

SUMMARY

1. Researchers seek answers to questions.
2. Theory is developed and tested through research.
3. Research can be a deductive or an inductive process.
4. The steps of the deductive process are identifying the research problem, reviewing existing theory, formulating a research question or hypothesis, designing the

methods and procedures, gathering data, and analyzing and interpreting data.

5. The steps of the inductive research process are identifying the research problem, considering existing research findings, developing the research question, designing the methods and procedures, gathering data, analyzing and interpreting data, and developing a theoretical explanation.
6. Both the deductive and inductive research processes are circular and cyclical as the final step, asking new questions, starts the research process again.
7. The first step in both the deductive and inductive research processes—identifying the research problem—consists of identifying a communication issue, turning this into a preliminary question or set of questions, conducting a library search, and adjusting the question, if necessary.
8. Library research can reveal if the answer to your question is available, but not known to you.
9. If the answer is neither known nor available, research must be conducted to uncover the answer.
10. Evaluate your preliminary questions for their underlying assumptions,

completeness, and clarity prior to conducting the library search.

11. Find scholarly articles published in academic journals or scholarly books.
12. When you find an article or book that may be helpful, take notes and document all the citation information.
13. Your preliminary question may require adjustment as you discover new information.
14. Using what you found in the library search, organize your material by major and minor points, in chronological order, by answering a series of questions, or from the general to the specific or from specific to general.
15. A literature review is your integrated analysis of the scholarly literature and concludes with the statement of the research questions or hypotheses.

KEY TERMS

deductive

literature review

inductive

See the website www.mhhe.com/keyton4 that accompanies this text. For each chapter, the site contains a:

- chapter outline
- chapter checklist
- chapter summary
- short multiple-choice quiz
- PowerPoint presentation created by Dr. Keyton

For a list of internet resources, visit <http://www.joannkeyton.com/CommunicationResearch-Methods.htm>.