



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2020_1 EXAMINATION

COURSE CODE: JLS714
COURSE TITLE: COMMUNICATION RESEARCH
UNITS: 3
TIME ALLOWED: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. There are several characteristics that help us to further understand the nature of research generally. Explain the five characteristics of scientific research that are relevant to the field of Mass Communication (**17¹/₂ Marks**)
2. Research can be classified based on measurement. Identify and explain the three types of research under this classification, highlighting two major advantages of each (**17¹/₂ Marks**)
3. With aid of relevant examples, explain the four key procedural concepts in carrying out content analysis (**17¹/₂ Marks**)
4. Citing examples, contrast the following types of variables:
 - i. Dependent and Independent
 - ii. Active and Attribute
 - iii. Discrete and Continuous
 - iv. Simple and Complex
 - v. Predictor and Criterion (**17¹/₂ Marks**)
5. Case study research procedure may resemble those of survey and experimentation but differs greatly in many respects. Discuss five distinct stages in doing a case study (**17¹/₂ Marks**)
6. Discuss the four main categories of electronic media research (**17¹/₂ Marks**)