

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 below and rank them for how YOU most commonly pursue and support the “truths” in your life.

____ Tenacity	____ Authority	____ Empiricism
____ Intuition	____ Rationalism	____ Other

5. Which worldview summary on page 30 (I or II) seems most like your own? _____. How does that answer line up with the epistemological position you ranked as number one?

6. For each concept listed, decide the most appropriate way to operationalize it given the options below. Put the number of the option in the left column of table two. You can use options more than once.

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

7. Decide whether the hypotheses below are one-tailed/directional (D) or two-tailed/non-directional (ND).

- ____ A. Females will report different apprehensions levels about ATM machine locations than males.
- ____ B. Participants scoring higher in the rhetorical sensitivity measure will report higher relationship satisfaction.
- ____ C. Relationship satisfaction will be positively associated with greater self disclosure.