



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS & SOCIAL SCIENCES
JANUARY/FEBRUARY 2013 EXAMINATION**

**COURSE CODE: JLS 814
COURSE TITLE: COMMUNICATION RESEARCH
UNIT: 3
INSTRUCTION: ANSWER ANY FOUR QUESTIONS
TIME: 3 HOURS**

1. (a) Formulate a research topic that is relevant to media practice and construct five research questions on the research topic.
(b) Based on the research topic in (1a), Formulate:
 - i. Research Hypothesis (H1)
 - ii. Alternative Hypothesis (HA)
 - iii. Null Hypothesis (H0).
2. (a) Highlight the concerns of media research.
(b) Discuss at least five of the steps in the scientific method of conducting research.
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.
4. (a) Discuss the methods of gathering survey data.
(b) Discuss your preference for Field Experimentation research.
(c) Discuss the general problems in Survey method.
5. (a) A researcher sampled 3,000 respondents in a survey and 2,700 copies of the questionnaire were returned. Calculate the response rate.
(b) The research population for a study is 70,000. A researcher decides to use only 5% of the population as sample size. Calculate the sample size.
(c) With numerous examples under each, discuss the two major sampling methods.
6. With numerous examples, discuss the four levels of measurement in communication research.