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Register Number:

DATE: 10-4-2017

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**END SEMESTER EXAMINATION: APRIL 2017**

**MA JOURNALISM AND MASS COMMUNICATION – IV SEMESTER**

MC 8115: Media Research Techniques

Time - 2 ½ hrs Max Marks - 70

**\* This paper contains THREE printed pages and THREE parts. The question paper is accompanied by two tables for critical values.**

**\* Students are permitted to use simple calculators for this exam.**

1. **Write short notes on any FOUR of the following in 100 words each. (5X4=20)**

1. Experimental design

2. Fundamental research

3. Content analysis

4. Levels of measurements

5. Ethics in research

6. Normal distribution

7. Areas of media research

1. **Answer any TWO of the following in about 450 words each. (2X15=30)**

8. What is sampling? Explain different types of sampling and sub-categories within them.

9. Explain what is Marxian analysis, and how you would employ it to understand any media text. Give an example.

10. What is the importance of review of literature in any research (5 marks)? How can you meaningfully use a style manual to bring in elements of ethics and present it in standard format (5 marks)? Use the given resources below to arrange them in APA style (5 marks):

i) Title of the book: Social Science Research, written by Alan Bryman. It was published in 2001, by Sage publications in New Delhi.

ii) Spearman's Rank-order Correlation - Analysis of the Relationship Between Two Quantitative Variables. This article was written by Prof. Syed Amjed Ahmed and it was published online on http://psych.unl.edu/psycrs/handcomp/hcspear.PDF. The name of the website is University of California, and you accessed it on 01 April 2017. The article was published in 2009.

iii) SOCIAL RESEARCH MADE EASY, was written by three authors - Rev. Dr. Prof. Daniel Fernandes SJ, Retired professor Fr Ambrose Pinto SJ, and Miss Parinitha Shinde. Published by St Josephs Publications based in Bangalore in the year 2015

iv) An article from the book edited by Dr. Michael Rajamati, Title of the book is "Science and scientific research". Article you read for this purpose was found in pages 20-33, "how to research media scientifically" written by Mr Ajay Chandram.

v) This is published in a journal called social science research, in print journal. Article is USE OF NEW MEDIA TECHNOLOGIES IN HIGHER EDUCATION by Associate professor Dr Richard Rego SJ. name of the journal is Media watch which is the first issue in its 8th year. page numbers were 75-88.

1. **Answer any ONE of the following (1X20=20)**

11. A research project was conducted to ascertain if sensationalism in television news channels is related to their viewership. Ten television channels were ordered according to their viewership size and their scores on sensationalism also assigned, separately. Based on the rankings below, draw your conclusions. To test the significance of your values, please consult the correlation coefficient table provided along with this question paper. Look for values **at -1 level**.

|  |  |  |
| --- | --- | --- |
| TV Channels | Viewership | Sensationalism |
| A | 1 | 6 |
| B | 2 | 3 |
| C | 3 | 7 |
| D | 4 | 2 |
| E | 5 | 1 |
| F | 6 | 8 |
| G | 7 | 4 |
| H | 8 | 9 |
| I | 9 | 5 |
| J | 10 | 10 |

**12.** An investor wants to launch a media platform. But she does not know whether to start a newspaper or a TV Channel or a radio station. Hence, she commissions a media research wanting to know media platform preference among men and women. These are the frequencies the young media researcher came up with. Help the investor and the young researcher to understand these numbers and make sense of them:-

|  |  |  |  |
| --- | --- | --- | --- |
|  | Female | Male |  |
| Np | 5 | 20 |  |
| TV | 5 | 5 |  |
| Radio | 10 | 5 |  |
|  |  |  |  |

To test your findings, please consult the Chi-Square Distribution table provided along with.