



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_2 EXAMINATION

COURSE TITLE: COMMUNICATION RESEARCH

COURSE CODE: JLS 714

CREDIT UNIT: 3

TIME ALLOWED: 3 HOURS

INSTRUCTION: ANSWER FOUR QUESTIONS, ALL QUESTIONS CARRY FOUR MARKS

- 1) a. As a mass media student, identify and briefly explain five characteristics of research relevant to your field.
b. Present an overview of the development of media research using five definable steps in the history of mass communication research. **(17.5 Marks)**
- 2) a. Discuss the four types of measurement and the different kinds of information they provide us with. b. To be useful in communication research, a measurement scale must be both reliable and valid. Elaborate. **(17.5 Marks)**
- 3) a. Review content analysis in line with the key terms.
b. Distinguish content analysis from survey research. **(17.5 Marks)**
- 4) a. Determining the sample size adequate for a given population is one of the most critical and sometimes controversial things to do in sampling. Outline seven factors which may determine the selection of a sample size.
b. Some researchers say available samples are inaccurate representations of the population, while others claim if a concept or phenomenon exists in the population, it should exist in an available sample as well as in a random sample. Justify your position on that? **(17.5 Marks)**
- 5) Research is essential in building the body of knowledge for Public Relations which includes theories and concepts that can be used to explain how the profession works. a. In your understanding, what is public relations research?
b. As a final year communication student, highlight the seven preliminary pages of a research project. **(17.5 Marks)**