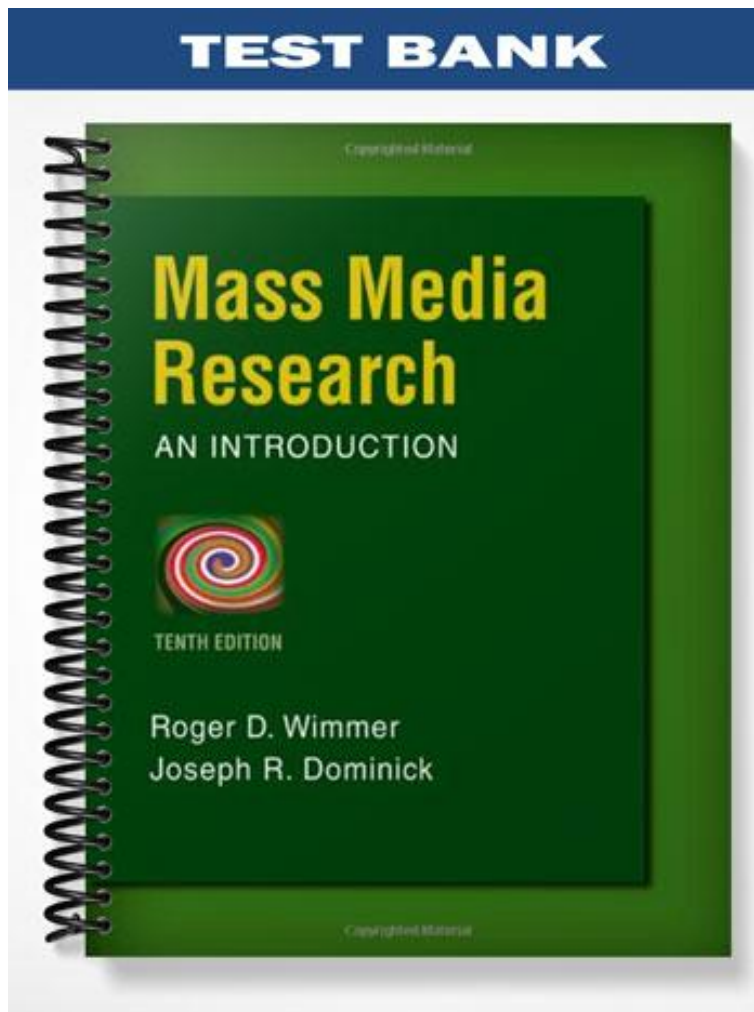


**TEST BANK**



**Mass Media  
Research**

AN INTRODUCTION



TENTH EDITION

Roger D. Wimmer  
Joseph R. Dominick

*Mass Media Research: An  
Introduction, 10<sup>th</sup> Edition*

Roger D. Wimmer & Joseph R. Dominick

Instructor's Manual

# Introduction

A valuable resource for students and instructors is the website for the text, which is located at [www.wimmerdominck.com](http://www.wimmerdominck.com). The website is updated frequently, but as of the text's release, the site includes these items:

## Supplemental Information

- Brief Guide for Conducting Focus Groups
- Research Project Diary
- Arbitron Ratings Book Page (from *Mass Media Research: An Introduction, 8<sup>th</sup> edition*)
- Nielsen Ratings Book Page (from *Mass Media Research: An Introduction, 8<sup>th</sup> edition*)
- Research in Advertising (book chapter written by Roger Wimmer)
- Media Effects Chapter (from *Mass Media Research: An Introduction, 7<sup>th</sup> edition*)
- *SPSS Primer* (from Earl Babbie)
- Writing Reports (a brief guide for report writing)
- Estimated Telephone Dialings for a Research Study (*Excel* file)

## Readings

- Five Stages of Communication/Persuasion
- Radio Station Ratings: Where do the Numbers Come From?
- It Seems Like . . .
- Online Research 1 - *PDAvisor*
- Online Research 2 - *PDAvisor*
- Online Research 3 - *PDAvisor*
- *Baloney Detection* - Carl Sagan
- Internet Search Engine Tips

## Chapter Questions & Exercises

There are several questions and exercises for each chapter and students have an opportunity to submit questions for the website. See Chapter 1 for the instructions for submitting questions and exercises.

## Research Ideas

## Information Sources

## Statistics Sources

## Student Resources (Student activities prepared by Cengage)

## Sampling

- Error Calculators - 95% and 99%
- Sample Size Calculator
- Normal Curve Areas

*The Research Doctor Archive* (Roger Wimmer's column on *AllAccess.com*)

The Instructor's Page on the text's website, which is updated occasionally with our own materials and items from other instructors, currently includes . . .

1. Listening Questions - Demonstrates difficulty respondents have in understanding project directions.
2. Sample Data for Chapter 7 - Survey Research
3. Sample Data Codebook for Chapter 7 - Survey Research
4. Prototype Questionnaire 1 for Chapter 7 - Survey Research
5. Prototype Questionnaire 2 for Chapter 7 - Survey Research
6. Sample Questionnaire for Chapter 7 - Survey Research (Edited questionnaire used by Roger Wimmer)
7. Prototype Auditorium Music Test Screener for Chapter 14 - Electronic Media Research
8. Prototype Auditorium Music Test Tackon for Chapter 14 - Electronic Media Research
9. *Excel* template to compute means and standard deviations for group data with rating scales. Included in the Questions & Exercises for Chapter 12.
10. Sample Music Test Data
11. Structure & Appeals Analysis
12. Example of a TV Commercial Ratings Project (Ratings Sheet)
13. *Flash Mind Reader* answer

If you need graphics for any research topic, almost anything is available on the Internet via a *Google* Images search.

Finally, if you develop class materials you would like to share with other instructors, please send the information to Roger Wimmer. Your information will be included on the "Instructor's Page." You can also include your contact information if you are interested in communicating with other instructors.

If you have any questions, feel free to contact us:

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## Changes in the 10<sup>th</sup> Edition

1. Entire text: Every chapter was reviewed and updated.
2. Chapter 1 (Science and Research) includes a new definition of mass media with a new sub-category of mass media (smart media), and new discussions of the new mass media.
3. Chapter 2 (Elements of Research) includes updated examples and updated discussions of various measurements instruments.
4. Chapter 3 (Research Ethics) now contains updated information on federal rules concerning the use of human subjects as well as a discussion about the ethics of doing research involving social media such as Facebook and Twitter.
5. Chapter 4 (Sampling) includes updates to most of the types of sampling methods and problems that can occur with sampling.
6. Chapter 5 (Qualitative Research) includes new sections on the mixed methods technique and on “netnography.”
7. Chapter 6 (Content Analysis) now includes a section on framing analysis.
8. Chapter 7 (Survey Research) includes updates in most discussions of the types of survey research, with an expanded sections on Internet (online) research and identifying outliers in all types of research.
9. Chapter 9 (Experimental Research) contains a new discussion of how to minimize drop-outs in online experiments.
10. Chapter 11 (Hypothesis Testing) includes updated examples and discussions.
11. Chapter 12 (Basic Statistical Procedures) includes a new definition for Degrees of Freedom that eliminates the usual confusion with the concept.
12. Chapter 13 (Newspaper and Magazine Research) looks at current research concerning the impact of tablet computers (such as the iPad) on newspaper and magazine readership.
13. Chapter 14 (Research in the Electronic Media) includes new information about Arbitron’s Portable People Meter and other new research considerations related to audience ratings, and an expanded discussion on respondent verification for all research methods.
14. Chapter 15 (Research in Advertising) includes an expanded and updated discussions about new advertising channels, such as search engines and social media.
15. Chapter 16 (Research in Public Relations) now contains a section on social media message analytics, a group of measures becoming more important in public relations research.
16. Finally, the tenth edition contains many new or expanded boxed inserts labeled “A Closer Look” that highlight topics in the text. References and examples have also been updated.

## Table of Contents

Chapter 1	Science and Research.....	5
Chapter 2	Elements of Research.....	8
Chapter 3	Research Ethics.....	11
Chapter 4	Sampling.....	15
Chapter 5	Qualitative Research Methods.....	18
Chapter 6	Content Analysis.....	22
Chapter 7	Survey Research.....	26
Chapter 8	Longitudinal Research.....	29
Chapter 9	Experimental Research.....	33
Chapter 10	Introduction to Statistics.....	36
Chapter 11	Hypothesis Testing.....	40
Chapter 12	Basic Statistical Procedures.....	43
Chapter 13	Newspaper and Magazine Research.....	47
Chapter 14	Research in the Electronic Media.....	51
Chapter 15	Research in Advertising.....	55
Chapter 16	Research in Public Relations.....	59
	Research in Media Effects (website chapter).....	63

(Note: The website includes chapters on Media Effects, Writing Reports, and Research in Advertising.)

## Chapter 1 – Science and Research

### Overview

This chapter describes what research is and what procedures are needed to conduct research, which is defined as: *an attempt to discover something*. All people conduct research every day in their daily tasks to reach a decision about a variety of events. It is important to know how to conduct research. The most appropriate method of knowing for mass media research is the scientific method, which is public, objective, empirical, systematic, cumulative, and predictive.

Although the two major research sectors, academic and private, are different in terms of the approach and objectives (purposes), the two sectors have common research goals: to understand problems and to predict the future.

Eight research steps are described in detail in this chapter. The typical eight research steps are the following: *select a problem; review previous studies; develop hypotheses or research questions; determine research design; collect data; analyze and interpret the results; present the results; replicate the study*.

Researchers can find research ideas from several sources, including professional (academic) journals, magazines and periodicals, research summaries, archive data, the Internet, and everyday situations. The Internet is a useful source to find and select research topics. The Internet provides a huge amount of information for researchers.

When researchers determine topic relevance, they should ask themselves eight basic questions about research feasibility, significance of the problem, validity, the approach, and ethics. Also, replication is important because the results of a single study provide information about only what may exist or may not exist. To establish scientific facts, studies should be replicated a number of times.

Since many media researchers use research suppliers and field services when they conduct a research project, it is important to understand the term “incidence” and how to calculate cost per interview (CPI). This chapter shows how to compute a CPI in detail.

Scientific research must be internally and externally valid. Researchers must be aware of the potential intervening variables that ruin internal validity. They must also pay attention to problems with external validity. External validity means that the results of a study can be generalized across populations and different settings.

### Exercises

1. Obtain a recent issue of the *Journal of Broadcasting and Electronic Media* and *Critical Studies in Mass Communication*. Discuss the different characteristics of the both journals.
2. Encourage students to use search engines on the Internet to find additional information about all of the topics discussed in the text. In addition, have the students read “Internet Search Engine Tips” in the “Readings” section on [www.wimmerdominick.com](http://www.wimmerdominick.com).

## Multiple Choice

1. Which of the following terms is generally not accepted by a researcher who follows the scientific method:
  - a) Proposition
  - b) Theory
  - c) Operational definition
  - d) *Undisputed fact*
2. “It is impossible to get an A on a college test—my brother said so” is an example of the:
  - a) Method of intuition
  - b) *Method of authority*
  - c) Method of tenacity
  - d) Scientific method
3. When relationships among variables are invariant (always the same) under given conditions, researchers may formulate a:
  - a) Theory
  - b) Proposition
  - c) *Law*
  - d) Constitutive definition
4. A bank card for an ATM is the same as a proposition is to a:
  - a) Constitution definition
  - b) *Theory*
  - c) Concept
  - d) Operational definition
5. Which of the following statements regarding “two sectors of research” is correct?
  - a) *Nongovernmental companies and their research consultants conduct private sector research*
  - b) Academic research is generally more expensive to conduct than research in the private sector
  - c) Scholars from colleges and universities conduct only academic sector research
  - d) Academic research and private sector research are independent of each other
6. The early model of mass communication suggestion that a mass communicator need only “shoot” messages at an audience and that those messages would produce preplanned and almost universal effects is known as the:
  - a) Theory of universal effects
  - b) Stimulus-response model
  - c) *Hypodermic needle model*
  - d) Universal and preplanned model of communication
7. Which of the following statements about the advantages of secondary analysis is correct?
  - a) Using available data is expensive
  - b) There are questionnaires or instruments to construct and validate
  - c) Interviewers and other personnel need to be paid
  - d) *There are no costs for data collection or subjects*



8. Which statement regarding characteristics of the scientific method is correct?
  - a) *Scientific research is public*
  - b) Science is constitutive
  - c) Science is systematic and temporary
  - d) Science is critical and cultural
9. Which event or social trend encouraged the growth of mass media research?
  - a) World War II
  - b) Vietnam War
  - c) Violence and sexual content in radio industry
  - d) *Increased competition among the media for advertising dollars*
10. The question, "How many angels can stand on the head of a pin?" can be answered with the help of a/an:
  - a) Polychronic definition of the word "angel"
  - b) Propositional statement of the word "angel"
  - c) Theoretical definition of the word "angel"
  - d) *Operational definition of the word "angel"*

### **True/False**

1. Scientific advancement depends on privately held information. (F)
2. A constitutive definition defines a word by substituting other words or concepts for it. (T)
3. A theory's adequacy lies in its ability to predict a phenomenon or event successfully. (T)
4. In scientific research, it is important for a single research study to stand alone. (F)
5. Empiricism derives from the Greek word for "experience." (T)

### **Fill in the Blank**

1. Statistical procedures or formulas are called (algorithms).
2. A user of the (method of tenacity) follows the logic that something is true because it has always been true.
3. The (method of authority) promotes a belief in something because a trusted source, such as a parent, a news correspondent, or a teacher, says it is true.
4. A (theory) is a set of related propositions that presents a systematic view of phenomena by specifying relationships among concepts.
5. According to the text, any question can be answered as long as there are (operational definitions) for the independent or dependent variables.

### **Short Answer**

1. How does the scientific method differ from the other methods of knowing?
2. Explain the similarities and differences among academic and private sector research.
3. How does the phrase, "Let the chips fall where they may" relate to research?
4. Why is the "Hypodermic Needle Theory" ineffective in describing communication?
5. Explain the difference between reliability and validity in reference to research.

## Chapter 2 - Elements of Research

### Overview

This chapter describes important elements of research, including concept, construct, variables, measurement, scales, reliability, and validity. To conduct effective research, a researcher needs to have a clear understanding of these elements.

A concept is a term that *expresses an abstract idea formed by generalizing from particulars and summarizing related observations*. Researchers can simplify research by using concepts that helps them formulate a general and inclusive term. A construct is a *combination of concepts*. Variables are used to describe the phenomena and events that can be measured in empirical world. Independent variables are varied by the researcher, whereas dependent variables are the ones that researcher wants to find out about. Researchers can observe the phenomena or events by a clear statement of what is to be observed, called an *operational definition*.

Measurement is an assignment of numerals to persons, objects, or characteristics. In this chapter, four levels of measurement are described. The *nominal* level simply assigns numerals to the objects without mathematical significance. The *ordinal* level ranks objects according to certain orders, such as from smallest to largest. The scale is at the *interval* level when the intervals between adjacent points are equal. The *ratio* level, the highest level of measurement, has all the properties of interval scales and plus a true zero point.

Measurement of some variables requires scales. This chapter describes Thurstone scales, Guttman scales, Likert scales, and semantic differential scales. Likert scales and semantic differential scales are the most commonly used scales in mass media research.

A measurement must be both reliable and valid to be useful in any research procedures. We can say a measure is reliable if it consistently gives the same answer. Reliability consists of three components: stability, internal consistency, and equivalency. To assess the reliability of measurements, researcher can use the test-retest method with the correlation coefficient. The split-half technique and the cross-test reliability method can be used to examine the internal consistency and the equivalency component of reliability. Also, intercoder reliability is used in the case of content analysis.

A valid measure measures what it is supposed to measure. Four major types of validity are described in detail: face validity, predictive validity, concurrent validity, and construct validity. Reliability and validity are related. Reliability is a necessary condition to establish validity, but it is not a sufficient condition. A measurement can be reliable even if it is not valid. It is important to remember that a measurement must be both reliable and valid to be used in the research.

### Exercises

1. Have students find an article from any empirically based academic journal and summarize the four basic elements of the research process: concepts and constructs, measurement, variables, and scales in the research paper.
2. Search the Internet regarding qualitative and quantitative research in mass media.

## Multiple Choice

1. Which of the following types of variables does the researcher systematically vary?
  - a) *Independent variables*
  - b) Dependent variables
  - c) Control variables
  - d) Internal variables
2. To eliminate unwanted influences, which of the following do researchers use?
  - a) Independent variables
  - b) Dependent variables
  - c) *Control variables*
  - d) Predictor variables
3. Which of the following variables can take on any value, including fractions?
  - a) Discrete
  - b) Dependent
  - c) *Continuous*
  - d) Dummy
4. Another name for Thurstone Scale is:
  - a) Discrete interval scale
  - b) *Equal-appearing interval scale*
  - c) Monotonic interval scale
  - d) Continuous interval scale
5. One of the most commonly used scales in mass media research is the:
  - a) Guttman Scale
  - b) Thurstone Scale
  - c) *Likert Scale*
  - d) Anderson Scale
6. The research procedures and methodologies used by field services or research suppliers in private sector research is audited by:
  - a) The American Marketing Association
  - b) The American Statistical Association
  - c) The Research Association of America
  - d) *No one*
7. Which term asks if a study really investigated what it was supposed to investigate?
  - a) Operational validity
  - b) *Internal validity*
  - c) Post hoc validity
  - d) External validity
8. The deterioration of research instruments or methods over the course of a study is called:
  - a) Maturation
  - b) Mortality
  - c) *Instrument decay*
  - d) Statistical regression

9. What is often used to verify subjects' responses?
  - a) *Cross-validating*
  - b) Homogeneity
  - c) Artifact evaluation
  - d) Multiple response question
10. The only difference between qualitative and quantitative research is . . .
  - a) Sample size
  - b) *The style or type of questions used*
  - c) Generalizing results to the population
  - d) Data analysis procedures

### **True/False**

1. Qualitative research always uses smaller samples of subjects or respondents. (F)
2. Concepts simplify the research process by combining particular characteristics, objects, or people into more general categories. (T)
3. The ordinal level is the weakest form of measurement. (F)
4. The numerical midpoint on a Likert Scale is 4. (F)
5. One way to test internal consistency in a measurement scale is through a test known as the split-half technique. (T)

### **Fill in the Blank**

1. A (concept) is a term that expresses an abstract idea formed by generalizing from particulars and summarizing related observations.
2. (Dependent variables) are observed and their values presumed to depend on the effects of the independent variables.
3. (Qualitative research) involves several methods of data collection, such as focus groups, field observation, in-depth interviews and case studies.
4. (Triangulation) refers to the use of both qualitative methods, and quantitative methods to fully understand the nature of a research problem.
5. The term (isomorphism) means identify or similarity of form or structure.

### **Short Answer**

1. What is the advantage of including marker variables in a research study?
2. Explain the concept of research "noise."
3. Explain the different levels of measurement.
4. Why are operational definitions so important in research? What types of problems can a researcher encounter if operational definitions are not used in a research study?
5. A researcher has data collected on a 1-5 scale. What procedure is used to transform the data to a 1-10 scale?

