

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY  
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
APPLIED RESEARCH METHODS (IJM 2202)  
AUGUST 2004 SUPPLEMENTARY EXAMINATIONS  
TIME ALLOWED: 3 HOURS.

**INSTRUCTIONS TO CANDIDATES**

- i) Section A is **compulsory**
- ii) Answer any **three** questions in section B.
- iii) Poor spelling and Grammar will be penalised.

**SECTION A: ANSWER THIS QUESTION**

**Question 1**

You have been asked to conduct a study of the effectiveness of **STUDIO 263** in communicating AIDS information to Zimbabwean youths. Describe in detail how you will conduct the study. In your answer pay special attention to the steps you will take to conduct that research, research methods and sampling techniques

[30 marks]

Define the following statistical concepts:

- a) Descriptive statistics [ 2 marks]
- b) Inferential statistics [ 2 marks]
- c) Frequency distribution [ 2 marks]
- d) Measures of central tendency [ 2 marks]
- e) Measures of dispersion [ 2 marks]

**TOTAL: [10 marks]**

**SECTION B: ANSWER THREE QUESTIONS**

**Question 2**

Discuss the importance of the following concepts in applied media research.

- a) Feasibility [10 marks]
- b) Significance [10 marks]

**TOTAL: [20 marks]**

### **Question 3**

You have been asked by a leading international organisation to conduct research on the state of press freedom in Zimbabwe and the research method that have to use is a questionnaire.

a) Who will you ask to fill in the questionnaire and why? [ 5 marks]

b) Design a questionnaire that you will use for this exercise [15 marks]

**TOTAL: [20 marks]**

### **Question 4**

In your opinion, how valuable is participant observation as a research tool in the Zimbabwean context. [20 marks]

### **Question 5**

Carrying out research in a rural set- up requires that researchers be sensitive to a number of factors. Describe any four factors that researchers have to take into account when carrying out research in a rural set-up which will help them get valid and reliable data.

[20 marks]

### **Question 6**

What are some of the ethical dilemmas that applied media researchers face in developing countries such as Zimbabwe.

[20 marks]