

COM 200: Exam Review Guide



The Basics: The exams move sequentially through this list of questions. The final is semi-cumulative. I have identified the issues to emphasize in the items below. Do not try to succeed by cramming or memorizing without understanding. You must think about these terms as both a *critical consumers and effective novice planners* of research. *This course is about skills but also about vocabulary: review the glossary in the back of your text so that you can define and apply words we stressed in class and the probes. Focus on the concepts I've stressed in class.*

Foundational Issues

- 1) What are three types of statements we can make? Give examples of each one using your own research project.
- 2) Define epistemology, ontology and axiology and explain their relevance to you as a critical thinker and communication studies major.
- 3) What is meant by the term “appropriateness” as it relates to human inquiry?
- 4) What is triangulation and why is it beneficial?
- 5) What are the three main parts of an argument? Provide an example of each part.
- 6) What are the core skills that we try to cultivate in our majors?

Making Sense of Existing Information: Secondary Research

- 7) Be able take me through *each* step necessary for using the following databases: EBSCO, JSTOR
- 8) Know the basics of APA style. There will be citation questions and style questions similar to the other exams.
- 9) What are examples of primary and secondary sources? What is the difference between a database and the internet?
- 10) What is a literature review and what arguments are being made by YOU through the literature review?

Making Sense of Subjective Experience: Qualitative Research

- 11) What are the four Ps as they relate to qualitative/interpretive research?
- 12) What are our basic options for collecting data when doing qualitative research? (Participant observation, etc.)
- 13) What types of questions can be asked to get a thorough understanding of their subjective experiences? (class notes)
- 14) What are the basic obligations of a qualitative research report and how does it differ from a quantitative report?

Making Sense of Measurable Responses: Empirical Research

- 15) What are the four Ps as they relate to quantitative research?
- 16) What is reliability? What is validity? Why are different types of reliability and validity important?
- 17) What are the four levels of measurement? Be able to give *communication research*-related examples of each.
- 18) What are the two basic questions we ask when analyzing data?
- 19) Explain each of the following: Central Tendency, Dispersion, Difference, and Association/Correlation.
- 20) What is the basic test/measure for each of the above? (How do we measure dispersion? How do we test for difference?). When do we use a T-test and when do we use Chi-square, etc.
- 21) What are the basic criteria for effective survey questions? What are the more common errors researchers make when constructing survey questions?
- 22) What are the basic types of scales? (Likert, Guttman, etc.) Be able to identify them when you see them.
- 23) Identify the strengths and weaknesses of surveys and experiments.
- 24) Define with example the types of samples discussed in your text. Why is response rate important?
- 25) What are the steps to a classic experiment?
- 26) What are the three criteria for causation?

Making Sense of Texts and Artifacts: Textual Analysis

- 27) What are the basic methods of making sense of texts? (there are three)
- 28) What are the four Ps as they relate to content analysis and rhetorical analysis?
- 29) What is meant by manifest vs. latent content
- 30) What are the criteria for coding categories in content analysis?
- 31) What are the five canons of rhetoric?
- 32) What are some of the major approaches to rhetorical analysis and what is the focus of each approach?