

FBQ1: A---- is the term for a scholarly publication that is published periodically either monthly or quarterly.

Answer: journal

FBQ2: The acronym APA stands for the-----.

Answer: American Psychological Association

FBQ3: ----- refers to the list containing all the relevant items you consulted for your project including those not directly referred to in the text.

Answer: Bibliographies

FBQ4: Another expression for "research" is-----.

Answer: inquiry

FBQ5: A ----- research is the product of a knowledge-gathering process through the use of academically accepted fact-finding methods and tools and the ultimate presentation of the empirical findings in a professional manner to the academic community and the public at large.

Answer: scholarly

FBQ6: The procedure utilised in conducting research follows a rigid standard protocol or logical sequence. The different steps cannot be undertaken in a haphazard manner. Some steps must follow others This means that research is-----.

Answer: systematic

FBQ7: Any conclusion drawn from a research work is based on hard evidence gathered from data collected from field work or real life experiences. This makes us understand that research is-----.

Answer: empirical

FBQ8: The researcher must be scrupulous in ensuring that the procedures followed to find answers to questions are relevant, appropriate and justified. Therefore research is--

Answer: rigorous

FBQ9: Research is not carried out haphazardly but planned; therefore research is---

Answer: organised

FBQ10: The researcher undertakes deep thinking and inquiry of the things and situations around him. This is the attribute of -----.

Answer: intellectual curiosity

FBQ11: --- means that a productive and resourceful investigation always strives to create new researches.

Answer: Intellectual creativity

FBQ12: Formulation of a research problem is a step in research. True or False?

Answer: True

FBQ13: Which comes first, presentation of findings or testing of hypotheses? -----.

Answer: Testing of hypotheses

FBQ14: Which comes first, data interpretation or recommendation? -----

Answer: Data interpretation

FBQ15: Research aimed at finding certain solutions facing a concrete social or business problem is a good example of----- research.

Answer: applied

FBQ16: The main aim of -----research is to discover or find a solutions for some pressing practical problems.

Answer: applied

FBQ17: The term, ex postfacto research is used for----- research designs.

Answer: descriptive

FBQ18: Quantitative research designs include experimental research, survey research and--.

Answer: content analysis

FBQ19: In -----research, the researcher manipulates one or more variables in an attempt to influence the characteristics of the subjects/participants.

Answer: experimental

FBQ20: There are -----types of operational definition of variables as stated by Wimmer and Dominick citing Kerlinger

Answer: two

FBQ21: Variables have different properties and to these properties we assign numerical values. If the values of a variable can be divided into fractions then we call it a-----.

Answer: continuous variable

FBQ22: Any variable that has a limited number of distinct values and which cannot be divided into fractions, is a----- variable.

Answer: discontinuous

FBQ23: In communication research, there are---- levels of measurement.

Answer: four

FBQ24: Likert scale which is the most commonly used scale in mass media research is also called -----.

Answer: summated rating

FBQ25: An instrument is -----when it measures what it is supposed to measure.

Answer: valid

FBQ26: An instrument can be said to be ----- if it constantly gives the same answer to

an issue.

Answer: reliable

FBQ27: One advantage of experimental researches is that they help to establish ----- and effects relationship between variables.

Answer: cause

FBQ28: One of the major purposes of ----- research is to describe the attitudes, opinions, behaviours or characteristics of the sample population based on the data gathered from that population.

Answer: survey

FBQ29: A -----survey is an attempt to explain what exists at the moment. This kind of survey entails discovering the current situation of things in the area that is being studied.

Answer: descriptive

FBQ30: One type of survey is -----ended survey.

Answer: open

FBQ31: The first kind of content analysis carried out probably dates back to 1743 when ----- hymns published in Sweden were examined to determine whether dangerous ideas were being disseminated through the hymns.

Answer: 90

FBQ32: ----- is the most basic and smallest element of a content analysis.

Answer: Units of Analysis

FBQ33: ----- refer to words that have the same meanings and are used to classify media content into categories that are mutually exhaustive and exclusive.

Answer: Content Categories

FBQ34: -----is the process of taking a subset that is representative of the entire population.

Answer: Sampling

FBQ35: -----is particularistic in nature; it focuses on a particular event, situation or phenomenon. This makes it a very good and efficient method for studying real life and practical situations or problems.

Answer: Case study

MCQ1: In APA referencing style, the author's -----name should appear first.

Answer: last

MCQ2: In the process of compiling references, all the works cited in the project ----- included in the reference page.

Answer: must be

MCQ3: Scientific research is conducted-----.

Answer: in stages

MCQ4: We can use research to ----- problems.

Answer: solve

MCQ5: The process of research must be fool proof and free from drawbacks. The process adopted and the procedure used must also be able to withstand critical thinking. Therefore research is-----

Answer: critical

MCQ6: The research design and procedures can be repeated to enable the researcher to arrive at valid and conclusive results. This shows that research is-----.

Answer: replicable

MCQ7: To show-----, the researcher should be careful to conduct his research at the right time and place wisely, efficiently and economically.

Answer: prudence

MCQ8: Research leads to----- in the quality of life.

Answer: improvement

MCQ9: Research leads to the adoption of -----ways of thinking.

Answer: new

MCQ10: -----research involves mathematical, linguistic, historical and philosophical analysis as well as any deductive system that can be adopted to derive relationships not necessarily of empirical nature.

Answer: Analytical

MCQ11: The bedrock of research is to-----.

Answer: answer as many questions as possible

MCQ12: The ----- states a predicted relationship between two or more variables or concepts.

Answer: hypothesis

MCQ13: -----is the assignment of numerals to objects, events or properties according to certain rules.

Answer: Measurement

MCQ14: Communication is classified in the----- sciences.

Answer: behavioural

MCQ15: Scales used in social science research include the ----- scale.

Answer: Guttman

MCQ16: An instrument can be said to be -----if it constantly gives the same answer to an issue.

Answer: reliable

MCQ17: Two basic types of experimental research are -----.

Answer: laboratory and field experimentation

MCQ18: Survey research method has to do with-----.

Answer: asking people questions and finding out what people think and do.

MCQ19: Surveys are----- when considered in terms of the amount of information they generate.

Answer: relatively inexpensive

MCQ20: Results gotten from surveys can be----- because the sample population is large and very representative of the entire research population.

Answer: generalised

MCQ21: When we administer a questionnaire in a survey, those who provide answers to the questions on the questionnaire are -----.

Answer: respondents

MCQ22: What do you think? Questions in a questionnaire should be -----.

Answer: easy and simple to answer

MCQ23: Questions on the questionnaire could be -----.

Answer: open-ended and close-ended

MCQ24: Content analysis is a scientific process that is subjected to certain explicit and consistently applied rules and procedures. This implies that content analysis is-----.

Answer: systematic

MCQ25: Content analysis is free of any bias or input on the part of the researcher. The research should be void of the researcher's personal biases and should yield the same result if replicated by another researcher. Therefore the method is-----.

Answer: objective

MCQ26: The goal of content analysis is an accurate representation of a body of messages. This shows that content analysis is-----.

Answer: quantitative

MCQ27: Case studies are ----- in nature.

Answer: particularistic

MCQ28: There are -----stages involved in the process of conducting an observational research.

Answer: six

MCQ29: ----- research method is a form of qualitative research and it entails spending long periods of time living with and observing other cultures in a natural setting.

Answer: Ethnographic research

MCQ30: In a focus group discussion, -----.

Answer: all the participants must possess and share certain characteristics that are of interest to the researcher

MCQ31: A sample is -----or subset of the population selected for study.

Answer: a fraction

MCQ32: A---is also a document or record that contains all the items or objects in a universe of study.

Answer: sampling frame

MCQ33: ----- sampling is a sampling technique in which the researcher divides the entire target population into different subgroups, or strata, and then randomly selects the final subjects proportionally from the different strata.

Answer: Stratified

MCQ34: The most frequent cause of error in sampling is ----- in the sampling procedure.

Answer: bias

MCQ35: After you select the topic for your study, the next step is -----.

Answer: writing a research proposal