

H

_____ can be described as statements concerning two or more variables to find out their relationship.

Hypothesis

_____ could be a fact or body of facts which a researcher wants to find out their relationships.

Hypotheses

The nature of hypothesis include the following:

- A problem cannot be scientifically solved unless it is reduced to hypothesis form
- It is a powerful tool of advancement of knowledge, consistent with existing knowledge and conducive to further enquiry
- It can be tested –verifiable or falsifiable
- Hypotheses are not moral or ethical questions
- Hypothesis is neither too specific nor too general
- It is a prediction of consequences
- It is considered valuable even if proven false

Hypotheses can either be _____ or inductive.

deductive

Hypotheses can either be deductive or _____.

inductive

Research Hypothesis can be either _____ or directional.
non-directional

Research Hypothesis can be either non-directional or _____.
directional

Hypothesis that is opposite of the positively stated one known as _____.
null hypothesis

A _____ represents the traditional approach: it makes a prediction that in the general population, no relationship or no significant difference exists between groups of a variable.
null hypothesis

Once the null hypothesis is known the alternative hypothesis will be discarded.
True

In general, quantitative research favors the _____.
hypothesis

_____ is preferred in qualitative research
Research question

Research question is preferred in _____.
qualitative research

_____ and hypotheses are like “signposts” for explaining the purpose of the study and guiding the research directions.
Research questions

Research questions and _____ are like “signposts” for explaining the purpose of the study and guiding the research directions.
hypotheses

Research questions and hypotheses are like _____ for explaining the purpose of the study and guiding the research directions.
signposts

Hypotheses provide researchers with the following advantages:

- They provide direction for a study.
- They eliminate trial and error
- Hypotheses help rule out intervening and confounding variables
- Hypotheses allow for quantification of variable

According to Wimmer and Dominick (2011), a useful hypothesis should possess four characteristics. These are:

- Compatible with current knowledge in the area
- Should follow logical consistency
- Should be in parsimonious (simple) form
- Should be testable.

When they say a hypothesis must be compatible with current knowledge it means _____.
the researchers who develop hypotheses must provide basis to support the hypothesis, else, he/she slows down the development of that area

There are _____ types of hypotheses.
three

The following are types of hypotheses

- ☐ Descriptive hypotheses
- ☐ Comparative hypotheses
- ☐ Relational hypotheses

In _____ hypothesis, there is just one variable and it merely describes an action.

descriptive

_____ hypotheses look at the similarities or differences between variables being tested.

Comparative

_____ hypotheses examine the relationship between the variables being tested

Relational

Hypotheses are given different names as follows

- 1) Research hypotheses - H
- 2) Alternative hypotheses - H₁
- 3) Null hypotheses - H₀

Hypothesis testing involves a _____ step procedure

four

Hypothesis testing involves the following step procedure:

- ☐ Stating the hypothesis (Null or Alternative)
- ☐ Setting the criteria for a decision
- ☐ Collecting data
- ☐ Evaluate the Null hypothesis

Among the available instruments for data collections in communication research are:

1. Questionnaire
2. Interview
3. Coding sheets (for content analysis)

_____ is the most common research instrument for obtaining data.

Questionnaire

Questionnaire could be _____ or open ended.

close ended

Questionnaire could be close ended or _____.

open ended

_____ is an oral form of questionnaire

Interview

A _____ is a term that expresses an abstraction formed by generalization from particulars

concept

A _____ is a higher concept deliberately invented for a specific scientific purpose

construct

A _____ is stated as a question that explores the relationship between two or more variables

research question

_____ is a measurable and testable statement about the relationship between variables
hypothesis

_____ is the device or method used to collect data.
Instrumentation

_____ is a term constantly used in research and more specific communication research.
Variable

_____ represents concept or construct that can be measured or calculated in research.
Variable

The opposite of variable is _____ as it has only one attribute and does not change in value.
constant

A _____ has attributes, that is, characteristics used to describe the unit of observation.
variable

One term that you will hear being used quite frequently in research is _____.
variable

A _____ is a concept or construct that can vary or have more than one value.
variable

A _____ can be defined as anything that varies or changes in value.
variable

A variable can be defined _____
as anything that varies or changes in value

Variables take on two or more values.
True

A _____ is a measurable characteristics that varies.
variable

A variable that is selected or controlled by the researcher, to determine its relationship to the observed outcome of the research is called _____.
Independent variable

Independent variable can also be known as _____.
explanatory, predictor, or manipulated variable

_____ is the variable being measured as an outcome.
Dependent variable

_____ shows the effect of manipulating or introducing the independent variables.
Dependent variable

Intervening variables is also known as _____.
Mediating variable

_____ is an ideal that seeks to explain the relationship between the independent and dependent variables.
Intervening variable

_____, also called process variables, explore why the independent variable is linked to the dependent variable

Mediating variables

_____ is a variable that is related to the direction or strength of the relationship between the independent and dependent variables

Moderator variable

Generally, _____ are variables that exist prior to data collection, as opposed to mediating variables that are assumed to occur during the phenomena being studied.

moderator variables

If the values of a variable can be divided into fractions then we call it a_____.

continuous variable

Any variable that has a limited number of distinct values and which cannot be divided into fractions, is a_____.

discontinuous variable

_____ describes exactly what the variables are and how they are measured within the context of your study

An operational definition

There are _____ types of operational definition
two

There are two types of operational definition: _____ and experimental.
measured

There are two types of operational definition: measured and_____.
experimental

A _____ operational definition specifies how to measure a variable.
measured

An _____ operational definition explains how an investigator has manipulated a variable.
experimental

As stated in ZSeepedia.com, _____ “is to discover the extent, dimensions, quantity, or capacity of something, especially by comparison with a standard.”
to measure

Tejumaiye (2003) asserts that _____ is the assignment of numerals to objects, events, or properties according to certain rules.
measurement

According to Zeepedia.com, _____ include things that are not as concrete, such as genes, attitudes, neutrons, and peer group pressures.
objects

_____ are the characteristics of the objects.
Properties

A person's _____ properties may be stated in terms of weight, height, and posture.
physical

_____ properties include attitudes, intelligence, motivation, perceptions, etc.
Psychological

_____ properties include leadership ability, class affiliation, or status.”
Social

According to Wimmer and Dominick (2011) in_____, a researcher assigns numerals to objects, events or properties according to certain rules.
measurement

_____ have no direct quantitative meaning, but when meaning is assigned to them, they are subject to statistical computation.
Numerals

_____ is the designation of numerals or numbers to certain objects or events for example assigning 1 to respondents that fall between 15-20 years, 2 for those between 21-30 years and 3 for those between 31-40 years and so on.

Assignment

_____ have to do with the way the numerals or numbers are assigned.
Rules

There are _____ levels of measurement
four

The following are the levels of measurement

- ☐ Nominal
- ☐ Ordinal
- ☐ Interval
- ☐ Ratio

According to Wimmer and Dominick (2011) _____ is the weakest form of measurement.
Nominal

_____ classifies people, objects, events based on certain characteristics.
Nominal scale

_____ deals with names, categories, or labels.
Nominal data

_____ has to do with classifying case unordered groups.
Nominal level

_____ is similar to nominal but it is different in that it has an ordering scheme.
Ordinal

_____ has to do with ranking.
Ordinal

Ordinal has to do with_____.
ranking

Examples of ordinal scale are _____
rankings of football teams, military ranks, beauty pageant results etc

The _____ scale of measurement includes all the characteristics of the ordinal level and also specifies the difference between values is a constant size.
interval

_____ has all the scales of an ordinal measurement and the intervals between adjacent points are of equal value.

Interval scale

The most common example of an interval scale is _____

temperature

One of the shortfalls of the interval scale is that _____

it lacks a true zero point or a condition of nothingness

_____ has all the properties of an interval scale and has an absolute zero that is meaningful.

Ratio level

_____ is the highest level of measurement.

Ratio level

_____ and distance are examples of ratio measure.

Time

Time and _____ are examples of ratio measure.

distance

Time and distance are examples of _____ measure.

ratio

_____ permit the researcher to compare both differences in scores and the relative magnitude of scores.

Ratio scales

Examples of variables which are ratio scaled include _____

weights, lengths and times

Crossman (2013) defines _____ as “a type of composite measure that is composed of several items that have a logical or empirical structure among them.”

a scale

_____ is “a type of composite measure that summarizes and rank-orders several specific observations and represents some more general dimension.

An index

_____ is an accumulation of scores from a variety of individual items” (Crossman, 2013).

An index

As defined in wikibooks.org, _____ “is a measure of the intensity of an attitude or emotion.

a scale

_____ are constructed using the ordinal level of measurement which organizes items in an order in order to determine degrees of favor or disfavor, but does not provide any meaning of distance between degrees

Scales

A scale is similar to index in that _____

they are both ordinal measures of variables

Both scales and indexes are composite measures of variables meaning that _____

the measurements are based on more than one data item

The scales used in social science research include the following

- ☐ Likert scale
- ☐ Thurstone scale

- ☐ Guttman scale
- ☐ Bogardus social distance scale
- ☐ Semantic differential scale

The most commonly used scales is called _____

Likert scale

_____ is the most commonly used scale in mass media research and is also called summated rating approach

Likert scale

Likert scale is also called _____

summated rating approach

_____ assesses the extent of the subject's agreement with items that have been judged (by some method) to have content validity with the construct being measured.

Likert scale

_____ consists of assigning a numerical value to intensity (or neutrality) of emotion about a specific topic, and then attempts to standardize these response categories to provide an interpretation of the relative intensity of items on the scale.

Likert scale

_____ can be used to ask many questions in a short amount of space (mailed survey) or time (telephone survey).

Likert scale

Guttman scale is also called _____.

scalogram analysis

_____ is a technique of mixing questions up in the sequence they are asked so that respondents do not see that several questions are related.

Guttman scale

_____ is based upon the assumption that the agreement with the strongest indicators also signifies agreement with weaker indicators.

Guttman scale

_____ is used for measuring a core attitude when you have multiple dimensions or concerns around that attitude.

Thurston scale

_____ scale is a format that seeks to use respondents both to answer survey questions, and to determine the importance of the questions.

Thurston scale

Thurstone scale is also called _____

equal-appearing interval scales

Wimmer and Dominick (2011) asserts that Thurstone scale is also called equal-appearing interval scales because _____

the technique used to develop them are typically used to measure the attitude toward a given concept or construct

In _____, the researcher would obtain a panel of judges (say 100 of them) and then dream up every conceivable question you can ask about gun control (say 100 questions).

Thurstone scaling

By administering that questionnaire to the panel, the researcher can analyze inter-item agreement among the judges, and then use the discrimination index to weed out what are called _____
non-homogenous items

Scaling is all about _____, a term sometimes used as synonymous with being unidimensional.
homogeneity

Using Thurstone scaling _____
you actually want to favor your brighter respondents and look for higher-scoring items

_____ assesses the extent of the subject's agreement with items, where the response for each item is shown on a continuum).

Semantic differential scale

_____ is used to measure the meaning an item has for an individual
Semantic differential scale

_____ is developed to deal with emotions and feelings.
Semantic differential scale

_____ is based on the idea that people think dichotomously or in terms of polar opposites such as good-bad, right-wrong, strong-weak among others.
Semantic differential scale

_____ is a set of items (questions) that structures or focuses multiple yet distinctly related aspects of a dimension or domain of behaviour, attitudes, or feelings into a single indicator or score).

An index

As stated in Wikibooks.org “_____are a sum of series of individual yes/no questions, that are then combined in a single numeric score.
indexes

_____ are usually a measure of the quantity of some social phenomenon and are constructed at a ratio level of measurement).

Indexes

_____ are usually at the ordinal, but mostly interval level.
Indexes

Indexes are usually at the ordinal, but mostly _____ level.
interval

Every measurement scale must _____ qualities to achieve its purpose
two

To achieve its purpose, every measurement scale must two qualities-: _____ and _____
validity and reliability

Validity and reliability are two important characteristics of behavioural measure and are referred to as _____
psychometric properties

_____ is concerned with the accuracy of the actual measuring instrument or procedure
Reliability

_____ is concerned with the study's success at measuring what the researchers set out to measure.
Validity

An instrument can be said to be reliable _____
if it constantly gives the same answer to an issue

According to Wimmer and Dominick (2011 p.58) reliability consists of _____ different components
three

According to Wimmer and Dominick (2011 p.58) reliability consists of three different components-

stability, internal consistency and equivalency

_____ refers to the consistency of a result or of a measure at different points in time.
Stability

_____ involves examining the consistency of performance among the items that compose a scale.
Internal consistency

_____ referred to as cross-test reliability assesses the relative correlation between two parallel forms of a test.

Equivalency

Errors of measurement that affect reliability are _____ and errors of measurement
random errors

Errors of measurement that affect reliability are random errors and _____
errors of measurement

An instrument is valid when _____
it measures what it is supposed to measure

An instrument is _____ when it measures what it is supposed to measure.
valid

There are _____ major types of validity
four

There are four major types of validity _____
face validity, predictive validity, construct validity, and concurrent validity

_____ is examining the measuring instrument to see whether on the face it measures what it appears to measure.
Face validity

Predictive validity is also called _____
Criterion-Oriented validity

_____ is checking a measurement instrument against some future outcome.
Predictive validity

_____ is when you are expecting a future performance based on the scores obtained currently by the measure, correlate the scores obtained with the performance
Predictive validity

The later performance is called _____
criterion

The current score is called _____
prediction

For _____ the measuring instrument is checked against some present criterion
Concurrent validity

_____ is the degree to which the scores on a test are related to the scores on another, already established, test administered at the same time, or to some other valid criterion available at the same time.
Concurrent validity

_____ is adjudged the most complex.
Construct validity

_____ is the degree to which a test measures an intended hypothetical construct.
Construct validity

_____ involves relating a measuring instrument to some overall theoretical framework to ensure that the measurement is logically related to other concepts in the framework
Construct validity

_____ seeks agreement between a theoretical concept and a specific measuring device or procedure.
construct validity

The word “experimentation” is _____ word
Latin

The word “experimentation” is derived from the Latin word _____
experiri

The word “experimentation” is derived from the Latin word experiri which means _____
to try

_____ is a process that involves taking action and observing the results of the action taken.
an experiment

_____ is a type of test that is conducted to show that a proposition is true, to examine the validity of a hypothesis, to discover something new or something we were not aware of before as well as usefulness of something that has never been used before
an experiment

_____ is an orderly procedure or process that is carried out with the aim of falsifying or verifying as well as establishing the validity of a hypothesis.
an experiment

According to Onabajo (2011:84), the purpose of the experiment is to _____
make sure that the findings are valid and that the observed effects on the experimental group are not the result of an unknown influence that is the true cause of the differences found between the experimental group and the control group

_____ are carried out for the purpose of determining the causal relationships between variables as well as control the threats to internal (interpretability) and external (generalizability) validity.
Experiments

The purpose(s) of experimental research include the following:

- ☐ It is used to test existing theories or new hypotheses for the purpose of approving, disproving or building on them.

- ☐ It is used to establish possible cause and effects relationships between independent and dependent variables.
- ☐ It provides a form of control for threats to both internal (the ability to interpret results) and external (the ability to generalize results) validity.

_____ refers to the statistical process that is used in analyzing data and on the other hand

Experimental research design

_____ refers to the entire plan of the experimental research.

Experimental research design

_____ refers to an experiment that is conducted on a group

Group Experimental Design

Group Experimental Design take two different forms: _____ and factorial design.

single variable designs

Group Experimental Design take two different forms: single variable designs and _____.

factorial design

_____ is used when there is only one independent variable that can be manipulated or controlled by the researcher.

Single Variable Design

Single Variable Design can further be divided into _____ main headings depending on the level of control the researcher has on other variables.

three

_____ have one-shot case studies, one-group pretest posttest design, and static group comparison design.

Pre-experimental designs

_____ has the highest level of control out of all the single variable designs and this is due to the fact that the subjects within the groups are randomly assigned for each group.

True Experimental designs

True Experimental designs design can further be classified into:

- ☐ posttest-only control group design
- ☐ pretest-posttest control group design
- ☐ Solomon four group design

_____ takes three forms and they are non-equivalent control groups design, time-series design, and counterbalanced design.

Quasi-experimental design

_____ is conducted for the purpose of finding out if the independent variable can be generalize

Factorial design

_____ aim is to point out the relationships between variables.

Factorial design

_____ is used when there is only one subject involved in the study.

Single Subject Experimental Design

There are _____ types of single subject experimental design

three

The following are the types of single subject experimental design

- ☐ A-B-A Withdrawal Design
- ☐ Multiple-baseline design
- ☐ Alternating treatments design

_____ is further divided into three types and they are the A-B design, the A-B-A design and the A-B-A-B design.

A-B-A Withdrawal Design

_____ is put to use when the conditions cannot be reversed; the treatment can be withdrawn, but the effects of the treatment continue.

Multiple-baseline design

_____ is used to determine the effects of two or more treatments within a single-subject and in when using this design, no form of withdrawal is necessary.

Alternating treatments design

The _____ refers to the stages that are involved in conducting an experiment.

structure of an experiment

According to Wimmer and Dominick (2011:241), there are _____ steps to be followed when conducting an experiment.

eight

The two basic types of experimental research are _____ and field experimentation.

laboratory

The two basic types of experimental research are laboratory and _____.

field experimentation

_____ is one of the oldest approaches in mass media research and it provides a wealth of information for researchers

Laboratory experiment

_____ refer to experiments that are conducted under controlled situations in a special place (such as a building or laboratory) for scientific purposes or research.

Laboratory experiment

The laboratory experiment is subject to the jurisdiction of the researcher because _____

he/she controls to a very large extent the rules and procedures that control the conditions in the laboratory

The following are the advantages of laboratory research

- ☐ They help to establish cause and effects relationship between variables.
- ☐ Researchers to a very large extent have control over the environment, the variables and the subjects.
- ☐ Laboratory experiments are inexpensive when compared to other research methods.
- ☐ It allows for replication

The following are the disadvantages of laboratory research

- ☐ The artificial nature of the laboratory makes it difficult to apply the results gotten from laboratory experiments to real life settings or situations.
- ☐ Laboratory experiments can be affected by the researcher's bias due to the amount of control the researcher has on the environment, subjects and variables.
- ☐ The method very limited in scope

There are _____ categories of field experiments
two

The following are the advantages of field experiment

- The major advantage of field experiment is its external validity
- They are non-reactive in the sense that they do not lead to a change in the subject's behavior that comes from the awareness of being measured or observed.
- They are very useful for studying complex social processes and situations
- They are very inexpensive to conduct because it requires no special equipment or facilities.

The following are the disadvantages of field experiment

- Sometimes, ethical considerations such as airing violent programmes to children makes it difficult to conduct field experiments.
- They often encounter external hindrances that are not anticipated by the researcher
- Researcher cannot control all the intervening variables in a field experiment

According to Wimmer and Dominick (2011:256), some of the communication issues studied using field experimentation includes the following:

- The positive and negative effects of television on people or a community.
- The impact of the media on politics.
- The negative effects of pornographic content on people.
- What people would do without television
- The impact of a PR campaign

Experiments are not conducted anyhow but they are subjected to certain procedures and rules.

True

_____ is a non-experimental, descriptive research method that has to do with asking people questions and finding out what people think and do.

Survey research

Surveys may be used for _____

descriptive, explanatory and exploratory purposes

According to Simon (1969), a _____ method is used to gather data on what people say and about variables as they are found in the world.

survey research

_____ may be defined as a method of primarily collecting data based on a form of communication or rapport with a representative sample of individuals (called respondents).

survey research

_____ take the form of a short paper-and-pencil feedback or an intensive one-on-one in-depth interview depending on the nature and scope of the research study.

survey research

The following are the purpose of survey research

- Surveys are mostly used for descriptive, explanatory and exploratory purposes.
- One of the major purposes of the survey research is to describe the attitudes, opinions, behaviors or characteristics of the sample population based on the data gathered from that population.
- Most times, surveys draw a sample that is representative of the large population from which it is drawn.
- Surveys are used to provide as well as produce reliable and useful information especially on audiences and readership

As stated by Babbie (2010:254), _____ is probably the most widely used method available to every social researcher who is interested in collecting original data for describing a population that is too large to be observed directly.

survey

There are _____ major types of surveys

two

There are two major types of surveys and they are _____ and analytical surveys.

descriptive

There are two major types of surveys and they are descriptive and _____ surveys.

analytical

A _____ as the name implies makes an attempt to describe or explain what exists at the moment.

descriptive survey

_____ entails discovering the current situation of things in the area that is being studied.

descriptive survey

_____ deals with the 'why' i.e. it seeks to describe or explain why situations exist.

An analytical survey

_____ has to do with examining two or more variables to investigate research questions or test research hypothesis

An analytical survey

.The results gotten from _____ are used to examine and determine the relationships between variables as well as to make explanatory inferences.

analytical surveys

The advantages of survey research include the following

- It is relatively inexpensive when considered in terms of the amount of information it generates.
- Using this research method, a large amount of information is gathered from different people with ease as compared with other research methods.
- They are not limited by geographic constraints or boundaries and can be conducted anywhere.
- Survey research methods are reasonably accurate especially when the sampling is correct.
- Results gotten from surveys can be generalized because the sample population is large and very representative of the entire research population.
- Surveys can be used to investigate problems in a realistic setting

The disadvantages of survey research include the following

- Getting a representative sample can be very difficult and expensive.
- Respondents may not give honest answers hence distorting the validity and accuracy of the results.
- Inappropriate wording or placement of questions within a questionnaire can bias the results.
- Some survey research is becoming difficult to conduct because response rates continue to decline.

According to Wimmer and Dominick (2011:201), there are _____ basic methods for gathering survey data

five

The following are the basic methods for gathering survey data

- mail survey
- telephone survey
- personal interview
- group administration
- internet survey

- O mall interviews
- O computer-assisted personal interviewing (CAPI)

CAPI stands for _____

computer-assisted personal interviewing

_____ has to do with sending out self-administered questionnaires accompanied by a letter of explanation and a self-addressed stamped reply envelope for returning the questionnaire.

Mail surveys

_____ has to do with sending out self-administered questionnaires accompanied by a letter of explanation and a self-addressed stamped reply envelope for returning the questionnaire.

Mail surveys

_____ are used by certain businesses like consumer panels to secure a substantial amount of information about the purchasing behaviors of consumers.

Mail surveys

_____ method of gathering data has to do with making use of trained interviewers who ask questions as well as record the answers or responses gotten on a computer.

Telephone surveys

_____ method of gathering survey data creates a form of balance between mail surveys and personal interviews

Telephone surveys

_____ are also referred to as one-on-one or face-to-face interviews

Personal interviews

_____ method of survey data collection involves sending interviewers to orally ask the questions and record the responses.

Personal interviews

There are _____ basic types of interviews
two

There are two basic types of interviews: _____ and unstructured interview.
structured

There are two basic types of interviews: structured and _____ interview.
unstructured

In a _____, the questions are formed before the interview and arranged in the order in which they will be asked i.e. the questions are standardized and asked in a predetermined order.
structured interview

An _____ has to do with asking broad questions that allows as well as gives the researcher control over determining further questions to be asked that will generate the needed information.
unstructured interview

_____ involve gathering a group of respondents together to fill individual copies of a questionnaire or asked to participate in a group interview.
Group administered surveys

_____ method combines features of both mail surveys and personal interviews.
Group administered surveys

_____ requires the presence of more than one interviewer so that problems can be resolved individually without having to disturb the entire group.

Group administered surveys

One of the online tools used in internet survey is _____

Survey Monkey

An online tool that allows researchers to create questionnaires online and send them to the respondents is called _____

Survey Monkey

_____ is a form of personal interview, it has to do with interviewing respondents on a face-to-face level in an already pre-determined mall.

Mall interviews

_____ method makes use of convenience sampling, is gaining popularity and has become the standard for many researchers.

Mall interviews

_____ is a survey method that involves an interviewer conducting a one-on-one interview and entering the data obtained directly into a computer and the results are later uploaded into a master computer for further analysis

Computer-Assisted Personal Interviewing (CAPI)

The data collection instrument for the survey research method is a _____.
questionnaire

The _____ according to Babbie (2010:255) is an instrument that is designed to gather or elicit information that will be subjected to further analysis.

questionnaire

Good questionnaires should have the following characteristics: It should be spread out and uncluttered.

- ☐ It should be short and concise.
- ☐ They are clear and not ambiguous.
- ☐ They avoid double-barreled questions.
- ☐ They ask questions that are relevant and that the respondents can answer.
- ☐ They ask questions that are easy and simple to answer.
- ☐ The questions in it are usually arranged in a logical order.
- ☐ All instructions necessary to complete the questionnaire should be clearly stated in it.

The types of survey questions are: _____ and close-ended questions.

open-ended

The types of survey questions are: open-ended and _____ questions.

close-ended

The following are the advantages of open-ended questions

- ☐ It gives the respondents freedom in answering their questions and it allows them to provide in-depth responses.
- ☐ It gives the researcher much room to follow up on questions that will give information about the respondents' feelings and motives.
- ☐ It allows for answers that the researcher did not foresee when designing the questionnaire.
- ☐ They are useful in a pilot test of a study.

The following are the disadvantages of open-ended questions

- ☐ The process of analyzing the data gotten from open-ended questions is rigorous and difficult
- ☐ A large amount of time is required to gather and analyze the data.

- Ambiguous answers given by respondents could lead to misinterpretation of data on the part of the researcher.

_____ refer to survey questions that the researcher provides a list of possible answers to from which the respondent is supposed to choose from.

Close-ended questions

According to Babbie (2010:256), _____ are survey questions in which the respondent is asked to select an answer from among a list provided by the researcher.

close-ended questions

The following are the strengths of close-ended questions

- They provide a greater uniformity of responses.
- The answers are easier to code and analyze statistically.
- They minimize the risk of misinterpretation on the part of the respondents.
- They keep the questionnaire to a reasonable length that will encourage the respondents to fill and return the questionnaires, hence increasing validity.
- Replication is easier.

The following are the weaknesses of close-ended questions

- They force respondents to give simplistic responses to complex issues.
- It can lead to misleading conclusions because of the limited range of options.
- It doesn't give in-depth information as compared to open-ended questions.
- Sometimes, researchers fail to include important responses in the provided list of responses.

According to Babbie (2010:276), interviewers should be trained to do the following:

- To dress and appear in a manner similar to that of the people they will be interviewing.
- To get familiar with the questionnaire by studying it carefully.
- To follow the wording of the questions exactly as it is in the questionnaire.
- In the case of an open-ended question, the interviewer must be trained to record the answers to such questions exactly as given by the respondent.

The _____ has to do with the physical appearance of the questionnaire, the wordings of the questions as well as other items in the questionnaire.

questionnaire design

The questionnaire design is very important because _____

to a very large extent it determines and can affect the response rate

To create a very good questionnaire design, Wimmer and Dominick (2011:195) give the following suggestions for the requirements of a good questionnaire:

- Introduction
- Instructions
- Question order
- Layout
- Questionnaire length

Once the questionnaire is completed, the researcher subjects it to a process of _____ that seeks to find out whether or not it has been adequately designed.

validation

Response rate is also known as _____

completion rate or return rate

_____ refers to the “number of people participating in a survey divided by the number selected in the sample, in the form of a percentage”.

Response rate

_____ could be referred to as the numbers of questionnaires sent out that are returned.

Response rate

To achieve a high response rate in surveys, researchers do any of the following:

- Give incentives and gifts to respondents e.g. pens to fill the questionnaire or gift cards.
- Make the questionnaire as short and brief as possible.
- Make the questionnaire attractive and easy to fill out.

The following are the general problems in survey research

- The ability of respondents to deceive researchers on purpose by giving an incorrect answer.
- Due to feelings of inadequacy or lack of knowledge, some respondents can tend towards giving prestigious answers on topics they know nothing about instead of just admitting that they do not know it.
- Respondents sometimes give elaborate answers to simple questions especially when trying to voice out all their opinions.
- Surveys are complicated due to the fact that sometimes, it could be difficult for respondents to explain their true feelings, perceptions and beliefs in their own words.
- Sometimes, respondents may be unable to recall certain information about themselves or their activities due to certain factors ranging from memory failure to nervousness that comes with filling questionnaires.

_____ has to do with the study of recorded human communication that exist in different forms such as books, magazines, web pages, newspapers, speeches, films etc.

Content analysis

_____ is a research method that is very popular with mass media researchers because it has an efficient way of investigating as well as measuring the content of the media.

Content analysis

According to Kerlinger (2000), “_____ is a method of studying and analyzing communication in a systematic, objective and quantitative manner for the purpose of measuring variables”.

content analysis

According to Zito (1975), “_____ may be defined as a methodology by which the researcher seeks to determine the manifest content of written, spoken, or published communications by systematic, objective, and quantitative analysis”.

content analysis

Content analysis is widely used in mass media research and remains a useful tool for _____ and communication researchers.

social scientists

Content analysis is widely used in mass media research and remains a useful tool for social scientists and _____.

communication researchers

_____ is widely used in mass media research and remains a useful tool for social scientists and communication researchers.

Content analysis

Content analysis is widely used in _____ and remains a useful tool for social scientists and communication researchers.

mass media research

The following are the key procedural concepts of content analysis

- ☐ units of analysis
- ☐ content categories
- ☐ sampling and coding

_____ is the most basic and smallest element of a content analysis

Units of analysis

_____ refers to the 'who' or 'what' (subject of the study) that is being studied or analyzed in a content analysis from which the researcher wants to generalize from.

Units of analysis

In a written content, the _____ might be a single word or symbol, a theme or an entire article or story.

unit of analysis

_____ refer to words that have the same meanings and are used to classify media content into categories that are mutually exhaustive and exclusive.

Content categories

Content categories differ based on the study that is being carried out.

True

The following are major requirements of content categories:

- They must be mutually exhaustive such that all the relevant contents are categorized.
- They must be mutually exclusive such that data/content can only be placed in one category alone.
- They must be independent such that the assignment of one content/data to a category will not affect the placement of another.

_____ is the process of taking a subset that is representative of the entire population.

Sampling

_____ occurs throughout all the levels of content analysis and any of the sampling techniques could be used such as stratified sampling, systematic sampling, cluster sampling amongst others.

Sampling

_____ is the process of placing a unit of analysis into a content category and reducing the data gathered into a manageable form.

Coding

_____ has to do with assigning numbers and codes to content categories.

Coding

_____ is the aspect of content analysis that makes it very time-consuming.

Coding

According to Babbie (2010:338), "_____ is the process of transforming raw data into a standardized form".

coding

The coding process has to do with recording the observations made during the course of the study in a form that can be analyzed and understood. The instrument used for this is called the _____

coding sheet

The content categories were constructed using police records and they include _____

date, types of crime, place of occurrence, sex of suspects, sex of victims, nature of crime, cost arrests, prosecution and convictions.

The following are the strengths/advantages of content analysis:

- It is inexpensive and requires a little amount of time as compared to other research methods.
- It is flexible and allows for the correction of errors.
- The researcher has little or no effect on the subject being studied i.e. it is unobtrusive in nature.
- It allows the researcher to study processes or phenomenon occurring over a long period of time.
- It can provide valuable historical/cultural insights over time through analysis of text.
- It can quantify large data.

The following are the weaknesses/disadvantages of content analysis

- It is limited and restricted to only recorded forms of communication that may be oral, written or graphic and must be recorded in a manner that permits analysis.
- The problem of representativeness is a major disadvantage in content analysis
- It can be very time-consuming.
- It can pose reliability and validity problems.

_____ is a major research method in mass media research that is used for studying human communications and other aspects of social behavior.

Content analysis

_____ is a research method that is qualitative in nature.

Case study

According to Wimmer and Dominick (2011:141), _____ is a method that “uses as many data sources as possible to systematically investigate individuals, groups, organizations or events”.

case study

_____ are very useful to a researcher when he/she wants to explain a phenomenon.

Case studies

There are _____ stages that are involved in the process of conducting a case study

five

There are five stages that are involved in the process of conducting a case study and they are: _____

design, pilot study, data collection, data analysis and report writing

Merriam (1988) as cited in Wimmer and Dominick (2011: 141) lists four essential characteristics of case study research and they are:

- Case studies are particularistic in nature
- Case studies are descriptive because the final product of the research is usually a detailed description of the topic or phenomenon being studied.
- Case studies are also heuristic in nature
- Case studies are inductive in nature because they have to do with inductive reasoning

The following are the advantages of case studies

- It is very useful when a researcher wants to obtain a lot of information and detail(s) about a research topic.
- It is very helpful for a researcher to want ideas for further research.
- This research technique has the ability to give possible suggestions as to why something has occurred.
- Case studies give researchers the ability to deal with a large spectrum of evidence.

The following are the disadvantages of case studies

- It lacks scientific rigor.
- The results gotten from case study research cannot be generalized.
- Case studies are time consuming and the large quantity of data might become too cumbersome for the researcher to summarize.

_____ has to do with studying people, things or situations around us by means of observation.

Observational research

The _____ method is used to seek answers to questions that questionnaires and direct reports couldn't provide answers to.

observation research

_____ is more concerned with description and explanation than with measurement and quantification.

Observational research

_____ is the basic method for getting information on anything.

Observational research

There are _____ stages involved in the process of conducting an observational research
six

There are six stages involved in the process of conducting an observational research and they are _____
choosing the research site, gaining access, sampling, collecting data, analyzing data and exiting

The advantages of observational research method include:

- It is a very direct method used for collecting data.
- It is less demanding and less cumbersome in nature.
- It enhances and improves the precision of the research results.
- It helps the researcher to build up the basic background that will be used to frame the hypothesis as well as identify dependent and independent variables.
- Sometimes, it can be the only appropriate research method to use especially when quantification and measurement becomes difficult.
- It provides access to groups that would ordinarily be difficult to observe.
- It requires less cost and expenses.

The disadvantages of observational research method include:

- It does not allow for external validity due to the fact that the representativeness of the observations made could be potentially questionable.
- It might involve bias on the part of the researcher.
- It leads to reactivity which is a process whereby the subjects being observed alter their behavior because they are aware of the fact that they are being observed, hence distorting the validity of the results.

_____ is a form of qualitative research and it entails 'spending long periods of time living with and observing other cultures in a natural setting'

Ethnographic research

The ultimate goal of _____ research method is to examine how a particular group perceives a phenomenon.

Ethnographic

Ethnographic research method has the following characteristics

- It uses different research techniques such as observation, interviews, diary keeping, analysis of existing documents (content analysis), photography, videotaping amongst others.
- It is time consuming as a considerable amount of time has to be spent doing fieldwork.
- It is a participatory form of research as the researcher needs to go to the data to obtain it instead of the other way round.

- O It emphasizes studying the research topic from the participants' frame of reference.

There are _____ main forms of longitudinal research
three

There are three main forms of longitudinal research and they are _____
trend study, cohort analysis and panel study

_____ is when different groups of people from the same population are sampled at different times.
Trend studies

_____ is a form of longitudinal research that is focused on studying the activities of a particular cohort group
Cohort analysis

_____ enables the researcher to identify the relationship between the characteristics and behavior of a population
Cohort analysis

_____ measure a sample of respondents at different points in time.
Panel studies

The _____ research method is also referred to as group interviewing
focus group

_____ is a qualitative method that involves a moderator interviewing 6 -12 people simultaneously and leading them in a structured, semi-structured or unstructured discussion/interview about the topic being discussed.
focus group

_____ is a group interview that is held to find out how people feel about a product, service or issue'
focus group

The participants in a _____ do not necessarily go through rigorous probability-sampling methods due to the fact that the purpose of the study is to explore rather than to describe or explain in any definitive sense
focus group

According to Krueger & Casey (2000) as cited in Wimmer & Dominick (2011:132), the focus group research method has four characteristics and they are:

- O It involves people i.e. participants.
- O All the participants must possess and share certain characteristics that are of interest to the researcher.
- O This research method usually provides qualitative data that enhances understanding and reveals a wide range of opinion.
- O It makes use of focused discussions where most of the questions to be asked are determined beforehand, the order in which the questions to be asked are determined and the questions are structured in a manner that will achieve the purpose for the research.

The following are the advantages of the focus group research method

- O It is a research method that is socially oriented and captures real-life data in a social environment.
- O It has flexible in terms of the flexibility in the question design and follow up.
- O It has high face validity.
- O It has speedy results.
- O It is not expensive.

The following are the disadvantages of the focus group research method

- It gives the researcher lesser control as compared to individual interviews.
- The data obtained using this research method is very difficult to analyze.
- The moderators of focus group discussions require special skills.
- The success of any focus group is heavily dependent on the skills of the moderator.
- Focus groups can be very difficult to assemble.
- The discussion must be conducted in a very conducive environment.

In-depth interview could also be called _____

intensive or depth interview

_____ is a form of one-on-one interview that is highly focused and conducted to get at or bring out hidden feelings, attitudes and beliefs that a respondent is unaware of.

In-depth interview

In-depth interviews have the following characteristics

- This method makes use of smaller samples.
- It allows the researcher to be able to observe the respondents' non-verbal responses for a long period of time.
- They are usually long and may last several hours or may even require more than one session.
- It provides a detailed background about the reasons respondents give specific answers.
- In-depth interviews can be customized to suit individual respondents i.e. the interviewer can phrase and structure questions based on the respondent's answer.

The following are the advantages of in-depth Interview

- The major advantage of this research method is the detailed wealth of information it provides the researcher with.
- It enables the researcher to ask follow-up questions on topics of interest over a long period of time.
- The kind of rapport between respondents and the researcher makes it easy to obtain unexpected information and approach certain topics that might be difficult to approach using other research methods.
- The researcher can adapt or improvise the questions to suit the situation as it changes.

The following are the strength of in-depth Interview

- The major advantage of this research method is the detailed wealth of information it provides the researcher with.
- It enables the researcher to ask follow-up questions on topics of interest over a long period of time.
- The kind of rapport between respondents and the researcher makes it easy to obtain unexpected information and approach certain topics that might be difficult to approach using other research methods.
- The researcher can adapt or improvise the questions to suit the situation as it changes.

The following are the weaknesses of in-depth Interview

- The difficulty involved in analyzing the bulk of data gathered using this research method could be a problem.
- Transcribing the interview from the tape recorder used to record it can be very time consuming.
- The researcher might not be able to generalize his/her results due to the non-random sampling used as well as the non-standard form the interview takes.
- In-depth interviews are always sensitive to interviewer's bias because interviewers may unknowingly communicate their attitudes through loaded questions or non-verbal cues.

The process involved in conducting in-depth interviews as suggested by Onabajo (2011:73):

- Create a preliminary list of the questions you want to ask during the interview.

- Record beforehand some demographic information about your respondents so as to ascertain if any relationship can be drawn between certain characteristics such as educational status, gender etc.
- Be very sensitive and lookout for non-verbal clues such as feelings or attitudes that might seem irrelevant or unimportant.
- During the course of the interview, do an audio recording and take notes on important matters while you interview each respondent.

_____ is the totality of items or objects in a universe under study.

Population

Wimmer and Dominick (2011 p.87) defines _____ as a group or class of subjects, variables, concepts, or phenomena.

population

A population where you know everyone is called _____

determinant or finite population

When the entire members of a population are examined for a study it is called _____

Census or Total Enumeration method

A _____ is a fractional or subset of the population selected for study.

sample

Fridah (2002) defines _____ as a finite part of a statistical population whose properties are studied to gain information about the whole.

sample

The process of taking samples is known as _____.

sampling

MacDonald and Headlam (1986) define _____ as “the process by which you reduce the total research population for a research project to a number which is practically feasible and theoretically acceptable.”

sampling

Fridah (2002:1) defines _____ as the act, process, or technique of selecting a suitable sample, or a representative part of a population for the purpose of determining parameters or characteristics of the whole population.

sampling

_____ is a technique of drawing samples, i.e., collecting data from a part of the population to reveal the characteristics of the entire population.

Sampling

Sampling calls for _____ decisions

three

The following are the reasons for taking a sample

- Cost/economy
- Timeliness
- The large size of the population
- Accuracy
- The partly accessible populations

_____ is defined as the scientific procedure of drawing samples from a given population.

Sampling techniques

There are _____ broad sampling techniques
two

There are two broad sampling techniques: _____ and non-probability sampling techniques.
probability

There are two broad sampling techniques: probability and _____ sampling techniques.
non-probability

_____ is done to access hidden or hard to reach populations like prostitutes, drug addicts etc.
Sampling

A _____ is a document or record that contains all the items or objects in a universe of study.
sampling frame

Wimmer and Dominick (2011) define _____ as the complete list of members in the population.
sampling frame

Austin and Pinkleton (2006 p.101) define _____ as “a list of members of a population.”
sampling frame

_____ is used by researchers to determine who will be included in the sample.
Sampling frame

MacDonald and Headlam (1986) assert that _____ is the listing of the accessible population from which a sample is drawn.
sampling frame

The _____ of a study are the units or objects the researcher is interested in studying.
population

_____ are drawn to ease the stress of studying an entire population and also to save time and cost.
Samples

A _____ is a group of individuals, persons, objects, or items from which samples are taken for measurement.
Population

Austin and Pinkleton (2006 p.98) define _____ also called universe as members of a group or an entire collection of objects.”
population

A population can be _____ or inanimate objects.
animate

A population can be animate or _____ objects.
inanimate

Probability sampling methods include the following:

- ☐ Simple random sampling
- ☐ Stratified sampling
- ☐ Cluster sampling
- ☐ Systematic sampling

Non-probability sampling methods are the following:

- ☐ Purposive sampling (judgment sampling)

- O Convenience sampling (available/accidental sampling)
- O Snowball sampling
- O Quota sampling

_____ is the sampling method that increases the likelihood of obtaining samples that are representative of the population.

Probability sampling

_____ provide credible results because they reflect the characteristics of the select population.

Probability sampling

According to O'Connor (2011), researchers are to use a probabilistic sampling approach _____
if the purpose of the research is to draw conclusions or make predictions affecting the population as a whole

Techniques under the probability sample are as follows:

- O Simple random sampling
- O Stratified sampling
- O Cluster sampling
- O Systematic sampling

A _____ is one in which every member of a population is identified and given an equal chance of being included in the sample.

simple random sampling

To obtain a _____, names can be put on slips of paper and drawn from a hat, one after the other.

simple random sampling

There are _____ steps to create a simple random sampling
six

According to <http://dissertation.laerd.com/simple-random-sampling.php> to create a simple random sampling, there are six steps to follow:

- a. Define the population
- b. Choose your sample size
- c. List the population
- d. Assign numbers to the units
- e. Find random numbers
- f. Select your sample

The following are advantages of simple random sampling

- O It provides a sample that is highly representative of the population being studied.
- O It also reduces the potential for human bias in the selection of units to be included in the sample
- O The simple random sampling also allows for making generalizations that is, statistical inferences from the sample to the population.
- O This is regarded a major advantage because such generalizations are considered to have external validity.

The following are disadvantages of simple random sampling

- O In carrying out a research using the simple random sample technique, the list of the population must be available and complete.
- O This poses a difficulty because the list of the population might not be available and also accessible.
- O Other challenges in getting the list can be because even if the list is available, there might be a challenge in accessing it because those involved refuse to release it for reasons known to them.
- O There might be no single list detailing the target population.
- O It will be difficult and time-consuming to get the list together when there is no detailed list.

- O Also, in terms of human population, reaching or contacting some of the members of the population that is if the list contains their contact information can be expensive and time-consuming and also when they are scattered in different locations.

According to Patten (2007 p.47) in____, every nth individual is selected.

systematic sampling

In____, rather than referring to random number tables to select the cases that will be included in the sample, units are selected directly from the sample frame.

systematic sampling

____ method is useful for selecting large samples and is less cumbersome than a simple random sample using either a table of random numbers or a lottery method.

systematic sampling

There are ____ steps to do a systematic sampling

seven

The following are the steps to do a systematic sampling:

- a. Define the population
- b. Choose your sample size
- c. List the population
- d. Assign numbers to cases
- e. Calculate the sampling fraction
- f. Select the first unit
- g. Select your sample

When using a____, the population is divided up into groups with similar characteristics then members are selected randomly from within these groups.

stratified sampling

A ____ is defined as a sampling technique in which the researcher divided the entire target population into different subgroups, or strata, and then randomly selects the final subjects proportionally from the different strata

stratified sample

Patten (2007 p.50) states that the primary purpose of stratification is to____

ensure that different subgroups are represented in the correct proportions

____ is when the population is divided into mutually exclusive groups such from which the researcher draws a sample of the groups.

Cluster sampling

____ is used when researchers recognise that some populations are distributed in pockets of settlement and the researcher wants to use the cluster as basis for selection

Cluster sampling

A ____ is one in which you have elements of population dispersed geographically

cluster sample

____ is selection of samples in groups or categories.

Cluster sample

Patten (2007 p.51) opines that in____, researchers draw groups or clusters of participants instead of drawing individuals.

cluster sampling

To avoid_____, the clusters need to be selected at random.
bias

To avoid bias, the _____ need to be selected at random.
clusters

To avoid bias, the clusters need to be selected at_____.
random

_____ is used in large geographic samples where no list is available of all the units in the population but the population boundaries can be well-defined.

Cluster sampling

The major drawback of cluster sampling is that_____
each cluster tends to be more homogenous in a variety of ways than the population as a whole

_____ is sampling selected based on the researchers judgment.
Non-probability sampling

O'Connor (2011) opines that the non-probabilistic sampling approach is used_____
if researchers are only interested in seeing how a small group, perhaps even a representative group, is doing for purposes of illustration or explanation

_____ are useful for quick and cheap studies, for case studies, for qualitative research, for pilot studies, and for developing hypotheses for future research

Non-probability samples

Sampling techniques under the non-probability sampling method are:

- ☐ Convenience sampling
- ☐ Purposive sampling
- ☐ Snowball sampling
- ☐ Quota sampling

_____ is reliance on available subjects.

Convenience sample

Convenience sample is also called _____
accidental, available or opportunity sampling

_____ is a technique used by researchers to select easy –to-reach samples.

Convenience sample

Purposive sample is also known as_____
judgmental, selective or subjective sampling

_____ is where a researcher selects a sample based on his judgment.

Purposive sample

Crossman (2013) defines _____ as one that is selected based on the knowledge of a population and the purpose of the study.

Purposive sample

Patten (2007 p.51) opines that purposive is used when_____
researchers select individuals whom they believe will be good sources of information

According to Wimmer and Dominick (2011 p.94) _____ are used frequently in mass media when researchers select respondents who use a specific medium and are asked specific questions about that medium.

purposive samples

According to Wimmer and Dominick (2011 p.94) purposive samples are used frequently in mass media when _____

researchers select respondents who use a specific medium and are asked specific questions about that medium

Purposive sample can be researcher bias as the sampling procedure is based on the judgement of the researcher.

True

_____ is useful when attempting to locate participants who are hard to find.

Snowball sample

Crossman (2013) asserts that a _____ is one in which the researcher collects data on the few members of the target population he or she can locate, then asks those individuals to provide information needed to locate other members of that population whom they know.

snowball sample

According to Wimmer and Dominick (2011 p.94) snowball sample is known as _____ in private sector research.

referrals

_____ can be based on a small number of characteristics such as age, sex, education, gender, race, type of employment, education etc.

Quotas

Crossman (2013) states that a _____ is one in which units are selected into a sample on the basis of pre-specified characteristics so that the total sample has the same distribution of characteristics assumed to exist in the population being studied.

quota sample

The _____ is simply the number of units in your sample.

sample size

Tejumaiye (2003:50) lists some principles that guide researchers in determining an acceptable sample size:

- O Methodology to be used
- O Cost and time
- O Attrition

Sample error can only occur _____

where you draw a sample from the population but where you do a census or use the total enumeration method, there would be no sample error because everyone in the population was asked the question.

Castillo (2009) elucidates that _____ is the deviation of the selected sample from the true characteristics, traits, behaviours, qualities or figures of the entire population.

sampling error

According to Herek (2012), the _____ is a number that describes the precision of an estimate from any one of those samples.

sampling error

_____ is usually expressed as a margin of error associated with a statistical level of confidence.

Tejumaiye (2003 p.51) says _____ is the degree to which measurement obtained from a sample differs from the measurement that would be obtained from the population.

sampling error

Error in sampling is considered because _____

a sample does not provide the exact data a population would

According to Castillo (2009) the most frequent cause of error in sampling is _____

bias in the sampling procedure

sampling error is also called _____

margin of error

The first and most important amongst the various steps after the topic selection is writing a _____.

research proposal

The _____ helps you to sit down and clarify your own thinking about the research project you want to write as well as enable the department to determine whether or not your research project is viable and can be carried out successfully.

research proposal

A research proposal is also known as _____

pre-field

A _____ is an intention of what you want to do; it is a plan put forward by the student-researcher for acceptance.

research proposal

According to Oluyombo (2011:57), a _____ is an outline prepared by a research student or researcher which states the main issue to be covered in the research such as the topic, research objectives, research questions, research proposition and/or hypothesis and methods to be adopted in data collection and analyses.

research proposal

The _____ is the section that enables you to give underground information about the research problem you want to study

background to the study

The _____ most times entails documenting the historical perspective of the research problem being studied.

background to the study

_____ has to do with stating the research problem that is to be studied.

Statement of the research problem

According to Soyombo (1996), _____ has to do with the researcher introducing the research topic to the reader by stating the problem, and explaining why he/she considers it to be a problem that is worthy of attention or study.

statement of the research problem

The statement of research problem usually ends in _____ forms: a statement, question or hypothesis
three

The statement of research problem usually ends in three forms: _____, question or hypothesis
statement

The statement of research problem usually ends in three forms: statement, ____ or hypothesis
question

The statement of research problem usually ends in three forms: statement, question or ____
hypothesis

CSR stands for ____
Corporate Social Responsibility

____ are the questions that the research being undertaken seeks to answer.
Research questions

Research questions are similar to hypotheses except ____
a hypothesis is a statement about how two or more variables related to the research problem are expected to be related.

The ____ states the reason why the research is being carried out and it must be stated clearly and in a concise manner.
purpose or objectives of study

According to Oluyombo (2011:63), '____ is the selling point of that research because it enables the prospective reader(s) of your proposal and your project supervisor to develop interest in reading the proposal/project'.
the significance of study in any research

____ has to do with clearly stating what makes the research you want to undertake unique and important.
the significance of study in any research

The scope of study is very important for beginners because ____
it enables you delimit and reduce how much you would have to cover in your research.

Delimiting your study ____
allows you to capture the focus and the whole essence of your research accurately.

____ have to do with the problems encountered by the researcher in the process of conducting the research.
Limitations of study

According to Olayinka and Owumi (2006:61), the literature review serves the following purposes:

- ☐ It provides a conceptual framework for the research
- ☐ It provides an integrated overview or summary of the field of study
- ☐ It helps to establish the reason why the research has to be carried out
- ☐ It may help to shed more light on the research problem
- ☐ It helps to demonstrate the researcher's familiarity with the area under consideration (theory and/or methods)

The ____ refers to the group of elements or the population from which the researcher will draw his/her samples.
research population

The ____ has to do with the process of selecting a sample out of the total population to be researched on.
sampling procedure

The ____ has to do with the process by which data are to be obtained or gathered.
data collection instrument or instrumentation

The instruments used for data collection available to a student researcher include:

- ☐ Questionnaire for survey method
- ☐ Coding sheet for content analysis
- ☐ Telephone interview
- ☐ In-depth interview

A good research proposal is the foundation of a research project

True

A ____ is an outline/blueprint prepared by a research student stating the study/ research that is to be carried out and how it is to be carried out.

research proposal

A research proposal contains ____ chapters

three

____ are the symbols, numbers and or alphabetical characters used to describe one or more attributes such as age, sex, volume, growth rates, temperature etc. of an entity'.

Data

____ has to do with the collection of facts, figures, alphabets and statistics together for the purpose of analysis and drawing conclusions.

Data

____ refers to the raw material, raw facts and figures that have been gathered during the process of data collection.

Data

There are ____ types of data

two

There are two types of data and they include ____

quantitative (measurement) and qualitative (categorical) data

____ is a form of data that is not expressed in numerical form but by means of a natural expression or language i.e. expressions or words that we are familiar with and use on a daily basis.

Qualitative data

Qualitative data is also known as ____

categorical data

Examples of qualitative data include the following:

- ☐ Color (e.g. brown, black, white etc.)
- ☐ Marital status (Married/Divorced/Single/Separated)
- ☐ Gender (Male/Female)
- ☐ Religion (Christian/Muslim/African Traditional Religion etc.)

Qualitative/categorical data are divided into ____ and ordinal categories.

nominal

Qualitative/categorical data are divided into nominal and ____ categories.

ordinal

When the categories do not follow a natural ordering process, they are referred to as ____

nominal data

Examples of nominal data include _____

color (brown, black, green); marital status (single, married, engaged, divorced, separated) etc.

If the categories are ordered, they are called _____

ordinal data

_____ refers to categorical data in which there are only two variables.

Binary data

_____ as the name connotes is the data that is not expressed in natural language but by numeric means.

Quantitative or measurement data

Quantitative data could be _____ or continuous

discrete

Quantitative data could be discrete or _____

continuous

_____ can be counted and it takes only certain numbers (like whole numbers e.g. 5, 7, 10 etc.)

discrete data

_____ are counted, measured and can be any value within a range of numbers (25.5, 3.265 etc.).

continuous data

_____ refer to data that is collected by the researcher directly in its raw state i.e. data that has not been processed yet.

Primary sources of data

_____ includes data collected through questionnaires, interviews etc.

Primary sources of data

_____ include direct field measurement, questionnaires, interviewing, focus group discussions, participant observation, content analysis etc.

Primary sources of data

The advantages of primary sources of data are:

- i. It allows access to direct information from participants or respondents.
- ii. It helps and gives opportunity to clarify ambiguous information given by respondents.
- iii. The richness of the data collected through primary sources makes it very valuable.

The disadvantages include the following:

- i. This kind of data is more expensive to collect as compared to secondary data.
- ii. Gathering this kind of data takes a longer period of time
- iii. An element of bias or manipulation may be present in the data.

_____ refers to the data that are not directly collected or gathered by the researcher

Secondary sources

_____ data has been processed and is usually collected and gathered by another group or organization.

Secondary sources

_____ data that is gathered during literature review and these secondary sources of data include: annual reports of companies, registers, census, books, journals, surveys, maps, photographs etc.

Secondary sources

Data in itself has no meaning until it is analyzed and scientifically processed, hence, the process of making meanings and sense out of the data gathered is known as_____.

data analysis

The purpose of data analysis is so as to _____

ensure that the collected data are analyzed, processed and summarized in such a way that they give answers to the research questions or hypotheses formulated for the research project

There are _____types of data analyses

two

There are two broad types of data analyses and they are_____.

descriptive and inferential data analyses

_____ has to do with summarizing the main features of the data gathered as well as offering physical explanations whenever possible.

Descriptive analysis

_____ allows the researcher to take random data and organize them into some type of ordered manner that can be easily understood.

Descriptive analysis of data

The tools which are used in descriptive data analysis are called_____.

descriptive statistics

_____ include the measures of central tendency (mean, median, and mode), graphs (bar charts, pie charts, histograms, scatter plots etc.), measures of dispersion (e.g. standard deviations, range, variance) etc.

Descriptive statistical tools

_____ is used to process and analyze data when the researcher wants to answer the research questions.

Descriptive data analysis

_____ is used when the researcher wants to do more than just describe the samples.

Inferential statistics

_____ is used when the student-researcher wants to make assertions or inferences about the larger population from which the sample population was selected

Inferential data analysis

According to Onabajo (2011:151), _____is “the process of using data collected from samples to make inferences about a larger population or populations”.

inferential data analysis

The tools which are used in inferential data analysis are called_____.

inferential statistical tools

The tools used in inferential data analysis include

- ☐ chi-square
- ☐ the student t-test
- ☐ analysis of variance (ANOVA)
- ☐ regression analysis
- ☐ contingency table analysis

There are generally _____methods used in descriptive statistics

two

According to Tejumaiye (2003:1950), there are generally two methods used in descriptive statistics and they include: _____ and summary statistics.

data distribution

According to Tejumaiye (2003:1950), there are generally two methods used in descriptive statistics and they include: data distribution and _____.

summary statistics

One of the descriptive statistical tools used under the data distribution method is _____.

tabulation

Data that are too complex in nature can be _____.

tabulated

Data can also be represented using _____ which can be drawn either horizontally or vertically.

bar charts

_____ are discrete bars that are used to represent different categories of data.

Bar charts/graphs

The height of the bar (i.e. how tall or short it is) is equal to the quantity within that category of data.

True

_____ is aimed at breaking down data such that the data is more manageable.

Summary statistics

The statistical tools used to analyze descriptive data using the summary statistics method can be divided into two broad categories: _____

measures of central tendency and measures of dispersion

_____ have to do with presenting your data in the summarized form of an average and they tell what the data looks like on the average.

Measures of central tendency

_____ determine the typical score of a distribution.

Measures of central tendency

The three common measures or quantities for measuring average or central tendencies or location are _____

mean, median, mode

The _____ is the most widely used in research and the most important measure of central tendency in summary statistics.

mean

Mathematically speaking, _____ is the sum of all scores divided by N, the total number of scores.

mean

In a layman's term, the _____ is the average of the entire data distribution.

mean

The formula for calculating the mean is _____

$$\bar{X} = \Sigma x \div N$$

The _____ is the middle value or midpoint of any distribution.

median

When the distribution has an odd number of values the median is usually the _____.
middle value

When the distribution has an odd number of values the _____ is usually the middle value.
median

When the distribution has an odd number of values _____
the median is usually the middle value

The _____ is the value that occurs most frequently than other values in a distribution.
mode

The mode most times does not require any form of calculation.
True

A distribution that has just one value occurring more frequently than others is called a _____ distribution
unimodal

A distribution that has two values occurring more often than other values is called a _____ distribution.
bimodal

Measure of dispersion is also known as _____
measure of variation

_____ are particularly useful when comparing the variations between values in different distributions.
Measures of dispersion

_____ are usually used to indicate how values are spread or scattered in a distribution of values.
Measures of dispersion or variation

The three measures of dispersion or variation are _____
range, variance and standard deviation

The _____ is the simplest measure of them all and it is the difference between the highest and lowest values in a set of distribution.
Range

The _____ is used to indicate the degree to which values or scores deviate from or at a variance with the mean.
variance

The first step in calculating the variance is to calculate the mean, then subtract the mean from each value or score in the distribution, the values gotten from the subtraction known as _____
deviation scores

_____ refers to the process of using data collected from samples to make inferences about a larger population(s)
Inferential statistics

_____ are statistical tools that are used to draw conclusions about the relationship between variables in a sample population.
Inferential statistics

_____ is used and expressed through hypothesis testing.
Inferential statistics

Inferential statistics is used and expressed through _____ testing.

hypothesis

Inferential statistics is used and expressed through_____.

hypothesis testing

Onabajo (2011:152) defines _____ as 'a proposition which the researcher wants to verify'.

hypothesis

In using hypothesis testing, you specify the _____ and alternative hypothesis.

null

In using hypothesis testing, you specify the null and _____ hypothesis.

alternative

Null Hypothesis is denoted by _____

H₀

Alternative Hypothesis is denoted by _____

H₁

The null hypothesis is usually not tested because _____

there is no difference

Rejecting H₀ when it is true is called _____

Type I error

_____ occurs when one fails to reject H₀ when it is false.

Type II error

A Type II error will occur _____

if a test statistics does not fall in the critical region when H₀ is in fact false

_____ is a subset of the sample the rejection of the null hypothesis under consideration.

Critical region

_____ is the probability of taking a wrong decision (i.e. probability of making an error).

Significance level

Tejumaiye (2003:239) describes _____ as the generally accepted way(s) of giving credit or recognition to the scholars whose works you have consulted in the process of writing your research project.

documentation

Soyombo (1996:362) defined _____ 'as the acknowledgment and identification of materials such as data, quotations and opinions from various sources which have in one way or the other contributed to the quality and content of the literature review'.

documentation

Documentation takes three different _____

forms

Documentation takes three different forms: _____, references and bibliographies.

citations

Documentation takes three different forms: citations, _____ and bibliographies.

references

Documentation takes three different forms: citations, references and _____.

bibliographies

_____ refer to the short information given about the author, the year of publication as well as the page and they are often found within the text of your research work.

Citations

_____ contain a list of all the works consulted and arranged in alphabetical order.

References

_____ appear at the end of an article, book, or chapter.

References

In the process of compiling your references _____

you must ensure that all the works cited in your project are included in your reference page

_____ refers to the list containing all the relevant items you consulted for your project including those not directly referred to in the text.

Bibliographies

_____ includes both cited references (i.e. those works from which ideas or materials were used) and uncited references (i.e. those works that were useful but which the writer did not quote or use the data in it directly).

Bibliography

A _____ lists all the works you have found useful and relevant in the process of writing your research project.

bibliography

The _____ is the most simplest and popular style used by academic researchers and scholars in the social sciences when including reference citations in a research project or in an academic work.

APA referencing style

The acronym APA stands for _____

American Psychological Association

The APA style for the reference list/bibliography consists of the following elements:

- ☐ the author(s) surname and initials
- ☐ the year of publication
- ☐ the title of the work
- ☐ the place of publishing
- ☐ the name of the publisher

A _____ is a term for a scholarly publication that is published periodically either monthly or quarterly.

journal

Journal articles should appear in _____ order in your APA format reference list.

alphabetical

_____ articles should appear in alphabetical order in your APA format reference list.

Journal

A _____ is a situation whereby several authors come together under the coordination and leadership of a chair to pool together their knowledge about a topic.

symposium

_____ refer to works or information sources that have not been officially released or published by an individual, a publishing house or organization.

Unpublished works

_____ contains materials or works used in the research project but not included in it because they are too lengthy or they are not directly important such that they should be included in the main body of the research work.

The appendix

There are certain rules guiding the citation of appendices using the APA style and they include:

- The appendix comes immediately after the reference/bibliography page.
- They are lettered A, B, C, D etc.
- Figures and tables in the appendices are labeled A1, A2, B1 and so forth.

The _____ refer to the pages that come before the main research report/text
preliminary pages

The preliminary pages refer to the pages that come before the main research report/text and they are:

- the title page
- certification page
- dedication page
- acknowledgments page
- abstract page
- table of contents
- list of tables
- list of figures or illustrations

The _____ is usually the first page in your research project and the format varies from one institution to the other.

title page

The _____ is the page that carries the signatures of approval from the supervisor, the Head of Department and the external examiner.

certification page

The _____ is the page that indicates the person/individual to whom the work is dedicated to.

dedication page

The _____ is the page that gives readers a summary of the entire research work in 1-2 pages.

abstract page

_____ is for the purpose of recognizing all the individuals, organizations etc. that have contributed to the success of the research work.

Acknowledgments page

_____ includes persons to whom the researcher is indebted for guidance and assistance in the course of doing the research project.

Acknowledgments page

_____ provides the readers with the contents in the research project in the order they have been written or arranged.

Table of contents

_____ lists the chapters into which the research project has been divided, the main headings and subdivisions in each chapter with their page numbers.

Table of contents

The _____ comes after the table of contents and it consists of all the tables used in the research project with their exact captions/titles as used within the text.

list of tables

_____ contains a list of all the figures or illustrations such as charts, graphs, pictures etc. used in the research work.

List of figures

APA style is the most popular referencing style used by researchers in the social sciences

True

Research involves a _____ for knowledge.

Search

_____ research method is a form of qualitative research and it entails spending long periods of time living with and observing other cultures in a natural setting.

Ethnographic

In _____ studies, different groups of people from the same population are sampled at different times.

Trend

_____ Study is a form of longitudinal research that is different from the others because it helps to identify shifting attitudes and behavioural patterns that could go unnoticed while using other research approaches.

Panel

The _____ discussion is a qualitative method that involves a moderator interviewing 6 -12 people simultaneously and leading them in a structured, semi-structured or unstructured discussion about the topic being discussed.

focus group

The positivistic philosophical approach to research is also known as the _____ approach.

Quantitative

_____ is a synonym for research.

Inquiry

The researcher should be careful to conduct his research at the right time and place wisely efficiently and economically. This is the attribute of _____.

Prudence

A productive and resourceful researcher always strives to create new researches. This attribute of researchers is known as _____ creativity.

Intellectual

The phenomenological approach to research is also known as the _____ approach.

Qualitative

Research provides _____ to problems.

Solutions

_____ is a form of longitudinal research that is focused on studying the activities of a particular group of people who share a common characteristic at a point in time or over a period of time.

Cohort analysis

Science is universal.

True

One of the items in the bracket is NOT a part of scientific research. (Formulation of hypothesis; Metaphysical assumption; Review of literature; Operational definition) _____

Metaphysical assumption

Research is not carried out haphazardly but planned. This means that research is ____.

Organised

In every research endeavor, the aim is to accomplish either or both of two things: answering research questions and testing research ____.

Hypotheses

_____ is the assignment of numerals to objects, events, or properties according to certain rules.

Measurement

_____ is a way of making sense out of the world, a way of explaining things that seem puzzling.

Theory

Research utilises proven analytical procedures in gathering the data. This means that research is ____.

Analytical

The two major types of experiments are field and ____ experiments.

Laboratory

A _____ is formed by summarising related observations. Examples are “weight”, “height”, “length” and “achievement”.

Concept

One of the items in the bracket is NOT a stage in experimental research. The researcher should _____.
(conduct a pilot study, clone the study to look real, administer the experiment, analyse and interpret the results)

clone the study to look real

In _____ research, the researcher manipulates one or more variables in an attempt to influence the characteristics of the subjects/participants.

Experimental

The length of a questionnaire does not matter if the questions are good.

False

The units of _____ is the most basic and smallest element of a content analysis.

Analysis

The results gotten from case study research cannot be generalized.

True

A variable is a concept or _____ that can vary or have more than one value.

Construct

A researcher can conduct a survey through the Internet.

True

Content analysis is free of any bias or input on the part of the researcher. We can therefore say it is _____.

Objective

“Assessment of Nigerian Home Videos by the Kogi State Residents”. The appropriate research design for this topic is _____ design.

Descriptive

Generalizability means that the results obtained from a sample survey can be applied to the larger _____.
Population

One of the following is not a part of the research process.
Promoting dishonesty

Research leads to the abandonment of _____ and invalid ideas and the adoption of new lines of thinking
obsolete

We can classify research by the _____.
design

Science is _____.
objective

One of these is NOT a step in scientific research in mass communication.
Acrimonious contention

One of the following is NOT an advantage of laboratory research. _____.
The artificial nature of the laboratory makes it difficult to apply the results to real life situations.

The _____ research method is used to seek answers to questions that questionnaires and direct reports couldn't provide answers to. It is more concerned with description and explanation than with measurement and quantification.
observation

_____ is a form of longitudinal research that is focused on studying the activities of a particular group.
Cartographic study

_____ sampling is sampling selected based on the researcher's judgment.
Non-probability

_____ sampling is reliance on available subjects.
Convenience sampling

The most frequent cause of error in sampling is _____ in the sampling.
bias

The major purpose of research is to discover answers to questions through the application of _____.
scientific procedures

_____ of the study have to do with the problems encountered by the researcher in the process of conducting the research.

Limitations

The researcher must be _____ in the procedures followed to find answers to questions.
scrupulous

_____ is "the systematic, quantitative and objective description of media text; that is useful for certain purposes of classifying output; looking for effects and making comparisons between media and over time or between content and reality.

Content analysis

One of the following is NOT an advantage of field experimentation.
Sometimes, ethical considerations make it difficult to conduct the experiments.

All of the following are stages in content analysis except _____.
distribution of the instrument to respondents

The statistical tools used to analyse descriptive data using the summary statistics method can be divided into ____ broad categories.
two

One of these is NOT an advantage of surveys _____.
Inappropriate wording or placement of questions within a questionnaire can bias the results.

Theory _____.
sets problems for research

_____ should be in chapter two of the research.
Review of pertinent literature

Procedure of study should be in chapter _____.
Three

One of these is NOT a strength of close-ended questions in a questionnaire.
They maximise the risk of misinterpretation by the respondents.

Literature review _____.
may help to shed more light on the research problem

Survey is requires ____ data.
quantitative

Two broad types of data analyses are descriptive and ____ data analyses.
inferential

Once the data is processed and analysed, it becomes _____.
Information

In-depth interview is a _____ method.
Qualitative

Coding sheet s are used in _____.
Content analysis

Theoretical review/framework should be in chapter _____.
two

The research _____ refers to the group of elements from which the researcher will draw his samples.
population

_____ sources of data refer to data that is collected by the researcher directly in its raw state.
Primary

The recommendations are given in chapter _____.
Five

The central goal of scientific research is finding a _____ answer to a problem.
definite

_____ means undertaking a prove to find whether outcomes of a previous research are valid or not.
Replication

Scholarly definitions of research are also called _____ definitions.
academic

Crosswell 2008 defines _____ as "a process of steps used to collect and analyze information".
research

NISER is an institute which focuses on social and _____ research.
economic

Human being needs knowledge so that can he live a _____ life.
meaningful

The quest for knowledge is probably an _____ attribute of man.
inborn

Which of the following is not a synonym for research?
Induction

It is agreed among scholars that the term "research" has its etymological derivation from _____.
French

The word research is composed of _____ English syllables
two

Another expression for "research" is _____
inquiry

A _____ research is the product of a knowledge-gathering process through the use of academically accepted fact-finding methods and tools and the ultimate presentation of the empirical findings in a professional manner to the academic community and the public at large.
scholarly

The procedure utilised in conducting research follows a rigid standard protocol or logical sequence. The different steps cannot be undertaken in a haphazard manner. Some steps must follow others This means that research is _____.
systematic

Any conclusion drawn from a research work is based on hard evidence gathered from data collected from field work or real life experiences. This makes us understand that research is _____.
empirical

The researcher must be scrupulous in ensuring that the procedures followed to find answers to questions are relevant, appropriate and justified. Therefore research is _____.
rigorous

Research is not carried out haphazardly but planned; therefore research is _____.
organised

The researcher undertakes deep thinking and inquiry of the things and situations around him. This is the attribute of _____.
intellectual curiosity

_____ means that a productive and resourceful investigation always strives to create new researches.
Intellectual creativity

Formulation of a research problem is a step in research.

True

Which comes first, presentation of findings or testing of hypotheses?

Testing of hypotheses

Which comes first, data interpretation or recommendation?

Data interpretation

Research aimed at finding certain solutions facing a concrete social or business problem is a good example of _____ research.

applied

The main aim of _____ research is to discover or find a solutions for some pressing practical problems.

applied

The term, ex postfacto research is used for _____ research designs.

descriptive

Quantitative research designs include experimental research, survey research and _____

content analysis

In _____ research, the researcher manipulates one or more variables in an attempt to influence the characteristics of the subjects/participants.

experimental

There are _____ types of operational definition of variables as stated by Wimmer and Dominick citing Kerlinger

two

Variables have different properties and to these properties we assign numerical values. If the values of a variable can be divided into fractions then we call it a _____

continuous variable

Any variable that has a limited number of distinct values and which cannot be divided into fractions, is a _____ variable.

discontinuous

In communication research, there are _____ levels of measurement.

four

Likert scale which is the most commonly used scale in mass media research is also called _____

summated rating

An instrument can be said to be _____ if it constantly gives the same answer to an issue.

reliable

One advantage of experimental researches is that they help to establish _____ and effects relationship between variables.

cause

One of the major purposes of _____ research is to describe the attitudes, opinions, behaviours or characteristics of the sample population based on the data gathered from that population.

survey

A _____ survey is an attempt to explain what exists at the moment. This kind of survey entails discovering the current situation of things in the area that is being studied.

descriptive

One type of survey is _____ended survey.

open

The first kind of content analysis carried out probably dates back to 1743 when _____ hymns published in Sweden were examined to determine whether dangerous ideas were being disseminated through the hymns.

90

_____ is the most basic and smallest element of a content analysis.

Units of Analysis

_____ is particularistic in nature; it focuses on a particular event, situation or phenomenon. This makes it a very good and efficient method for studying real life and practical situations or problems.

Case study

In APA referencing style, the author's _____ name should appear first.

last

In the process of compiling references, all the works cited in the project _____ included in the reference page.

must be

Scientific research is conducted _____

in stages

We can use research to _____ problems.

solve

The process of research must be fool proof and free from drawbacks. The process adopted and the procedure used must also be able to withstand critical thinking. Therefore research is _____

critical

The research design and procedures can be repeated to enable the researcher to arrive at valid and conclusive results. This shows that research is _____

replicable

To show _____, the researcher should be careful to conduct his research at the right time and place wisely, efficiently and economically.

prudence

Research leads to _____ in the quality of life.

improvement

Research leads to the adoption of _____ ways of thinking.

new

_____ research involves mathematical, linguistic, historical and philosophical analysis as well as any deductive system that can be adopted to derive relationships not necessarily of empirical nature.

Analytical

The bedrock of research is to _____

answer as many questions as possible

The _____ states a predicted relationship between two or more variables or concepts.

hypothesis

_____ is the assignment of numerals to objects, events or properties according to certain rules.

Measurement

Communication is classified in the _____ sciences.

behavioural

Scales used in social science research include the _____ scale.

Guttman

An instrument can be said to be _____ if it constantly gives the same answer to an issue.

reliable

Two basic types of experimental research are _____

laboratory and field experimentation

Survey research method has to do with _____

asking people questions and finding out what people think and do.

Surveys are _____ when considered in terms of the amount of information they generate.

relatively inexpensive

Results gotten from surveys can be _____ because the sample population is large and very representative of the entire research population.

generalised

When we administer a questionnaire in a survey, those who provide answers to the questions on the questionnaire are _____

respondents

What do you think? Questions in a questionnaire should be _____

easy and simple to answer

Questions on the questionnaire could be _____

open-ended and close-ended

Case studies are _____ in nature.

particularistic

_____ research method is a form of qualitative research and it entails spending long periods of time living with and observing other cultures in a natural setting.

Ethnographic research

In a focus group discussion, _____

All the participants must possess and share certain characteristics that are of interest to the researcher

A sample is _____ or subset of the population selected for study.

a fraction

_____ sampling is a sampling technique in which the researcher divides the entire target population into different subgroups, or strata, and then randomly selects the final subjects proportionally from the different strata.

Stratified

After you select the topic for your study, the next step is _____

writing a research proposal