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

INSTRUCTION: ANSWER FOUR QUESTIONS.

1. **a.** What is your understanding of research? **b.** Discuss the two broad categories of research, providing relevant examples **(17.5 marks)**

2. Studying an entire population directly can be challenging, but science provides methods to study large populations without examining each individual. **a.** Identify five reasons researchers do this. **b.** State three pitfalls that beginners should avoid when selecting a research topic **(17.5 marks).**

3. Print media research is a crucial aspect of mass media studies, allowing for in-depth examination of various facets of print media. Elaborate on six types of research commonly conducted by print media researchers. **(17.5 marks)**.

4. A thorough understanding of variables is essential for executing and assessing research. As a communication student, how is the term "data" defined in the context of telecommunications? b. Define the following key terms: population, sample, probability and non-probability sampling techniques. **(17.5 Marks)**

5. Define measurement in research. Discuss the four types of measurement and explain the different types of information each provides. **(17.5 marks)**

6. Write brief notes on the following terms: Operational Definitions, Independent Variables, Hypothesis, Validation of a research instrument, and Theory **(17.5 marks).**