

## SUMMARY

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1. The degree to which the following assumptions are met determine the degree to which findings from the tests can be generalized from the sample to the population: (a) significance level of the test is based on probability theory, (b) data are assumed to come from a normally distributed population, (c) the appropriate variables are included in the test, and (d) individuals participating in the research project should be selected through probability sampling.
2. A correlation is a simple description of the degree to which two variables are related.
3. Causation cannot necessarily be established with correlation.
4. A correlation coefficient must be interpreted for its direction and its strength or magnitude.
5. In a correlation, researchers rely on  $r^2$  to describe the amount of variance shared between the two variables.
6. Regression is an extension of correlation; however, multiple regression can test for the influence of multiple independent or predictor variables on the dependent or criterion variable.
7. Regression is particularly well suited for communication research because it tests the relationship among naturally occurring variables.
8.  $R^2$  provides information about the amount of variance of the dependent variable explained by the independent variables separately or in common.

## KEY TERMS

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beta coefficients	multiple regression
beta weights	Pearson product-moment correlation coefficient
coefficient of determination	regression
correlation	regression line
correlation matrix	root mean square error of approximation (RMSEA)
curvilinear	spurious correlation
endogenous variable	stepwise regression
exogenous variable	structural equation modeling (SEM)
hierarchical regression	
linear	
linear regression	
multiple correlational coefficient	

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See the website [www.mhhe.com/keyton4](http://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>.