

What makes a question researchable/viable?

The main focus of any investigation or investigative effort is the research question. After the problem or issue has been evaluated and interpreted, the study's conclusion will usually contain the answer to this question. If a question has strong theoretical and empirical underpinnings (i.e., the researcher is familiar with the pertinent literature), it can be investigated. It also needs to provide a framework for deciding what needs to be studied, how that study will be conducted, and what kind of evidence will be needed to draw a conclusion (White, 2017). In other words, the ability to concentrate attention on a more manageable subset of the greater issue of interest is the main benefit of appropriately framing the study question. In order to maintain the integrity of the study and to clarify the scope of the investigation, research questions give a framework for doing research (White, 2017). Nothing is more crucial for creating a strong research inquiry than the question's relevance. Making this kind of choice requires careful consideration of all potential outcomes and how each might increase scientific understanding, have an impact on management, or guide future research. The same holds true for inquiry-based research: Be precise. A research question in academic writing is a narrowly defined area of inquiry that the study seeks to address. In a single study, it is impossible to thoroughly address too generic research questions. For instance, if there are numerous moving parts or variables to consider, this can be the case (White, 2017). The size of the sample data collection or the length of the experiment may be signs that the research issue is too broad. A respectable research question is one that addresses an ethical issue. If doing so would involve excessive bodily risks or a breach of privacy, it is the researcher's responsibility to identify alternative approaches to the question. If there is any ambiguity regarding whether the study may be regarded as ethical, experts should be consulted as soon as possible.

List THREE key ethical principles in social science research.

**Informed consent.** Research ethics are based on a number of concepts, one of which is the obtaining of informed consent (Ellis, 2013). Its goal is to ensure that human research volunteers engage studies voluntarily and with a thorough understanding of the implications of their participation. It is referred to as "informed consent" when a person provides their consent after being fully informed. Participants in the project should be made aware of the objectives of the study, the entity or people providing financial assistance, the intended uses of the data, any risks involved with participation, and who will have access to the data. Giving the participant enough information to make an informed decision about participating in the evaluation is the major objective of getting informed consent. The participant has to know what to do in case they encounter any form of distress while taking part.

**Voluntary participation.** All research participants make their own decision to take part, with no force or pressure from the researchers. At any time, and for any reason, a subject may discontinue participation in the study (Ellis, 2013). Voluntary participation in an evaluation is defined as occurring of the participant's free will. Your ability to receive future services or your relationship with the participating researchers or research organizations won't be harmed if you leave the study at any point. It can be challenging to engage high-risk youth in a program and maintain their interest, so it is disappointing when they stop taking part. Anyone who chooses not to participate in a program of this kind shouldn't feel pressured to do so, and those who do leave shouldn't be discouraged. Explanations are not only superfluous, but they are also discouraged.

Confidentiality. The confidentiality agreement is upheld so that everyone's privacy is protected, so that researchers can gain participants' trust, and so that the research process can continue to be conducted with honesty and transparency (Ellis, 2013). No one other than the program coordinator must have access to or be made aware of any identifying information in order for privacy to be guaranteed. Any personally identifiable information must be removed from any reports or public materials in order to maintain confidentiality. The small sample size of peer-based programs necessitates careful wording of reports to ensure that participants cannot be identified, even if their names are changed.

List THREE reasons why content analysis has been a popular method for social scientists.

Content analysis provides rich insights. Since the text has been analyzed, the analysis can effectively identify its key points. Additionally, the analysis uses both qualitative and quantitative methodologies, producing successful findings (Cameron & Panovic, 2014). It can be applied to the development of text interpretation expert systems. Rules or hypotheses can be used to further develop concepts, and demonstrating how the two are related is a step in that direction. It is therefore applicable to the study of humanity. There are quantitative and qualitative methods for studying texts. An analysis of the text can shed light on the relevance of the ancient culture. The reader is brought closer to the information by the employment of inscriptions. It switches between subfields and performs textual statistical and relational analysis.

Easily Replicable. Researchers that study content analysis use coding and interpretation to make trustworthy inferences from texts. Through the methodical evaluation of texts, qualitative data can be converted into quantitative data (such as written and oral communication as well as visual representations) (Cameron & Panovic, 2014). Because content analysis is based on a standardized set of processes, researchers may easily reproduce it. The replication features make sure that the results of the analysis may be verified again by a different team of researchers. Content analysis allows researchers to ascertain the frequency of specific words, topics, or concepts in a text as well as their meanings and relationships to one another. For instance, researchers can look at the language used in a news piece to check for bias or partiality.

It ease use of statistical analysis. In content analysis, the researcher may compute statistical data using the codes (Cameron & Panovic, 2014). Statistics are frequently used to analyze the codes that are created from qualitative data. The statistical analyses support the researchers' trustworthiness. It is the sole setting where it is possible to do a statistical analysis of the codes.

List THREE key concepts in semiotic analysis and briefly describe why they are helpful in communication analysis.

Signs. Although signs have less of an impact on the development of words than signals do, most signs are nonetheless more significant on their own (Beasley & Danesi, 2010). The most common types of signs that people encounter on a daily basis are pictures and drawings, but other signs can also be human gestures like a clenched fist, an extended arm, or a hand making the "Stop" sign. A sign, such as a police officer's badge, has meanings that are intrinsic in nature, but a signal is just a technique by which one may establish extrinsic meanings. While

many different species of animals respond to signals, only a limited number of highly intelligent and trained animals—often dogs and apes—are capable of understanding and acting upon even the most basic cues. A dynamic language with intricate meanings can be found in the language of signs.

**Signifier.** Any tangible thing that provides meaning, such as written text, a picture, or a video, is referred to as a "sign" in this context. Simply explained, the signifier is the real thing that represents the sign (Beasley & Danesi, 2010). This element is affected by all of our senses, including sight, sound, taste, touch, and smell. In other words, this is the real sign. As an example, think of the red flag that signals oncoming danger. The red flag might be considered a signifier in its physical form. It's an essential technique for ensuring that people understand something fully and in its intended context (like a message or a new product).

**Signified.** It is the concept that a sign alluded to. Understanding the thought processes and motivations underlying customer behavior is helped by this concept.

