



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024_2 EXAMINATION

Course Title: Communication Research

Course Code: JLS 814

Credit Unit: 3

Time allowed: 3 hours

Instruction: Provide the appropriate answer to any of the four questions or items. Each item or question carries 17¹/₂ marks.

1. (a) As a good student of communication research, explain in detail the meaning of quantitative research method. **10 Marks**
(b) Identify the three good examples of research methods that could be suitably called quantitative designs. **7¹/₂ Marks**
2. (a) Provide a full description of the qualitative research method to help a stark novice in research to understand it. **10 Marks**
(b) Enumerate the four different research methods that could be placed as qualitative designs. **7¹/₂ Marks**
3. (a) Describe clearly the four advantages which researchers could enjoy in using qualitative research methods. **10 Marks**
(b) Precisely state the three disadvantages that are common in using qualitative research methods. **7¹/₂ Marks**
4. (a) What are the obvious advantages and disadvantages available in the use of quantitative research methods? **10 Marks**
(b) Describe concisely the meaning of triangulation in the sphere of mass media research. **7¹/₂ Marks**
5. (a) Why do you think that it is necessary to use triangulation in social science and mass media researches particularly? **10 Marks**
(b) What do you understand by survey research? **7¹/₂ Marks**