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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** |
| **MA JOURNALISM AND MASS COMMUNICATION - II SEMESTER** |
| **SEMESTER EXAMINATION: APRIL 2019** |
| **MC 8118 – Media Research Techniques** |
| **Time- 2 1/2 hrs** |  | **Max Marks-70** |

This paper contains **TWO** printed pages and **THREE** parts, and is accompanied by three *p-*value tables for reference.

***Part A: Answer any TWO of the following in about 500-600 words each (15x2=30 marks)***

1. What is research *(2 marks)*? Differentiate between various types of research, and mention their use *(13 marks)*.

2. The University Grants Commission (UGC) wants to conduct a nation-wide study on how the use of instagram influences the study habits of college-going students. Design a complete research project for the UGC, which should include every element of research from the beginning to the end, and must briefly mention how you are going to execute each of the steps from the beginning.

3. Explain any two methods of data collection in detail (your answer should not overlap with any other question from this paper you may have tried to answer).

4. How is ethnography as a method of qualitative research different from case studies? Explain in detail.

***Part B: Answer any TWO of the following (10x2=20 marks)***

5. One of you wants to examine the relationship between a student's number of sleeping hours per night and the marks scored at Masters level. You hypothesise *(1 mark)*, and track her sleeping pattern, and correlate it with her scoring pattern. Work out the correlation *(7 marks)* and interpret the results at 0.05 significance level *(2 marks)*.

|  |  |  |
| --- | --- | --- |
| Weeks | Sleep (X) | Marks (Y) |
| A | 8 | 81 |
| B | 8 | 80 |
| C | 6 | 75 |
| D | 5 | 65 |
| E | 7 | 91 |
| F | 6 | 80 |

6.Below are given two sets of newspaper reading scores from two samples of girls (X) and boys (Y). Test if the two samples are taken from the same population or different *(5 marks)*. Begin with the hypothesis *(2 marks)*, Interpret the results at .01 confidence level *(3 marks)*.

The two sets of values: 7, 2, 9, 8 (X) and 1, 2, 3, 4 (Y)

7. You plan to conduct a study to see if people favour/ oppose, and consider it right or wrong to modify our right to Freedom of Speech and Expression. You come up with these scores:

|  |  |  |
| --- | --- | --- |
| Freedom of Speech & Expression | Right  | Wrong  |
| Favour | 191 | 341 |
| Oppose | 104 | 171 |

Analyse *(6 marks)* and interpret the results at .01 confidence level*(3 marks)*. Are the results significant, and why? *(1 mark)*.

***Part C: Answer any FOUR in about 100-150 words each (5x4=20 marks)***

8.Hypothesis

9.Levels of data measurement

10. Textual Analysis in visual media

11.APA Manual

12. In-depth interview

13.Methods of science