

MAC213

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1. The following steps are usually part of most formal scientific research excluding one:

--->> Disclosure of Intention

Analysis of data

Data collection

Review of literature

2. The following are the advantages of Laboratory research except one:

--->> It does not allows for replication

it is inexpensive when compared to other research methods.

It allows control over the environment, the variables and the subjects.

They help to establish cause and effects relationship between variables.

3. Example of some of the responses to Likert scale include the following except one:

Disagree

Neutral

Agree

--->> Most likely

4. Factors that contributed to the growth of mass media research include the following except one:

The increasing interest of citizens in the effects of the media on the public, especially on children.

The realization by advertisers in the 1950s and 1960s about research data.

--->> The Oil Boom

World War 1

5. The following are the areas where scientific method has been applied in mass media research except one:

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Media audiences

Media regulation

Media Management

6. Some of the concepts that are usually measured in Social Sciences are these except one:

--->> Thoughts

Attitudes

Opinions

Perceptions

7. Hypothesis testing involves the following except one:

Stating the hypothesis (Null or Alternative)

Setting the criteria for a decision

--->> No data collection

Evaluate the Null hypothesis

8. Among the available instruments for data collections in communication research are these except one:

--->> Research question

Coding Sheet

Interview

Questionnaire

9. Example of some of the responses to Semantic differential scale include the following except one:

Good - Bad

Deep - Shallow

--->> Left - Right

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10. Some major validity in social science research includes all these except one:

Face validity

Concurrent validity

Construct validity

--->> Base validity

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