

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
APPLIED RESEARCH METHODS (IJM 2202)
MAY 2004 EXAMINATIONS
TIME ALLOWED: 3 HOURS.**

INSTRUCTIONS TO CANDIDATES

- (i) Answer **four** questions
- (ii) Answer **both** question in Section **one** any questions in Section **two**.
- (iii) Start each question on a new page.
- (iv) Use of a calculator is allowed.

SECTION ONE: ANSWER THIS QUESTION

Question 1

- a) You have been hired to conduct research on the portrayal of war veterans by the Zimbabwean media.
- (i) Which research methods will you use and why? [6 marks]
 - (ii) What would be your population? [1 mark]
 - (iii) Which sampling technique is more appropriate? [2 marks]
 - (iv) Select one research method you have chosen above and outline the techniques you will use to ensure that you get valid data from that methodology. [6 marks]
- TOTAL: [15 marks]**

- b) Ten students in a journalism and media studies class were questioned by means of a seven point interval –level scale regarding their attitudes toward journalism standards in the country. Their responses on the scale from 1 being very poor to 7 being very good were as follows:

3 5 7 4 6 5 6 5 7 6

Find

- (i) the mode [2 marks]
 - (ii) the median [2 marks]
 - (iii) the mean [2 marks]
 - (iv) Overall, how good was the standard of journalism? [1 mark]
- TOTAL [7 marks]**

- (c) A group of Selbourne Park residents in Bulawayo were interviewed about their use of the Internet as a source of news. Asked how frequently they had used the Internet over the last two months, the following responses were obtained:

10 11 2 3 5 13 15 1 14

Calculate

- (i) the range [1 mark]
 (ii) variance [2 marks]
 (iii) standard deviation and the meaning of that answer [5 marks]

TOTAL: [8 marks]

- (d) A researcher interested in studying the relationship between sociability (as indicated by the number of friends one has) and performance of journalists (as measured by the stories published over two weeks) carried out a study from a sample of 7 journalists. The following responses were obtained:

Journalist name	Number of friends (x)	Stories published (Y)
A	4	5
B	6	7
C	8	6
D	2	1
E	5	2
F	6	7
G	4	3

Compute the correlation co-efficient for the data and discuss the meaning of the answer.

[10 marks]

TOTAL: [40 marks]

SECTION TWO: ANSWER ANY THREE QUESTIONS

Question 2

- (a) Participant observation in media research requires that there be a balance between participation and observation. Discuss.
- (b) What techniques can a researcher employ to get valid and reliable data from participant observation?.

[10 marks]

TOTAL: [20 marks]

Question 3

Focus groups remain one of the most useful research methods in Applied Media Research.
Discuss this statement giving examples.

[20 marks]

Question 4

Briefly explain the following content analysis research techniques:

(a) Semiotics [6 marks]

(b) Narrative analysis [7 marks]

(c) Discourse analysis [7 marks]

TOTAL: [20 marks]

Question 5

Describe the importance of the following ethical considerations in media research.

a) Protection from harm [6 marks]

b) Honesty [7 marks]

c) Plagiarism [7 marks]

TOTAL: [20 marks]

Question 6

Describe the major characteristics of a good Research report.

[20 marks]