

## COM 200 Chapter Eleven 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. Your book notes that good qualitative research comes down to three basic verbs: Listening, Asking, and Looking. Here is a challenging question: what is the one thing that can be a barrier to doing each of these well. (Hint: it is a cognitive, not a physical barrier). Our \_\_\_\_\_ about the topic or people involved can be our biggest barrier to effective qualitative research.
  
2. In your organizational communication class you decide to study long time volunteers at a local food bank to understand how communication plays a role in their long term commitment. Using page 198-199 as a guide, construct three questions that could be part of the interview guide you use in your study.

Descriptive:	
Structural:	
Contrast:	

3. Let's say your group is interested in the concept of listening skills. You decide you want to explore how college students manage their demands to listen all day in a world of multi-tasking. You begin by asking participants to take a quantitative assessment such as one of these (feel free to take one!):  
<http://www.mindtools.com/pages/article/listening-quiz.htm>  
[http://psychologytoday.tests.psychtests.com/take\\_test.php?idRegTest=3206](http://psychologytoday.tests.psychtests.com/take_test.php?idRegTest=3206)  
 or one of the assessment created by other researchers (<http://www.listen.org/Resources/Documents/ifaol.pdf>)

Then you decide to explore those results with each participant through qualitative research using a focus group. Put the following questions in a "funnel format" by assigning number 1 to the broadest question and 3 to the narrowest.

Order	Question
	What physical behaviors do you engage in when you know you need to listen well?
	What are some motives for YOU that encourage you to listen well?
	Can you share an example?

4. Our books summarizes three approaches to interview structure (p. 196-197) and two approaches to coding (p. 206). Which structure and which approach to coding seems most likely for your group to use for RP 1 in COM 200?
  
5. Read through the Research in Practice case on promoting clean energy. List at least 3 forms of specific data that were collected by the marketing firm to help them create a successful campaign.
  
6. Imagine you are curious about if and when Dr. Weber's use of the concept *tikkun olam* has lasting impact beyond COM 105. Provide examples of questions or evidence that is associated with the methods listed below:

Method	Question or Evidence
Interview	
Unobtrusive observation	

Case study	