**“Question 1”**

The Steps of the research process are:

(\*A:) Selection of research problem/topic; Review of relevant literature; Statement of research question or hypothesis; Determination of appropriate methodology and research design; Data collection; Analysis and interpretation of data; Presentation/publication; [Replication/further research] - [The start of a new research project]

**Feedback: This is the correct answer.**

(B:) Selection of research problem/topic; Statement of research question or hypothesis; Determination of appropriate methodology and research design; Data collection; Analysis and interpretation of data; Presentation/publication; [Replication/further research] [The start of a new research project]

Feedback: This is not a correct answer. Please review Chapter 2: The research process in the textbook.

(C:) Selection of research problem/topic; Review of relevant literature; Statement of research question or hypothesis; Determination of appropriate methodology and research design; Analysis and interpretation of data; Presentation/publication; [Replication/further research] [The start of a new research project]

Feedback: This is not a correct answer. Please review Chapter 2: The research process in the textbook.

(D: ) Selection of research problem/topic; Review of relevant literature; Statement of research question or hypothesis; Determination of appropriate methodology and research design; Data collection; Analysis and interpretation of data; [Replication/further research] [The start of a new research project]

Feedback: This is not a correct answer. Please review Chapter 2: The research process in the textbook.

**“Question 4**”

Why Identifying and reviewing the relevant literature is possibly the single most important step in any research?

(A:) ‘Because only by gaining a good overview of what has already been researched and published in relation to our chosen topic can we: (a) be sure that the questions we wish to research and find answers to have not already been researched and answered;

Feedback: This is not a correct answer. Please review the textbook.

(B:) be sure that we focus our research on questions that are relevant, of interest and indeed researchable;

Feedback: This is not a correct answer. Please review the textbook.

(C:) be sure that we don’t waste time on ‘reinventing the wheel’, when we can build on research designs, methods and instruments that have already been (successfully) tried and proved to yield data and findings of relevance.

Feedback: This is not a correct answer. Please review the textbook.

(\*D:) All the above.

**Feedback: This is the correct answer.**

**“Question 10”**

What is the difference between scholarly and everyday research?

(\*A:) Scholarly research is more systematic, more objective, more careful, and more concerned about correctness and truthfulness than everyday research.

**Feedback: This is a correct answer.**

(B:) Historians focus on economic, political and social considerations.

Feedback: This is not a correct answer. Please review the lesson on page 38 in the textbook.

(C:) Scholarly research is finding out things.

Feedback: This is not a correct answer. Please review the lesson on page 38 in the textbook.

(D:) Scholarly research is theory based.

Feedback: This is not a correct answer. Please review the lesson on page 38 in the textbook.

**“Question 12”**

What role do binary oppositions play in the way the mind works?

(\*A:) The human mind, de Saussure (1915/1966) argued, makes sense of the world essentially by forming binary oppositions that establish relationships in various areas, and it is through relationships that we find meaning.

**Feedback: This is the correct answer.**

(B:) An important role.

Feedback: This is not a correct answer. Please review the lesson on page 47 in the textbook.

(C:) A meaning role.

Feedback: This is not a correct answer. Please review the lesson on page 47 in the textbook.

(D:) For comparison.

Feedback: This is not a correct answer. Please review the lesson on page 47 in the textbook.

**“Question 13”**

What are the two systems that shape our thinking and behavior according to Daniel Kahneman?

**(answer with two choices)**

(\*A:) System 1 (fast) operates automatically and quickly, with little or no effort and no sense of voluntary control.

**Feedback: This is a correct answer.**

(\*B:) System 2 (slow) allocates attention to the effortful mental activities that demand it, including complex computations. The operations of System 2 are often associated with the subjective experience of agency, choice, and concentration.

**Feedback: This is a correct answer.**

(C:) System 1 (fast) operates automatically and quickly.

Feedback: This is not a correct answer. Please review the lesson on page 52 in the textbook.

(D:) System 2 (slow) allocates attention to the effortful mental activities.

Feedback: This is not a correct answer. Please review the lesson on page 52 in the textbook.

**“Question 14”**

What are the five aspects of communication?

(\*A:) 1. Intrapersonal

2. Interpersonal

3. Small group

4. Organizational

5. Mass media.

**Feedback: This is the correct answer.**

(B:) 1. Intrapersonal

2. Interaction

3. Small group

4. Organizational

5. Mass media

Feedback: This is not a correct answer. Please review the lesson on page 57 in the textbook.

(C:) 1. Intrapersonal

2. Interpersonal

3. Small group

4. Other interested parties

5. Mass media

Feedback: This is not a correct answer. Please review the lesson on page 57 in the textbook.

(D:) 1. Intrapersonal

2. Interpersonal

3. Small group

4. Organizational

5. Television

Feedback: This is not a correct answer. Please review the lesson on page 57 in the textbook.

**“Question 15”**

Define media and communication research then as the planned, critical, systematic and transparent investigation into or gathering of \_\_\_\_\_\_\_ about media and/or communication processes.

(A:) Icon.

Feedback: This is not a correct answer. Please review the lesson on page 39 in the textbook.

(\*B:) Information.

**Feedback: This is the correct answer.**

(C:) Interface.

Feedback: This is not a correct answer. Please review the lesson on page 39 in the textbook.

(D:) Interactive.

Feedback: This is not a correct answer. Please review the lesson on page 39 in the textbook.

**“Question 17”**

Ideas about what to research can come from a broad variety of sources, but probably arise from two main categories: \_\_\_\_\_\_.

**(answer with two choices)**

(\*A:) (1) everyday observation, curiosity and inquisitiveness.

**Feedback: This is a correct answer.**

(\*B:) (2) familiarity with scholarly debates, theory and research in a particular field (including general awareness of the kinds of study, research and data collection which get funded in a particular fie.

**Feedback: This is a correct answer.**

(C:) (1) Production; (2) Consumption.

Feedback: This is not a correct answer. Please review the lesson in the textbook.

(D: ) (1) Institutions (2) Content

Feedback: This is not a correct answer. Please review the lesson in the textbook.