

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION & INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM & MEDIA STUDIES
BSc Honours degree in Journalism and Media Studies
IJM 2215: Applied Media Research Methods
May 2012 FINAL EXAMINATION
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.

QUESTION 1

Compare and contrast interpretivist and positivist approaches to social research. **[25 marks]**

QUESTION 2

What issues must a research proposal address and why? **[25 marks]**

QUESTION 3

Identify and describe 5 qualitative research methods. Why do you think these methods are suitable for media research? **[25 marks]**

QUESTION 4

What is triangulation and why is it important in social research? **[25 marks]**

QUESTION 5

If you were to conduct research on how women who have been sexually abused consume family planning advertisements, what ethical issues would you consider in your research design?

[25 marks]

QUESTION 6

What kind of social problems do you think qualitative research of the media can be used to address. Thoroughly justify your reasons.

[25 marks]