

**ST. JOSEPH’S UNIVERSITY, BENGALURU -27**

**MA JOURNALISM & MASS COMMUNICATION – II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**MC 8121: COMMUNICATION RESEARCH METHODS**

**Time: 2 Hours Max Marks: 50**

**Note:**

1. This paper contains TWO printed pages and TWO parts
2. There are three tables attached for your reference, which need to be tied to your answer scripts and returned.
3. **Answer any FOUR questions in 150 words each. (4X5=20)**
4. APA Style manual
5. Ethnography
6. Characteristics of scientific method
7. Type I and Type II errors
8. Field experiments
9. Discourse analysis
10. **Answer any THREE questions in about 500 words each. (3X10=30)**
11. What is survey research? (2 marks) Explain various sampling techniques involved in survey research. (8 marks)
12. If you choose to answer this question, you need to answer both sub-questions here:

**8.1** You want to determine the incidence of film-viewers and non-viewers among PG and PUC students. You take a non-probability sample of a certain number of students. When tabulated, your sample looks like this:

|  | Film-Viewers | Non-viewers | Total |
| --- | --- | --- | --- |
| PUC | 15 | 5 | 20 |
| PG | 6 | 10 | 16 |
| Total | 21 | 15 | 36 |

8.1a Form a null hypothesis with its alternative (1 mark)

8.1b Find out the expected frequencies and compute the sample statistic (3 marks)

8.1c Compare the obtained value with the table value to arrive at an appropriate decision about the null hypothesis (1 marks)

  **8.2** You want to know if reading newspapers has any correlation with the level of

 general knowledge of university students. You test a sample of ten students and

 administer them a test. These are the scores of students who spent so many hours/week

 reading newspapers and magazines, and their corresponding performance in a GK test:

| **Time** (Hours/week) | 10 | 5 | 6 | 3 | 8 | 12 | 13 | 20 | 15 | 10 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **GK Scores**  | 8 | 20 | 15 | 13 | 16 | 20 | 13 | 11 | 10 | 12 |

 8.2a State the null hypothesis and set the alpha level (1 mark)

 8.2b Calculate the statistic of the sample and (3 marks)

 8.2c With the help of the appropriate table, make your decision (1 mark)

1. A researcher wants to determine the credibility of a newspaper advertisement for a new laundry detergent. She randomly selects three groups of five subjects each to conduct her experiment. She serves three different advertisements of varying levels of ease: easy, medium, and difficult. After serving the independent variable, the subjects are asked to rate the advertisements on a scale of 1-10, 1 indicating the least credible and 10 indicating the most credible advertisements. Here are the scores as recorded by the researcher:

 **Scores**:

| Easy Group | Medium Gp | Difficult Gp |
| --- | --- | --- |
| Scores (X)  |  | Scores (Y) |  | Scores (Z)  |  |
| 1 |  | 4 |  | 6 |  |
| 2 |  | 5 |  | 7 |  |
| 4 |  | 6 |  | 7 |  |
| 4 |  | 6 |  | 8 |  |
| 5 |  | 8 |  | 10 |  |

 9a State the null hypothesis (1 mark)

 9b Set the significance level (no marks; but lose 1 mark for NOT setting it)

 9c Write the formula and explain what its components stand for (2 marks)

 9d Work out the results (5 marks)

 9e Compare your results with the correct table, and arrive at a decision about the

 problem. (2 marks)

1. If you were to conduct an intensive interview with a person who has experienced the challenges of online learning, how would you go about

a. Planning (1 mark)

b. Conducting the interview (2 marks)

c. Write down the questions you would ask to elicit all the necessary information (7 marks)

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