

COM 200 Chapter Two 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. When you meet someone new and you begin to observe his behavior and then begin to draw conclusions about his personality type, what type of reasoning are you doing? INDUCTION DEDUCTION ABDUCTION

2. Which goals of research do YOU personally find most important. Rank your top three from the list below:

Exploration	Explanation	Control	Criticism
Description	Prediction	Interpretation	

3. For the research projects listed below, determine which goal is the *primary* goal of the research from the list in the question above.

A. Do female gamers who play games that are sexually explicit and often objectify women, experience a similar “desensitization” toward sexual treatment of women that has been established among male players? _____

B. What are the most common ethical dilemmas encountered by PR practitioners in mid-size markets? _____

C. What are the motives and justifications offered by political volunteers for working for a candidate even after it is fairly clear the candidate cannot win the nomination/election? _____

4. Take the five most common epistemological positions listed (p. 30) below and rank them for how YOU most commonly pursue and support the “truths” in your life.

___ Tenacity	___ Authority	___ Empiricism
___ Intuition	Rationalism	___ Other

5. Determine the most appropriate way to operationalize each concept given the options below. Put the number of the most appropriate option in the left column of table two. You can use options more than once. I have filled out the first one as an example.

Option #	Operationalization
1	10 or 20 item questionnaire that asks about attitudes and/or behaviors
2	Observations by trained observers who count up occurrences on a tabulation form
3	Check a box

Option #	Concept
2	A) Comparing the level of sexuality in fragrance ads in <i>Maxim</i> and <i>Cosmopolitan</i>
	B) Sex of respondent
	C) Perceived credibility of a specific celebrity
	D) Number of times Obama is referred to as “elitist” on FOX News
	E) Attitudes toward drug use among casual drug users after watching <i>Trainspotting</i>

6. Take the assessment in exercise two at the end of the chapter. Force yourself to pick option B as little as possible. Based on that assessment, which worldview do you typically operate with: _____

7. Study Exhibit 2.2. I hope you can see that row one aligns with worldview I and row two with worldview II.

A) Which worldview will we be operating within for RP 1? _____

B) Which worldview will we be operating within for RP 2? _____

C) Given your answer to question six above, which row do you align with? _____ How might that affect how you approach the course and upcoming research projects?