

COM 200 Chapter One and Syllabus Worksheet

The purpose of these worksheets is to provide brief application of the more important concepts in each chapter. You MUST read the entire chapter to be successful in the course! However, completing the chapter worksheets will prepare for you upcoming class activities and touch pad quizzes. You should have written responses to the questions offered ready to discuss with classmates and hand in if called upon. You can consult your worksheet when answering quiz questions.

1. For each method below decide which is the most likely focus/method based on pages 9-13 in our text. I will put TWO options. Circle the one that seems the most appropriate.

Research Question	Focus/Method	Focus/Method
Is there political bias in a student newspaper?	Content analysis	Experiment
Do people's vocabularies change when they are with an intimate partner?	Experiment	Survey
Does regular communication from the boss improve employee morale?	Focus Group	Content Analysis
What are the primary emotional appeals of the Tea Party and are they ethical?	Rhetorical Analysis	Observation

2. Briefly review the assignment summaries of the two research projects for this class. Based on that review complete the table below by putting the appropriate response under the column for each project. I have completed the first issue. I realize you may feel like you are "guessing" at this point, but that's OK—the goal is to get you thinking ahead and anticipating connections.

Characteristic	Research Project One	Research Project Two
Researcher: dispassionate or involved?	Involved	dispassionate
Sample: large or small?		
The data: quantitative or qualitative?		
The report: subjective or objective		

3. Some scholars have argued that inductive and deductive reasoning line up closely with specific approaches to research (qualitative and quantitative). Which reasoning likely lines up with which research approach?

Deductive reasoning is central to _____ research.

Inductive reasoning is central to _____ research.

4. Read the ethics panel case at the end of the chapter. Assume you're the decision maker in the case. Do you approve the study as designed that does not inform County C? Summarize the justification for your decision below.

5. Review the syllabus and schedule of session for the class. Write down questions you have at this point about the semester ahead. Be prepared to discuss them with some classmates and emerge with some questions you are willing to write down or ask in class. (There may be some touch pad questions on the syllabus and schedule!)