



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES
MAY/JUNE 2012 EXAMINATION

JLS 714: COMMUNICATION RESEARCH (3 CR)

TIME ALLOWED: 3HRS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. (a) Research and theory are interwoven. Establish the link between the two.
(b) What do you think make science distinct?
(c) Discuss at least five of the steps in the scientific method of conducting research?
2. (a) Bring forth a researchable topic and construct five research questions relevant to the topic
(b) Base on the research topic in (2a), Formulate:
 - i. Research Hypothesis (H1)
 - ii. Alternative Hypothesis (HA)
 - iii. Null Hypothesis (HO)
3. With numerous examples, discuss the four levels of measurement in communication research?
4. (a) Discuss the downsides of laboratory research?
(b) Discuss your preference for Field Experimentation research
(c) As a researcher, why would you prefer Survey method?
5. (a) Assume you sampled 2,000 respondents in a survey and 1,800 questionnaires were returned, calculate the response rate?
(b) What are the merits of close-ended questions over open-ended questions in survey?

Discuss fully, the key steps involved in writing a good research proposal?