

CHAPTER 2: Perspectives on Human Communication

Multiple Choice Questions

TB_Q2.1 The belief systems behind the various approaches to studying human communication are known in general as _____.
a. interpretations
b. methods
c. theories
d. paradigms

Answer: d

LO 2.1: Explain the relationships among paradigms, theories, and methods in communication studies.

Topic: Contemporary Approaches to Studying Human Communication

Skill Level: Remember the Facts

Difficulty Level: Easy

TB_Q2.2 As the text notes, scholars develop _____ in an attempt to explain why people communicate as they do.
a. paradigms
b. theories
c. readings
d. methods

Answer: b

LO 2.1: Explain the relationships among paradigms, theories, and methods in communication studies.

Topic: Contemporary Approaches to Studying Human Communication

Skill Level: Remember the Facts

Difficulty Level: Easy

TB_Q2.3 The communication discipline is BEST described as _____.
a. linear
b. reciprocal
c. complimentary
d. interdisciplinary

Answer: d

LO 2.1: Explain the relationships among paradigms, theories, and methods in communication studies.

Topic: Contemporary Approaches to Studying Human Communication

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.4 The _____ approach generally endorses the idea that reality is external to individuals and no one can predict future behavior based on observations of past behavior.
a. social science
b. interpretive

- c. critical
- d. post-modern

Answer: a

LO 2.1: Explain the relationships among paradigms, theories, and methods in communication studies.

Topic: Contemporary Approaches to Studying Human Communication

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.5 Tamara is interested in doing a quantitative research study to determine the most significant causes of public speaking anxiety among college students. This study belongs to the _____ approach to communication research.

- a. social science
- b. interpretive
- c. critical
- d. post-modern

Answer: a

LO 2.2: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the social science approach to the study of communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.6 When researchers observe subjects in everyday, real-life situations, it is an example of a _____ setting.

- a. linear
- b. naturalistic
- c. behavioristic
- d. laboratory

Answer: b

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Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.7 In the demand-withdrawal interaction pattern, the person who asks for the change is the _____.

- a. demander
- b. withdrawer
- c. aggressor
- d. behaviorist

Answer: a

LO 2.2: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the social science approach to the study of communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Remember the Facts

Difficulty Level: Easy

TB_Q2.8 Julie criticizes her boyfriend for his political view and is trying to convince him that he is wrong. He responds by rolling his eyes and walking from the room. This is an example of the _____ communication pattern.

- a. negative reciprocity
- b. insecure attachment
- c. demand–withdrawal
- d. blaming

Answer: c

LO 2.2: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the social science approach to the study of communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.9 Some communication experts believe that as children interact with their caregivers, they develop expectations for future interactions in relationships in general. This is known as forming a type of _____.

- a. attachment
- b. growth relation
- c. care development
- d. interaction

Answer: a

LO 2.2: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the social science approach to the study of communication.

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Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.10 Which branch of philosophy is a basis for the interpretative approach?

- a. behaviorism
- b. humanism
- c. socioculturalism
- d. socialism

Answer: b

LO 2.3: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the interpretive approach to the study of communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.11 One of the earliest influences on the field of communication was _____.

- a. rhetoric
- b. psychology
- c. sociology
- d. religion

Answer: a

LO 2.3: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the interpretive approach to the study of communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Remember the Facts

Difficulty Level: Easy

TB_Q2.12 The interpretive approach to communication emphasizes the _____ of human behavior.

- a. predictability
- b. humanity
- c. creativity
- d. credibility

Answer: c

LO 2.3: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the interpretive approach to the study of communication.

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Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.13 A communication researcher who examines the flirtation behaviors used by couples interacting with one another by converting data to numeric indicators is using the _____ method of research.

- a. qualitative
- b. quantitative
- c. interpretive
- d. ethnographic

Answer: b

LO 2.3: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the interpretive approach to the study of communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.14 When researchers carefully read and listen to conversations over and over again to develop a framework of categories that group, label, and summarize particular acts of communication in the data, researchers are using the _____ approach to understanding communication.

- a. content analysis
- b. qualitative analysis
- c. ethnographic
- d. interpretative

Answer: a

LO 2.3: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the interpretive approach to the study of communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.15 Researchers who investigate cultures differences from their own often use the _____ method to gather information.

- a. ethnographic
- b. statistical
- c. content analysis
- d. rhetorical

Answer: a

LO 2.3: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the interpretive approach to the study of communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.16 A(n) _____ scholar explores communication with the ultimate goal of changing society.

- a. social scientific
- b. interpretive
- c. post modern
- d. critical

Answer: d

LO 2.4: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the critical approach to the study of communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.17 The _____ approach to communication research and study focuses on the role of power in communication exchanges.

- social science
- interpretive
- critical
- post-modern

Answer: c

LO 2.4: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the critical approach to the study of communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.18 Which of the following views would a critical scholar agree with?

- We each construct our own reality and these realities have consequences.
- Realities are constructed at birth and our destiny is out of our reach.
- An individual's reality is constructed by their peers and societal contacts.
- Our realities are formed from behavior and norms.

Answer: a

LO 2.4: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the critical approach to the study of communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Apply What You Know

Difficulty Level: Moderate

TB_Q2.19 When examining a TV series in order to determine how gay and lesbian relationships are portrayed as non-traditional or not "normal," a researcher uses textual analysis. This method is associated with the _____ approach.

- social science
- interpretive
- critical
- post-modern

Answer: c

LO 2.4: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the critical approach to the study of communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Apply What You Know

Difficulty Level: Moderate

True/False Questions

TB_Q2.20 Methods describe the specific ways in which scholars collect and analyze data, the results of which are used to test theories.

Answer: True

LO 2.1: Explain the relationships among paradigms, theories, and methods in communication studies.

Topic: Contemporary Approaches to Studying Human Communication

Skill Level: Remember the Facts

Difficulty Level: Easy

TB_Q2.21 The study of communication has a short history that can only be traced back to the early 1900s.

Answer: False

LO 2.1: Explain the relationships among paradigms, theories, and methods in communication studies.

Topic: Contemporary Approaches to Studying Human Communication

Skill Level: Remember the Facts

Difficulty Level: Easy

TB_Q2.22 Behaviorists believed that predictions were possible because they saw reality as both observable and describable.

Answer: True

LO 2.2: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the social science approach to the study of communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.23 Social scientists would never rely on qualitative methods.

Answer: False

LO 2.2: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the social science approach to the study of communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.24 Conversation analysis is a quantitative method that examines naturally occurring conversations to understand better the sequences and functions of everyday talk.

Answer: False

LO 2.2: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the social science approach to the study of communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.25 Interpretive studies have found that defensive communication in romantic relationships can lead to unproductive cycles of conflict.

Answer: True

LO 2.3: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the interpretive approach to the study of communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.26 Rhetorical analysis would be one method of examining a public speech.

Answer: True

LO 2.3: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the interpretive approach to the study of communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.27 Member-checking refers to an analysis of the number of people involved in a particular study.

Answer: False

LO 2.3: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the interpretive approach to the study of communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.28 Critical scholars are concerned with whether or not they have the right to study, analyze, and represent the views of others, perhaps disadvantaged people.

Answer: True

LO 2.4: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the critical approach to the study of communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Apply What You Know

Difficulty Level: Moderate

TB_Q2.29 The strength of the critical approach is its emphasis on the physical and psychosocial forces associated with communication.

Answer: False

LO 2.4: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the critical approach to the study of communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Apply What You Know
Difficulty Level: Moderate

Completion (fill-in-the-blank) Questions

TB_Q2.30 A _____ is a belief system that focuses on a set of assumptions about knowledge, reality, and human nature.

Answer: paradigm

LO 2.1: Explain the relationships among paradigms, theories, and methods in communication studies.

Topic: Contemporary Approaches to Studying Human Communication

Skill Level: Remember the Facts

Difficulty Level: Easy

TB_Q2.31 When a researcher makes an educated guess based on a theory, that guess is called a(n) _____.

Answer: hypothesis

LO 2.1: Explain the relationships among paradigms, theories, and methods in communication studies.

Topic: Contemporary Approaches to Studying Human Communication

Skill Level: Remember the Facts

Difficulty Level: Easy

TB_Q2.32 A _____ method of research would be used to answer the question, “how many?”

Answer: quantitative

LO 2.2: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the social science approach to the study of communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.33 Rhetoric can be described as the art of _____.

Answer: persuasion

LO 2.3: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the interpretive approach to the study of communication.

Topic: The Interpretive Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Understand the Concepts

Difficulty Level: Moderate

TB_Q2.34 The analysis of popular culture texts is common within the _____ approach to human communication.

Answer: critical

LO 2.4: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the critical approach to the study of communication.

Topic: The Critical Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Apply What You Know

Difficulty Level: Moderate

Essay Questions

TB_Q2.35 Compare and contrast the social scientific and interpretive approach by describing the strengths and limitations of each approach.

Answer: The **social science approach** in communication originally focused on the individual or, less frequently, the dyad (a pair of people, like Charee and Mateo, who interact with each other). Because the social science approach grew out of the fields of psychology and sociology, communication scholars typically relied on some of the same research methods used by these social scientists. Scholars who developed the **interpretive approach** were influenced by the ancient Greek tradition of rhetoric, or the art of persuasion, and by humanism, a branch of philosophy that celebrates human nature and its potential. Like the social science approach, the interpretive approach focuses on the individual, but interpretive communication researchers have goals and assumptions that differ from those who use the social science paradigm.

LO 2.1: Explain the relationships among paradigms, theories, and methods in communication studies.

Topic: Contemporary Approaches to Studying Human Communication

Skill Level: Analyze It

Difficulty Level: Difficult

TB_Q2.36 Explain the demand–withdrawal conflict pattern from the social science approach.

Answer: This pattern occurs when one partner criticizes or tries to change the other partner, who responds by becoming defensive and then disengaging—either psychologically or physically. Communication scholars have conducted many studies that attempted to explain and predict how and why this pattern occurs. Whereas most of the research has focused on dyads composed of heterosexual romantic couples, the pattern seems to extend to many different relationships and contexts, and it seems that, as with Charee and Mateo, women are statistically more likely to be the “demanders” who request change from their male partners, whereas men are more likely than women to withdraw. This type of communication pattern (demand-withdrawal) is particularly problematic in close relationships—it seems to go hand in hand with negative emotions and destructive tactics that can eventually lead “to a cycle of increasingly negative and hostile conflicts.

LO 2.2: Describe the underlying assumptions, theories and methods, ethical issues, and strengths and limitations of the social science approach to the study of communication.

Topic: The Social Science Approach: Assumptions, Theories, Methods, Ethical Issues, Strengths, and Limitations

Skill Level: Analyze It

Difficulty Level: Difficult