



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_1 EXAMINATION**

COURSE TITLE: COMMUNICATION RESEARCH

COURSE CODE: JLS 714

CREDIT UNIT: 3

TIME ALLOWED: 3 HOURS

INSTRUCTION: ANSWER FOUR QUESTIONS.

1. Explain the cyclical nature of theory and research, providing examples of how they interrelate **(17.5 marks)**.
2. Discuss three non-scientific methods of acquiring knowledge and elaborately discuss four key steps of the scientific method in conducting research, providing relevant examples for each step. **(17.5 marks)**.
3. Discuss the five key characteristics of research as outlined in communication research circles **(17.5 marks)**.
4. A thorough understanding of variables is essential for executing and assessing a research project effectively. **a.** What does it mean to provide an operational definition of variables in research? **b.** Distinguish between independent variables and dependent variables using three key points. **(17.5 marks)**
5. The survey research method is widely recognised as the most commonly used technique by social scientists, with the questionnaire being the most frequently employed tool in surveys. **a.** Outline five advantages of a survey research method. **b.** What are the characteristics of a good survey questions **(17.5 marks)**.
6. Write brief notes on the following: Dependent Variables, Unit of Analysis in Content Analysis, Focus Group Discussion, Systematic Sampling, and Purposive Sampling **(17.5 marks)**.