

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

INTRODUCTION TO RESEARCH METHODS (IJM 1106)

JULY 2005 SUPPLEMENTARY EXAMINATION

TIME ALLOWED: 3 HOURS

**INSTRUCTIONS TO CANDIDATES**

- i) Answer **any four** questions.
- ii) Start each question on a new page.
- iii) Poor spelling and grammar will be penalised.

**Question 1**

- a) What is media research? [ 5 marks]
- b) Describe the major sources of media research problems in Zimbabwe. Give reasons for your answer. [20 marks]
- TOTAL: [25 marks]**

**Question 2**

- a) Describe the following concepts:
- i) Validity [ 5 marks]
  - ii) Reliability [ 5 marks]
- b) Describe the major threats to internal validity, which researchers have to be careful of. Give examples in your answer. [15 marks]
- TOTAL: [25 marks]**

**Question 3**

Describe the major characteristics of qualitative research. [25 marks]

**Question 4**

What are the strengths and weaknesses of ethnography as a media research method? [25 marks]

**Question 5**

Discuss the following key sampling concepts in media research

- a) Stratified sampling [ 5 marks]
- b) Cluster sampling [ 5 marks]
- c) Purposive sampling [ 5 marks]
- d) Snowball sampling [ 5 marks]
- e) Systematic sampling [ 5 marks]

**TOTAL: [25 marks]**

**Question 6**

Outline the major sections of a research report.

**[25 marks]**