



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE DIPLOMA IN COMMUNICATION AND MEDIA TECHNOLOGY (CITY CAMPUS)

ADJM 0114: RESEARCH METHODS IN MASS COMMUNICATION

Date: 22nd July, 2013

Time: 2.00 – 4.00 p.m.

INSTRUCTIONS:

- ◆ Answer Question ONE and any other TWO questions.

ADJM 0114 RESEARCH METHODS IN MASS COMMUNICATION

Answer QUESTION ONE and any other two.

1.
 - i) Explain five non-scientific methods of acquiring knowledge (Give an example in each case) (15 Marks)
 - ii) What is scientific research? (2 Marks)
 - iii) State five characteristics of scientific research (5 Marks)
 - iv) Explain four types of research. (8 Marks)
2.
 - i) Define the following terms as used in research. (3 Marks)
 - a) Research problem
 - b) Variable
 - c) Hypothesis
 - ii) List eight (8) properties of a well-chosen research problem. (8 Marks)
 - iii) Differentiate between independent variable and dependent variable. (2 Marks)
 - iv) A researcher wanted to find out what caused the difference in height of children between the ages of 8 - 14 years in Runga Primary School. The researcher found that most of the children who were tall were older in age and those who were short were younger in age. The researcher also found out that some of the children who were older in age were shorter than those who were younger than them. Further inquiry revealed that the parents of these set of children were equally short in height.

From the above findings:

- a) Come up with a research problem (2 Marks)
 - b) Identify three types of variables that may arise (3 Marks)
 - c) From your research problem stated in (a) above come up with two hypotheses. (2 Marks)
3.
 - i) What is a research design? (2 Marks)
 - ii) Explain three (3) factors to consider when planning an appropriate research design (6 Marks)
 - iii) Explain three types of research designs and give an example in each case. (12 Marks)
4.
 - i) Define the following terms as used in research (6 Marks)
 - a) Population
 - b) Sample
 - c) Parameter
 - d) Descriptive statistics
 - e) Inferential statistics
 - f) Data
 - ii) State four advantages of sampling (4 Marks)

iii) Differentiate between probability sampling and non-probability sampling and in each case give two examples. (10 Marks)