



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE (HONS) IN JOURNALISM AND MEDIA STUDIES
APPLIED MEDIA RESEARCH METHODS
IJM 2212

Main Examination Paper

February 2025

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Internal Examiner: Mrs C. Ncube
External Examiner: Dr C. M Lunga

INSTRUCTIONS

1. **Section A is compulsory.**
2. Answer any **two questions from Section B.**
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

MARK ALLOCATION

QUESTION	MARKS
1.	40
2.	30
3.	30
4.	30
5.	30

SECTION A

QUESTION 1

a) Explain the following terms:-

- | | |
|----------------------|-----------|
| i) Ontology | (2 marks) |
| ii) Epistemology | (4 marks) |
| iii) Basic research | (3 marks) |
| iv) Applied research | (3 marks) |

b) Identify a media-related issue and write a mini-research proposal focusing on the following aspects:

- | | |
|---------------------------|-----------|
| a) Research Topic | (2 marks) |
| b) Purpose of the study | (4 marks) |
| c) Research Questions | (3 marks) |
| d) Research Objectives | (3 marks) |
| e) Research Methodology | (6 marks) |
| f) Sampling Technique | (4 marks) |
| g) Data Gathering Methods | (4 marks) |
| h) Data Analysis | (2 marks) |

TOTAL

[40 Marks]

SECTION B

QUESTION 2

Differentiate between quantitative and qualitative research.

(30 Marks)

QUESTION 3

Assess the effectiveness of virtual ethnography as a method for studying hard-to-reach populations. Use concrete examples to illustrate and support your argument.

(30 Marks)

QUESTION 4

a) Evaluate the role of triangulation in ensuring the validity and reliability of qualitative research.

(15 Marks)

b) Use a media related example to demonstrate how triangulation can be used in research.

(15 Marks)

TOTAL

[30 Marks]

QUESTION 5

Highlight the ethical considerations that a researcher has to observe in conducting research, to ensure the integrity and validity of their work.

(30 Marks)