



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
SCHOOL OF ARTS & SOCIAL SCIENCES  
MASS COMMUNICATION UNIT  
MARCH/APRIL 2014 EXAMINATION**

**COURSE CODE: JLS 714**  
**COURSE TITLE: COMMUNICATION RESEARCH**  
**UNIT: 3**  
**INSTRUCTION: ANSWER THREE QUESTIONS**  
**QUESTION ONE IS COMPULSORY**  
**TIME ALLOWED: 2HRS**

**QUESTION 1**

- (i) Explain the difference between research and hypotheses.
- (ii) State and explain the characteristics of a useful hypotheses
- (iii) If you were to carry out a research study in an area of journalism, which approach would you utilize to achieve your objectives. Give reasons for your answer **(30 Marks)**

**QUESTION 2**

- (a)** Why are variables important in research?
- (b)** Write short notes on the following:
  - (i) Independent and Dependent Variables
  - (ii) Discrete and Continuous Variables
  - (iii) Simple Variables
  - (iv) Complex Variables **(20 marks)**

**QUESTION 3**

- (i) Give a vivid definition of measurement in communication research.
- (ii) There are four levels of measurement in communication research. List and explain them. **(20marks)**

**QUESTION 4**

- (i) Identify and explain five characteristics of research in communication studies.
- (ii) Write to the best of your understanding on the following
  - (a) Case study
  - (b) Survey
  - (c) Focus group discussion
  - (d) Content analysis
  - (e) Observational research **(20marks)**

**QUESTION 5**

- (i) List and explain the steps of scientific method /research process.
- (ii) Give detailed notes on the following characteristics of research.
  - (a) Its step-by-step approach (b) Logicality (c) Replicability (d) Empiricism **(20marks)**