



NATIONAL OPEN UNIVERSITY OF NIGERIA
University Village, Plot 91, Cadastral Zone, Nnamdi Azikiwe Expressway, Jabi, Abuja.

Faculty of the Social Sciences
Department of Mass Communication
2024 1 EXAMINATION

COURSE TITLE: COMMUNICATION RESEARCH
COURSE CODE: JLS 714
CREDIT UNIT: 3
TIME ALLOWED: 3 HOURS

INSTRUCTION: ANSWER FOUR QUESTIONS, ALL QUESTIONS CARRY EQUAL MARKS

- 1) One type of research can easily overlap and fit into more than one category at the same time based on some common traits. a. X-ray the four broad groupings of communication research and the sub-divisions that exist in each respectively.
b. Detail the three most widely used experimental designs in mass communication research. **(17.5 Marks)**
- 2) The laboratory method is the oldest approach in mass media research and continues to provide a wealth of information for researchers and critics of the media. a. Highlight five basic uses of laboratory experimentation in mass media research.
b. State the limitation of experimentation as a research tool in mass communication. **(17.5 Marks)**
- 3) a. As a communication researcher using observational research techniques, describe the three approaches you can adopt in interpreting the data you obtained.
b. List five draw backs on the use of video and audio recording as data collection tool in observational research. **(17.5 Marks)**
- 4) A sample selected without an adequate sampling frame is not likely to be a true representative sample of the population of interest. a. What is sampling frame?
b. Choose a population for your study, and design a sampling frame for that chosen population. **(17.5 Marks)**
- 5) a. As a communication student, establish the relevance of uses and gratification in examining why people engaged in various forms of media behaviour such as radio listening, TV viewing or newspaper reading.
b. Outline the three major forms of documentation in a research project. **(17.5 Marks)**