



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR: BACHELOR OF BROADCAST JOURNALISM HMC 4307: COMMUNICATION RESEARCH METHODS END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick DateDec 2024

Instructions to Candidates

You should have the following for this examination

-*Answer Booklet, examination pass and student ID*

This paper consists of five questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

QUESTION ONE

You have chosen to undertake research on The Impact of social media on the Mainstream Media:

- a) State any three objectives for this study. (6 marks)
- b) Justify your choice of study (6 marks)
- c) Illustrate your scope and limitation (6 marks)
- d) Explain any two, research instrument that you will employ in this study. (6 marks)
- e) Highlight any 6 ethical considerations of mass media research. (6 marks)

QUESTION TWO

- a) With appropriate examples, explain what you understand by the following terminologies:
- i) Sampling frame
 - ii) Systematic sampling errors
 - iii) Ratio measurement
 - iv) Subjectivity in research
 - v) Dependent variable (10 marks)
- b) Describe any five disadvantages of the telephone as instruments of data collection. (10 marks)

QUESTION THREE

- a) Discuss at least three (3) research designs and demonstrate how you may apply them in mass communication research. (10 marks)
- b) Explain the process of conducting an interview. (10 marks)

QUESTION FOUR

- c) Highlight the ten steps in conducting content analysis. (10 marks)
- d) Explain five purposes of data collection in research. (10 marks)

QUESTION FIVE

- a) Explain any five characteristics of an effective research tool. (10 marks)
- b) Using Examples, discuss the difference between quota sampling and snow-ball sampling. (10 marks)



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MARKING SCHEME**

QUESTION ONE

a) State any four objectives for this study.

- i) The Objectives should be SMART.
- ii) The candidate must use appropriate directive verbs
- iii) They should stem from the topic of study
- iv) Should touch on the intended respondents.

(Award 2 marks for three correctly stated objectives, $2 \times 3 = 6$ marks)

b) Justify your choice of study – This is how the student explains the importance of setting out to carry the study and how the consumers of the findings will benefit from it.

(Award 3 marks for any three justifications of the study, $2 \times 3 = 6$ marks)

c) Illustrate your scope and limitation

- i) Scope is how wide or how narrow the study will be. Candidate must explain it.
- ii) Limitations are the things that the researcher would wish to do but is constrained in one way or the other. Candidate should explain this.

(Award 3 marks for the scope and three marks for the limitations, $3 \times 2 = 6$ marks)

d.) Research instrument that you will employ in this study

- i) Questionnaire
- ii) Interview schedule
- iii) Audio recordings
- iv) Focus group discussions
- v) Content analysis

(Award 3 marks for any two correctly explained instruments, $2 \times 3 = 6$ marks)

e) Ethical considerations of mass media research.

- i. Honesty
- ii. Objectivity
- iii. Public interest
- iv. Follow guidelines in data collection
- v. Inform the respondents about the research
- vi. Seek permission
- vii. Cite sources
- viii. Trustworthiness

(Award 1 marks for any six correctly explained points, $1 \times 6 = 6$ marks)

QUESTION TWO

a) Explain what you understand by the following terminologies:

- **Sampling frame-** The sampling frame is the master list from which a sample is selected. The frame describes the population interims of sampling units. It may be a geographical area. In essence a frame lists or maps elements of the universe.
- **Systematic sampling errors-** Systematic sampling error occurs when the sample is not drawn properly. It can also occur if names are dropped from the sample list because some individuals were difficult to locate or uncooperative.
- **Population-** Population or universe is the aggregate of all units possessing certain specified characteristics on which the sample seeks to draw inferences
- **Subjectivity in research-** It is being biased in reporting the findings of a given research.
- **Dependent variable-** also called the response variable. It is the output of a process or statistical analysis. Typically, the dependent variable is the result one wants to achieve.

(Award 2 marks for each correctly explained concept, $2 \times 5 = 10$ marks)

b) Disadvantages of the telephone as a data collection instrument

- i. Respondents can hang up calls
- ii. Technical errors may occur
- iii. Only people who own telephone can be involved
- iv. Expensive if calls are far off
- v. Time bounded since more time may not be allotted for calls equally
- vi. Interviewer bias is possible
- vii. Communication problems can exist in terms of understanding, language, tone, etc

(Award 2 marks for any five correctly explained points, $2 \times 5 = 10$ marks)

QUESTION THREE

a) Research designs

- i) Descriptive
- ii) Exploratory
- iii) Analytical
- iv) Conceptual
- v) Experimental
- vi) Longitudinal

(Award 3 ½ marks for any three correctly explained points, 3 ½ *3=10 marks)

b) Process of conducting an interview

- i. Preparation
- ii. Introduction
- iii. Developing rapport
- iv. Carrying the interview forward
- v. Recording the Interview
- vi. Closing the Interview

(Award 2 marks for any five correctly explained steps, 2*5=10 marks)

QUESTION FOUR

a) Steps in conducting content analysis.

- i. Formulate the research question or hypothesis
- ii. Define the population in question
- iii. Select an appropriate sample from the population
- iv. Select and define a unit of analysis
- v. Construct the categories of content to be analyzed
- vi. Establish a quantification system
- vii. Train coders and conduct a pilot study
- viii. Code the content according to established definitions
- ix. Analyze the collected data
- x. Draw conclusions and search for indications

(Award 1 mark for each of the ten steps correctly explained , 1*10=10 marks)

b) Purposes of data collection in research.

- i. Monitoring
- ii. Planning
- iii. Making assessments
- iv. Describing
- v. Evaluation
- vi. Implementation
- vii. Evidence based decision making / conclusions
- viii. Make interventions / changes / improvements/ policy decisions

(Award 2 marks for any five correctly explained points, $2*5=10$ marks)

QUESTION FIVE

a) Characteristics of an effective research tool.

- i. Clarity
- ii. Brevity
- iii. Simple
- iv. One idea in one question
- v. Logical sequencing
- vi. Checks and balances in questions
- vii. Avoid jargons
- viii. Unambiguity
- ix. Reliability

(Award 2 marks for any five correctly explained points, $2*5=10$ marks)

b), Difference between quota sampling and snow-ball sampling.

Quota Sampling- it refers to selection with controls, ensuring that specified numbers (quotas) are obtained from each specified population subgroup (e.g. households or persons classified by relevant characteristics), but with essentially no randomization of unit selection within the subgroups.

Snowball sampling is highly useful in studies where population units are not well defined and thus cannot be listed. The selection of respondents is based on referrals from initial informants.

(Award 5 marks for correct explanation of each concept, $5*2=10$ marks)