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Register Number:

DATE:

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

**MA JOURNALISM & MASS COMMUNICATION (MCJ) - II SEMESTER**

**SEMESTER EXAMINATION: JULY 2022 (Supplementary)**

**MC 8118 - Media Research Techniques**

Time - 2 ½ hrs Max Marks - 70

**This paper contains TWO printed page and THREE parts**

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

(iii) This question paper has THREE printed pages and THREE parts

1. **Write short notes on any FOUR of the following (word limit: 150 each): (4 x 5 = 20)**
2. Scope or elements of communication research
3. Variables and their kinds
4. Correlation techniques in research
5. Experimentation technique
6. Focus Groups
7. Research report writing
8. **Answer any TWO of the following in about 500-600 words: (5 x 2 = 30)**
9. Discuss commonly used qualitative research methods in communication field.
10. What are the basic sampling methods? Explain each of them with their subsets. Demonstrate each of them by giving examples.
11. What is a hypothesis? (2 marks). Explain various types of hypotheses (6 marks). Comment on hypothesis testing and types of errors (7 marks).
12. **Answer ALL the questions below; remember to write the formulae where relevant.** (Marks break up is indicated under each question): **(total 20 marks)**
13. Find mode and median: 20, 14, 15, 16, 50, 16, 16, 45, 48. **(1+1)**

11. Work out mean of the given set: **(3 marks)** These are the weights of a group of students given as class interval. Work out their mean weight. Remember to find the mid-point and cumulative frequency and employ the appropriate formula.

**Wt                 f**

120-139        6

140-159        8

160-179        12

180-199        7

200-220        3

**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’s *Rho*, find 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 a 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:-

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

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