



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION**

**COURSE CODE: JLS714**  
**COURSE TITLE: COMMUNICATION RESEARCH**  
**UNITS: 3**  
**TIME ALLOWED: 3 HOURS**  
**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS**

1. As an enquiry that utilises scientific method to study different phenomena, research follows definable steps known as the scientific process. List and succinctly explain the first five steps in the research process. Support your answer with examples **(25 Marks)**
2. Broadly speaking, communication research can be classified into four. Using concrete examples, discuss the three major types of research based on measurement **(15 Marks)**
3. What is a survey research? List and explain at least four ways of gathering data for a survey study **(15 Marks)**
4. Due to the difficulty in studying the whole population, the researcher must use sampling to select a section/part of the population that will represent it in its entirety. Elaborate on this and discuss any four types of probability sampling you know **(15 Marks)**
5. A research proposal presents the researcher with a roadmap on how to undertake a study. Discuss at least five items contained in the “Introduction” part of a good research proposal **(15 Marks)**