



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS**  
**SCHOOL OF ARTS AND SOCIAL SCIENCES**  
**JUNE/JULY 2013 EXAMINATION**

**COURSE CODE: JLS 814**  
**COURSE TITLE: COMMUNICATION RESEARCH**  
**TIME ALLOWED: 3HRS**  
**INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS**

1. You are conducting research on the topic: **“IMPACT OF HOME MOVIES ON THE MODE OF DRESSING AMONG NIGERIAN YOUTH”**
  - (a) Construct five research questions on the research topic ABOVE. **(10Marks)**
  - (b) Based on the research topic, Formulate:
    - i. Research Hypothesis (H1) **(5 Marks)**
    - ii. Alternative Hypothesis (HA) **(5 Marks)**
    - iii. Null Hypothesis (HO). **(5 Marks)**
2. (a) Identify the concerns of media research. **(10 Marks)**  
(b) Discuss at least five of the steps in the scientific method of conducting research. **(10 Marks)**
3. As a professional media researcher, you have been contacted to submit a good research proposal on effective media deregulation on public access to information. Discuss fully the key steps involved in writing the research proposal. **(25 Marks)**
4. (a) With numerous examples, discuss the four levels of measurement in communication research. **(15 Marks)**  
(b) Discuss the methods of gathering survey data. **(10 Marks)**
5. (a) A researcher sampled 2,000 respondents in a survey and 1,800 copies of the questionnaire were returned. Calculate the response rate. **(10Marks)**  
(b) The research population for a study is 120,000. A researcher decides to use only 3% of the population as sample size. Calculate the sample size. **(10 Marks)**  
(c) With numerous examples under each, discuss the two major sampling methods. **(5 Marks)**

6. (a) Discuss your preference for Field Experimentation research. **(15Marks)**
- (b) Identify and discuss the general problems in Survey method. **(10Marks)**