

Test Bank

Chapter 2: Perspectives on Human Communication

Multiple Choice

2.1. One's _____ carries with it a set of assumptions about knowledge and the nature of reality.

- a. interpretation
- b. method
- c. theory
- d. paradigm

Answer: d

Chapter: 02

Module: 2.1

Learning Objective: LO 2.1 Define the research concepts paradigm, theory, and method.

Topic: Contemporary Approaches to Studying Human Communication

Difficulty: Easy

Skill: Remember the Facts

2.2. The _____ approach generally endorses the idea that reality is external to individuals.

- a. social science
- b. interpretive
- c. critical
- d. postmodern

Answer: a

Chapter: 02

Module: 2.1

Learning Objective: LO 2.1 Define the research concepts paradigm, theory, and method.

Topic: Contemporary Approaches to Studying Human Communication

Difficulty: Moderate

Skill: Understand the Concepts

2.3. Scholars develop _____ in an attempt to explain why people communicate as they do.

- a. paradigms
- b. theories

- c. hypotheses
- d. methods

Answer: b

Chapter: 02

Module: 2.1

Learning Objective: LO 2.1 Define the research concepts paradigm, theory, and method.

Topic: Contemporary Approaches to Studying Human Communication

Difficulty: Moderate

Skill: Understand the Concepts

2.4. One of the earliest influences on the field of communication was _____.

- a. rhetoric
- b. psychology
- c. sociology
- d. family studies

Answer: a

Chapter: 02

Module: 2.1

Learning Objective: LO 2.1 Define the research concepts paradigm, theory, and method.

Topic: Contemporary Approaches to Studying Human Communication

Difficulty: Easy

Skill: Remember the Facts

2.5. When it comes to communication methods, some scholars find conducting large-scale surveys objectionable because _____.

- a. they do not want to offend potential participants
- b. they are limited to reaching only a certain amount of people
- c. they feel researchers are too distant from the participants
- d. they believe conducting surveys is an invasion of privacy

Answer: c

Chapter: 02

Module: 2.1

Learning Objective: LO 2.1 Define the research concepts paradigm, theory, and method.

Topic: Contemporary Approaches to Studying Human Communication

Difficulty: Moderate

Skill: Understand the Concepts

2.6. Tamara is interested in doing a quantitative research study to determine the most significant causes of public speaking anxiety among college students. This study belongs to the _____ approach to communication research.

- a. social science
- b. interpretive
- c. critical
- d. postmodern

Answer: a

Chapter: 02

Module: 2.2

Learning Objective: LO 2.2 Explain how behaviorism, causality, and quantitative methods influence the social scientific approach to studying communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Apply What You Know

2.7. When researchers observe subjects in everyday, real-life situations, they are doing so in a _____ setting.

- a. social scientific
- b. naturalistic
- c. behavioristic
- d. interpretive

Answer: b

Chapter: 02

Module: 2.2

Learning Objective: LO 2.2 Explain how behaviorism, causality, and quantitative methods influence the social scientific approach to studying communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Easy

Skill: Remember the Facts

2.8. A communication researcher who examines the flirtation behaviors used by couples interacting with one another by converting data to numeric indicators is using the _____ method.

- a. qualitative
- b. quantitative
- c. interpretive
- d. ethnographic

Answer: b

Chapter: 02

Module: 2.2

Learning Objective: LO 2.2 Explain how behaviorism, causality, and quantitative methods influence the social scientific approach to studying communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Understand the Concepts

2.9. Julie criticizes her boyfriend for his political views and is trying to convince him that he is wrong. He responds by rolling his eyes and leaving the room. This is an example of the _____ communication pattern.

- a. negative reciprocity
- b. insecure attachment
- c. demand–withdrawal
- d. blaming

Answer: c

Chapter: 02

Module: 2.2

Learning Objective: LO 2.2 Explain how behaviorism, causality, and quantitative methods influence the social scientific approach to studying communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Apply What You Know

2.10. Prisha is hoping to conduct a survey at her school to find out the student body's opinion of the new cafeteria food. If she is utilizing a social science approach, what may be one of the limitations she faces by using this approach with her survey?

- a. Surveys emphasize cultural forces and not individual attitudes.
- b. It is difficult to fully assess thoughts and feelings through survey questions.
- c. People are always dishonest when answering survey questions.
- d. Students don't represent a broad enough survey sample.

Answer: b

Chapter: 02

Module: 2.2

Learning Objective: LO 2.2 Explain how behaviorism, causality, and quantitative methods influence the social scientific approach to studying communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Understand the Concepts

2.11. _____ is system of thought that celebrates human nature and its potential.

- a. Behaviorism
- b. Relativism
- c. Positivism
- d. Humanism

Answer: d

Chapter: 02

Module: 2.3

Learning Objective: LO 2.3 Describe the role that humanism, description, and qualitative methods play in the interpretive approach to studying communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Easy

Skill: Remember the Facts

2.12. _____ researchers support the idea that individuals and cultures construct reality.

- a. Social scientific
- b. Interpretive
- c. Critical
- d. Postmodern

Answer: b

Chapter: 02

Module: 2.3

Learning Objective: LO 2.3 Describe the role that humanism, description, and qualitative methods play in the interpretive approach to studying communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Understand the Concepts

2.13. When researchers carefully read and listen to conversations over and over again to develop a framework of categories that group, label, and summarize particular acts of communication in the data, researchers are using the _____ approach to understanding communication.

- a. content analysis
- b. quantitative analysis
- c. ethnographic
- d. critical

Answer: a

Chapter: 02

Module: 2.3

Learning Objective: LO 2.3 Describe the role that humanism, description, and qualitative methods play in the interpretive approach to studying communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Understand the Concepts

2.14. Marta and Roman recently got into an argument and are trying to patch things up. By employing the Becker theory, what is one technique they can use to repair the damage caused by defensive communication?

- a. They should find facts to back up their side of the argument.
- b. They should admit wrongdoing and apologize.
- c. They should promise to forget the argument ever occurred.
- d. They should ignore the other's position and assert their own position.

Answer: b

Chapter: 02

Module: 2.3

Learning Objective: LO 2.3 Describe the role that humanism, description, and qualitative methods play in the interpretive approach to studying communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Apply What You Know

2.15. Researchers who investigate cultures different from their own often use the _____ model.

- a. ethnographic
- b. statistical
- c. content analysis
- d. rhetorical

Answer: a

Chapter: 02

Module: 2.3

Learning Objective: LO 2.3 Describe the role that humanism, description, and qualitative methods play in the interpretive approach to studying communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Understand the Concepts

2.16. Coming from America, Kylie tried to use the interpretive approach to conduct a study about the communication patterns of British individuals she interacted with in England, but her professor questioned her results. What might have limited Kylie's approach to her study?

- a. She included too many participants in her study.
- b. She found the languages were too different to study properly.
- c. She did not study a culture different enough from her own.

d. She was an outsider to the population she was studying.

Answer: d

Chapter: 02

Module: 2.3

Learning Objective: LO 2.3 Describe the role that humanism, description, and qualitative methods play in the interpretive approach to studying communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Apply What You Know

2.17. Which of the following is an example of rhetorical analysis?

- a. Victor counts the number of times a hashtag is used on Twitter.
- b. Beth conducts a survey of college freshmen to understand their choice of university.
- c. Jamal observes children on a playground to understand early communication behaviors.
- d. Rosa studies a recent political debate and the social climate in which it occurred.

Answer: d

Chapter: 02

Module: 2.3

Learning Objective: LO 2.3 Describe the role that humanism, description, and qualitative methods play in the interpretive approach to studying communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Apply What You Know

2.18. The _____ approach views reality as subjective and material.

- a. social science
- b. quantitative
- c. critical
- d. postmodern

Answer: c

Chapter: 02

Module: 2.4

Learning Objective: LO 2.4 Discuss how a societal focus, emphasis on power and hierarchy, and textual analysis characterize the critical approach to studying communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Understand the Concepts

2.19. When examining a TV series in order to determine how gay and lesbian relationships are portrayed as nontraditional or not “normal,” a researcher uses textual analysis. This method is associated with the _____ approach.

- a. social science
- b. interpretive
- c. critical
- d. postmodern

Answer: c

Chapter: 02

Module: 2.4

Learning Objective: LO 2.4 Discuss how a societal focus, emphasis on power and hierarchy, and textual analysis characterize the critical approach to studying communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Easy

Skill: Remember the Facts

2.20. Rahim is interested in studying the expanded role of gender in pop culture. He plans on using textual analysis. What types of media could he examine to get a good understanding of how gender roles have changed?

- a. a TV show where a stay-at-home dad takes care of his children
- b. a videogame where the main character is a young teenage male sent to rescue a captured girl
- c. a movie about a princess cursed to sleep for eternity
- d. a sports magazine with a wide receiver catching a touchdown pass

Answer: a

Chapter: 02

Module: 2.4

Learning Objective: LO 2.4 Discuss how a societal focus, emphasis on power and hierarchy, and textual analysis characterize the critical approach to studying communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Apply What You Know

2.21. A _____ scholar explores communication in larger societal contexts.

- a. social scientific
- b. interpretive
- c. postmodern
- d. critical

Answer: d

Chapter: 02

Module: 2.4

Learning Objective: LO 2.4 Discuss how a societal focus, emphasis on power and hierarchy, and textual analysis characterize the critical approach to studying communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Understand the Concepts

2.22. The critical approach to communication research and study focuses on _____.

- a. the use of face-to-face interaction as a research method
- b. communication in interpersonal relationships
- c. the role of power in communication encounters
- d. the use of quantitative methods to create generalizable conclusions

Answer: c

Chapter: 02

Module: 2.4

Learning Objective: LO 2.4 Discuss how a societal focus, emphasis on power and hierarchy, and textual analysis characterize the critical approach to studying communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Understand the Concepts

2.23. Stanley is watching a television show on Netflix to examine its emphasis on racial discourse and power differences between societal levels. What might be one limitation Stanley encounters if he wants to analyze this show critically?

- a. The show may not explore the role of power as effectively as possible.
- b. The show may not help Stanley understand communication better during real interactions.
- c. The show may reinforce stereotypical racial norms.
- d. The show may not allow him to create his own interpretations and analysis.

Answer: b

Chapter: 02

Module: 2.4

Learning Objective: LO 2.4 Discuss how a societal focus, emphasis on power and hierarchy, and textual analysis characterize the critical approach to studying communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Apply What You Know

2.24. What is a distinct difference between the social science approach and the interpretive approach?

- a. The social science approach emphasizes content analysis, while the interpretive approach emphasizes observation in a naturalistic setting.
- b. The social science approach seeks to uncover power differentials between individuals, while the interpretive approach seeks to uncover power differentials between social classes.
- c. The social science approach is critiqued for providing little insight into individuals' beliefs and attitudes, while the interpretive approach is critiqued for pulling in too many research participants.
- d. The social science approach attempts to find universal laws, while the interpretive approach focuses on individualized communication.

Answer: d

Chapter: 02

Module: 2.5

Learning Objective: LO 2.5 Explain how the three research approaches influence the *Synergetic Model* of communication.

Topic: A Multifaceted Approach

Difficulty: Moderate

Skill: Understand the Concepts

2.25. The Synergetic Model's focus on societal factors evolved from which approach?

- a. the social science approach
- b. the interpretive approach
- c. the critical approach
- d. the ethnographic approach

Answer: c

Chapter: 02

Module: 2.5

Learning Objective: LO 2.5 Explain how the three research approaches influence the *Synergetic Model* of Communication.

Topic: A Multifaceted Approach

Difficulty: Moderate

Skill: Understand the Concepts

True/False

2.26. Methods describe the specific ways in which scholars collect and analyze data, the results of which are used to test theories.

Answer: True

Chapter: 02

Module: 2.1

Learning Objective: LO 2.1 Define the research concepts paradigm, theory, and method.

Topic: Contemporary Approaches to Studying Human Communication

Difficulty: Easy

Skill: Remember the Facts

2.27. The study of communication has a short history that can only be traced back to the early 1900s.

Answer: False

Chapter: 02

Module: 2.1

Learning Objective: LO 2.1 Define the research concepts paradigm, theory, and method.

Topic: Contemporary Approaches to Studying Human Communication

Difficulty: Easy

Skill: Remember the Facts

2.28. Behaviorists believed that predictions were possible because they saw reality as both observable and describable.

Answer: True

Chapter: 02

Module: 2.2

Learning Objective: LO 2.2 Explain how behaviorism, causality, and quantitative methods influence the social scientific approach to studying communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Easy

Skill: Remember the Facts

2.29. Social scientists primarily focus on qualitative methods.

Answer: False

Chapter: 02

Module: 2.2

Learning Objective: LO 2.2 Explain how behaviorism, causality, and quantitative methods influence the social scientific approach to studying communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Easy

Skill: Remember the Facts

2.30. Qualitative methods are focused on studying naturally occurring communication rather than assembling data.

Answer: True

Chapter: 02

Module: 2.3

Learning Objective: LO 2.3 Describe the role that humanism, description, and qualitative methods play in the interpretive approach to studying communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Easy

Skill: Remember the Facts

2.31. Interpretive studies have found that defensive communication can lead to unproductive cycles of conflict.

Answer: True

Chapter: 02

Module: 2.3

Learning Objective: LO 2.3 Describe the role that humanism, description, and qualitative methods play in the interpretive approach to studying communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Easy

Skill: Remember the Facts

2.32. One of the ethical concerns for interpretive scholars is presenting what a participant says in a manner that is accurate to the participant's intent and worldview.

Answer: True

Chapter: 02

Module: 2.3

Learning Objective: LO 2.3 Describe the role that humanism, description, and qualitative methods play in the interpretive approach to studying communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Understand the Concepts

2.33. Critical scholars typically focus on individual behavior instead of societal forces.

Answer: False

Chapter: 02

Module: 2.4

Learning Objective: LO 2.4 Discuss how a societal focus, emphasis on power and hierarchy, and textual analysis characterize the critical approach to studying communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Easy

Skill: Remember the Facts

2.34. Critical scholars are concerned with whether or not they have the right to study, analyze, and represent the views of others, perhaps disadvantaged people.

Answer: True

Chapter: 02

Module: 2.4

Learning Objective: LO 2.4 Discuss how a societal focus, emphasis on power and hierarchy, and textual analysis characterize the critical approach to studying communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Easy

Skill: Remember the Facts

2.35. Critical scholarship often generates generalizable conclusions.

Answer: False

Chapter: 02

Module: 2.4

Learning Objective: LO 2.4 Discuss how a societal focus, emphasis on power and hierarchy, and textual analysis characterize the critical approach to studying communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Easy

Skill: Remember the Facts

Fill-in-the-Blank

2.36. A(n) _____ is a belief system that focuses on a set of assumptions about knowledge, reality, and human nature.

Answer: paradigm

Chapter: 02

Module: 2.1

Learning Objective: LO 2.1 Define the research concepts paradigm, theory, and method.

Topic: Contemporary Approaches to Studying Human Communication

Difficulty: Easy

Skill: Remember the Facts

2.37. A(n) _____ is a set of statements that explains a particular phenomenon.

Answer: theory

Chapter: 02

Module: 2.1

Learning Objective: LO 2.1 Define the research concepts paradigm, theory, and method.

Topic: Contemporary Approaches to Studying Human Communication

Difficulty: Easy

Skill: Remember the Facts

2.38. Amelia wants to figure out how many times her girlfriend texts the word “love” during their conversations, so she applies _____ methods to convert the data to numerical indicators.

Answer: quantitative

Chapter: 02

Module: 2.2

Learning Objective: LO 2.2 Explain how behaviorism, causality, and quantitative methods influence the social scientific approach to studying communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Apply What You Know

2.39. A situation where an individual tries to get his or her partner to start exercising, but the partner responds by arguing and leaving, is an example of a demand-_____ interaction pattern.

Answer: withdrawal

Chapter: 02

Module: 2.2

Learning Objective: LO 2.2 Explain how behaviorism, causality, and quantitative methods influence the social scientific approach to studying communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Understand the Concepts

2.40. When creating the interpretive approach, scholars were influenced by rhetoric and _____.

Answer: humanism

Chapter: 02

Module: 2.3

Learning Objective: LO 2.3 Describe the role that humanism, description, and qualitative methods play in the interpretive approach to studying communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Easy

Skill: Remember the Facts

2.41. Becoming frustrated with the way his friends treated him, Chen resorted to _____ communication by yelling at them.

Answer: defensive

Chapter: 02

Module: 2.3

Learning Objective: LO 2.3 Describe the role that humanism, description, and qualitative methods play in the interpretive approach to studying communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Apply What You Know

2.42. In a(n) _____ study, researchers actively engage with participants through observation and interviewing.

Answer: ethnographic

Chapter: 02

Module: 2.3

Learning Objective: LO 2.3 Describe the role that humanism, description, and qualitative methods play in the interpretive approach to studying communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Easy

Skill: Remember the Facts

2.43. Researchers often share their conclusions with study participants, a process known as _____, to ensure that their findings reflect the views of their participants.

Answer: member-checking

Chapter: 02

Module: 2.3

Learning Objective: LO 2.3 Describe the role that humanism, description, and qualitative methods play in the interpretive approach to studying communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Easy

Skill: Remember the Facts

2.44. The analysis of popular culture texts, such as movies and social media, is common within the _____ approach.

Answer: critical

Chapter: 02

Module: 2.4

Learning Objective: LO 2.4 Discuss how a societal focus, emphasis on power and hierarchy, and textual analysis characterize the critical approach to studying communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Understand the Concepts

2.45. A combination of the social science, interpretive, and critical approaches of communication results in the _____ Model of communication.

Answer: Synergetic

Chapter: 02

Module: 2.5

Learning Objective: LO 2.5 Explain how the three research approaches influence the *Synergetic Model* of communication.

Topic: A Multifaceted Approach

Difficulty: Easy

Skill: Remember the Facts

Essay

2.46. Explain the difference between a paradigm, a method, and a theory, and give an example of each.

Answer: A paradigm is a belief system that represents a particular worldview and carries with it a set of assumptions about how we acquire knowledge, the nature of reality, and human nature. For example, most social scientists endorse a paradigm that assumes that knowledge should be acquired through “objective means,” that reality is external to (or exists outside of) individuals, and that human behavior tends to be the same across time and groups. Therefore, social scientists believe knowledge can best be acquired through observing the behavior of a group of individuals and generalizing from that group to other groups of people. A theory is a set of statements that explains a particular phenomenon; in communication, scholars develop theories

in an attempt to explain why people communicate as they do. For example, the theory of evolution has been developed to explain the origins of life. Methods describe the specific ways in which scholars collect and analyze data, the results of which are used to support or disprove their theoretical claims. For example, they might ask a group of men and women to record the time they spend on social media over a period of a week and what kind of messages and other content they post; they then collect these time diaries and compare the amount of time spent by each gender group on various social media and what sorts of content they post.

Chapter: 02

Module: 2.1

Learning Objective: LO 2.1 Define the research concepts paradigm, theory, and method.

Topic: Contemporary Approaches to Studying Human Communication

Difficulty: Moderate

Skill: Understand the Concepts

2.47. Explain the ethical issues that social science researchers should be concerned with.

Answer: Social science researchers follow a code of ethics that emphasizes that no harm should be done to research participants. This means that *all* participants must be informed about *all* aspects of the research process, including the expected duration, the procedures, the right to decline, and any potential benefits, risks, discomforts, or adverse effects. They also need to inform participants about their privacy and confidentiality, if there are any limits of confidentiality, and if there are any incentives for participation.

Chapter: 02

Module: 2.2

Learning Objective: LO 2.2 Explain how behaviorism, causality, and quantitative methods influence the social scientific approach to studying communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Understand the Concepts

2.48. Compare and contrast the social scientific and interpretive approach by describing the strengths and limitations of each approach.

Answer: With the social scientific method, researchers make hypotheses that came from theories or previous research findings, and then they test these predictions by gathering data through various methods, such as observation, surveys, and interviews. Social science research

can be useful in identifying and explaining communication patterns and predicting their effects. However, the social science approach has its limits, as human communication is not always predictable, predictions based on laboratory research may not hold true outside the lab, survey questions cannot fully assess individuals' thoughts and feelings, answers to survey questions may be inadequate, and the social science approach typically has focused on individual forces and their impact on communication without regard for societal forces. With the interpretive method, researchers try to understand and describe individual human communication behavior in specific situations. The strengths of the interpretive approach include the in-depth understanding it provides of communication in specific situations and the insight it offers into the purposes of those messages, offering more specificity than the social scientific approach. The limitation is that, unlike the social scientific approach, it usually involves few research participants—or none—as is the case in rhetorical analyses of texts; thus, it does not help us discover broader laws about human behavior. Another limitation is that researchers are often outsiders to the communities they study.

Chapter: 02

Module: 2.2

Learning Objective: LO 2.2 Explain how behaviorism, causality, and quantitative methods influence the social scientific approach to studying communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Understand the Concepts

2.49. Identify and describe two methods critical scholars use in their research on culture.

Answer: Critical scholars generally use qualitative methods in their research, including field observation, which involves watching subjects in everyday, real-life situations. They also use textual analysis, which is a method of analyzing cultural “products” such as media (TV, movies, journalistic essays) and public speeches or other texts. Critical researchers may also use ethnographic methods, which include observation and interviews.

Chapter: 02

Module: 2.4

Learning Objective LO 2.4 Discuss how a societal focus, emphasis on power and hierarchy, and textual analysis characterize the critical approach to studying communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, and Strengths and Limitations

Difficulty: Moderate

Skill: Understand the Concepts

2.50. Explain why it is important to understand the role that individual communicators play in the various communication models.

Answer: To have a complete understanding of communication, communicators need to understand how individuals' identities influence and are influenced by communication. They also need to understand how individual and societal forces act together to affect identity development. Each communicator is unique because of the ways in which individual and social forces together create individual identities. In turn, these identities influence how individuals communicate and how others communicate with them.

Chapter: 02

Module: 2.5

Learning Objective: LO 2.5 Explain how the three research approaches influence the *Synergetic Model* of communication.

Topic: A Multifaceted Approach

Difficulty: Moderate

Skill: Understand the Concepts