

COMM 480: Seminar: International Advertising

Quiz 2 Study Guide

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Quiz 2 (7/8) - Instructions

- You may take the quiz at any time between 12:01AM to 11:59PM on Monday (7/8) of Week 6. This quiz must be completed and submitted by Monday (7/8) at 11:59PM ET of Week 6.
- The quiz will be posted in Blackboard. When clicking on “Quiz,” it says that there is no content to display. The quiz item is hidden, and will be available after July 8, 2019 12:01 AM.
- For the quiz, you may refer to the articles and lecture slides to answer the questions on the quiz. You will have 30 minutes to complete the quiz and once the quiz is opened, you must complete the quiz.
- **IMPORTANT:** You will not be allowed to continue to take the quiz past the availability deadline.

Quiz 2 (7/8) – Instructions (cont'd)

- Note: You cannot pause or stop the timer for the quiz once you start—even if you visit another page in the course or log out and close your browser. Once you click on “Quiz” and then, “Quiz 2”, the quiz’s timer is activated for the time specified above. Students must complete and submit the exam in a single sitting and within the allotted time once they click on “Quiz 2.” If your browser quits unexpectedly while taking an quiz, you can resume the quiz. The quiz’s timer will continue counting down even when your browser quits unexpectedly.

Quiz 2 (7/8) – Instructions (cont'd)

- For this quiz, there are 10 questions, worth 15 points in total. So, each question accounts for 1 or 2 points.
- All of them are multiple questions at this time. Thus, 30 minutes are considered to be reasonable for this quiz.
- All of the questions are based on the articles that you read for your worksheet assignments as well as lecture slides.
- Please be prepared for your answers based on the guidelines in the next slides. Specific areas that are covered for each lecture/article will be provided as shown in the guidelines.

Quiz 2 (7/8) – Instructions (cont'd)

- IMPORTANT REMINDER: This is an open book quiz. But, each student is expected to work on this individually and within the confines of the University Academic Honesty Policy.

Quiz 2

July 8 (M)

15 points with 10 Questions (Each question is worth 1 ~ 2 pts)

All multiple choice questions

- Which of the following is a correct description of ...?
- Which of the following is an incorrect description of ...?
- _____ is

Review the following:

- W5 Lecture – Research Hypotheses and Methods
- W5 Reading – Chu & Choi (2011)
- W5 Reading – Choi & Miracle (2004)
- W6 Reading – Choi, Lee, & Kim (2005)

W5 Lecture – Research Hypotheses and Methods

There will be 2 questions from this lecture note. Review the following things:

- Given this example, which of the following is a correct description of hypotheses and/or research questions?
 - Understand independent variables, dependent variables, and intervening variables
- Definitions of the followings: concept of interest, conceptual definitions, and operational definitions, validity, and reliability

W5 - Chu, S-C., & Choi, S.M. (2011). Electronic word-of-mouth in social networking sites: A cross-cultural study of the United States and China. *Journal of Global Marketing*, 24, 263-281.

There will be 3 questions from this article. Review the following things:

- Hypotheses 1 through 4 (H1 through H4)
 - Which of the following hypotheses was not correctly proposed in this study?
- Hypothesis 5 (H5)
 - Independent variable (IV) & dependent variable (DV)
 - Measures (i.e., scale, subscales)
- Method
 - Sample & measures

W5 - Choi, Y.K., & Miracle, G.E. (2004). The effectiveness of comparative advertising in Korea and the United States: A cross-cultural and individual-level Analysis. *Journal of Advertising*, 33(4), 75-87.

There will be 3 questions from this article. Review the following things:

- Hypotheses 1 through 3 (H1 through H3)
 - Independent variable (IV) & dependent variables (DVs)
- Hypotheses (H4)
 - Mediating variable
- Method
 - Research design, sample, stimuli, and data collection procedures

W6 - Choi, S.M., Lee, W-N., & Kim, H-J. (2005). Lessons from the rich and famous: A cross-cultural comparison of celebrity endorsement in advertising. *Journal of Advertising*, 34(2), 85-98.

There will be 2 questions from this article. Review the following things:

- Research questions (RQ1 through RQ5)
 - What variables were measured
- Method
 - Sample, coding scheme, coding procedure