

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

INTRODUCTION TO MEDIA RESEARCH METHODS (IJM 1106)

DECEMBER 2004 EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i) Section A is compulsory.
- ii) Answer **three** questions from Section B.
- iii) Poor spelling and grammar will be penalised.

SECTION A: COMPULSORY

Question 1

Compare qualitative and quantitative media research. Give examples in your answer.

[40 marks]

SECTION B: ANSWER THREE QUESTIONS

Question 2

Describe the following media research concepts:

- a) Primary Research [ 5 marks]
- b) Secondary Research [ 5 marks]
- c) Applied Research [ 5 marks]
- d) Validity [ 5 marks]

**TOTAL: [20 marks]**

Question 3

Describe the strengths and weaknesses of any **two** research methods that are usually used to study media content. Give examples in your answer.

[20 marks]

**Question 4**

The data gathering stage is the most important step in the research process. Discuss. [20 marks]

**Question 5**

a) What are probability sampling techniques? [ 5 marks]

b) Using specific examples, describe any **three** probability sampling techniques that are widely used in media research.

[15 marks]

**TOTAL: [20 marks]**

**Question 6**

Describe the major factors that media researchers need to take into account before conducting research. Use examples. [20 marks]