

Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**END SEMESTER EXAMINATION: JULY 2022**

**MA: JOURNALISM AND MASS COMMUNICATION (MCJ) – II SEMESTER**

**MC 8121: Communication Research Methods**

Time: 2.5 hours Max Marks- 70

N.B.

i) Along with this question paper, you should have been given TWO tables – i) Critical Values for Spearman Correlation, and ii) t-Value Table.

ii) This question paper has THREE printed pages and THREE parts.

1. **Write short notes on any FOUR in 100 - 120 words each: (4 x 5 = 20)**
2. Characteristics of scientific method
3. Inductive and deductive methods
4. Measures of central tendency
5. Scaling techniques
6. Graphic representation of data
7. APA stylebook – American Psychological Association with examples
8. **Answer any THREE of the following in about 350 words each: (10x3 = 30)**
9. Discuss content analysis as a preferred method of qualitative research. What are the tools and techniques that this method uses to safeguard reliability of research?
10. Answer both these parts:
11. What is survey research? Explain in about 50 -100 words (3 marks)
12. You must conduct a survey among college students of Bengaluru. Your sample size is about 500. How will you go about it making it a rigorous/ scientifically reliable and valid research? Explain step-by-step (7 marks)
13. Explain ethical issues in conducting and publishing research. If they hinder our research instinct and initiatives, why should we bother about ethical concern in research?
14. What are the basic sampling methods? Explain each of them with their subsets. Demonstrate each of them by giving examples.
15. What is a hypothesis? (2 marks). Explain various types of hypotheses (4 marks). Comment on hypothesis testing and types of errors (4 marks).
16. **Answer ALL the questions below; remember to write the formulae where relevant.** (Marks break up is indicated under each question):  **(total 20 marks)**
17. Find mode and median: 90, 94, 53, 68, 79, 84, 87, 72, 70, 69, 65, 89, 85, 83, 72 **(1+1 marks)**

13. work out mean of the given set: **(3 marks)**

**Grade        f        x**

40-49        3        44.5

50-59        5        54.5

60-69        6        64.5

70-79        9        74.4

80-89        8        84.5

90-99        7        95.0

**14.** Given is a sample of data for eight students whose performance in the class and their Instagram habits we try to correlate. Begin with a null hypothesis and set the alpha-level before beginning to solve the problem. Then, using Spearman *Rho*, find the correlation between the two variables, interpret the results, and make a valid conclusion. (While working out *df*, please consider the number of pairs, and NOT the total cases) **(5 Marks)**

|  |  |  |
| --- | --- | --- |
| Students  | Ranks scored in studies | Ranked hours on consuming IG |
| Lavanya | I | 2 |
| Dileep | 2 | 1 |
| Steven | 3 | 3 |
| Tanveer | 3 | 5 |
| Prateeksha | 5 | 4 |
| Anya | 6 | 8 |
| Almas | 7 | 6 |
| Carol  | 8 | 7 |



**15.** You want to test if there is sex difference in the recall ability of college students. For this, you give them newspapers to read, and calculate their recall abilities with certain exercises. For your sample drawn through a stratified random sampling method, you select 10 boys and 10 girls from various universities. Their recall scores are given below:

Girls: 4,4, 5,7, 7, 8, 9, 9, 12, 15.

Boys: 2, 3, 4, 4, 4, 6,6, 8,10, 13.

Formulate a null and an alternate hypothesis, set an appropriate confidence level, and verify if there is a difference in the sex variable. Test your null hypothesis against the table-values provided, and draw inference.

Use the independent *t*-test formula $t=\frac{\overbar{x}\_{1}-\overbar{x}\_{2}}{s\_{\overbar{x}\_{1}-\overbar{x}\_{2}}}$,

which begins with Standard Error:-

$$s\_{\overbar{x}\_{1}-\overbar{x}\_{2}}=\sqrt{\left(\frac{ss\_{l}+ss\_{2}}{n\_{1}+n\_{2-2}}\right)\left(\frac{1}{n\_{1}}+\frac{1}{n\_{2}}\right)}$$

 **(10 marks)**

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