

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
INTRODUCTION TO MEDIA RESEARCH METHODS (IJM1106)  
JANUARY 2004 EXAMINATION  
TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Answer **any four** questions.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalised

1. Describe the major types of research in media studies. Use specific examples in your answer.  

**[25 marks]**
2. Discuss the importance of the following concepts to media research:
  - a) Validity and reliability **[10 marks]**
  - b) Independent and dependent variables **[7 marks]**
  - c) Hypothesis **[4 marks]**
  - d) Sampling **[4 marks]**
3. Qualitative research is more useful in media research than quantitative research. Discuss this statement.  

**[25 marks]**
4. Choose any **three** sampling techniques in media research and describe the major strengths and weaknesses of those techniques.  

**[25 marks]**
5. Which research methods are more appropriate for studying media institutions? Give reasons for your answer.  

**[25 marks]**
6. Describe the major steps in conducting media research.  

**[25 marks]**