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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

***Part A:*** *Answer any* ***TWO*** *of the following in about 500-600 words each*

 *(15x2=30 marks)*

1. How do we know? After detailing various methods of knowing *(4 marks)*, explain the characteristics of scientific knowledge (6 marks). Detail ontologies and epistemologies of research *(5 marks)*.

2. What is the importance of citations and bibliography in any writing, especially in research (5 *marks*)? With suitable examples, demonstrate the use of APA-6 style manual in in-text citations as well as in references *(10 marks; 1.5 mark each for the following)*. Your example should include

 i) a single-author journal article - hard copy, verbatim citation

 ii) a multi-author journal article - online, summary of an argument

 iii) a newspaper report whose author is not mentioned - online,

 summary of an issue/ idea

 iv) a chapter from an edited book - hard copy, verbatim

 v) a book- hard copy, verbatim

 vi) a YouTube video

You could produce any imaginary text and references for this purpose; but the demonstration should strictly adhere to the said manual.

3. Differentiate between probability and non-probability sampling *(4 marks)*? Explain each of them, with their sub-categories, in detail, with examples *(11 marks)*.

4. Explain content analysis, major types of content analysis, and how you can use them in research *(5 marks).* If you were to study *misogyny* and *sexual* *harassment of Indian women journalists on Twitter*, how would you go about conducting a research using this qualitative content analysis? *(10 marks)*.

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

5. **t-test** 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 keeping .01 as its confidence level *(3 marks)*.

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

6. 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)*?

7. You, as a researcher, want to study if there is correlation between students' English and Maths-learning abilities, for which you study a sample of 9 students. Though you have the raw scores, you convert them into ranks *(2 marks)*, compute and test the findings *(5 marks)* against the table provided, and come up with your inferences.

Begin with hypotheses *(2 marks)* and interpret the results at 0.05 confidence level *(1 mark)*.

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| --- | --- |
| English Scores | Maths Scores |
| X | Y |
| 30 | 31 |
| 28 | 32 |
| 47 | 45 |
| 17 | 33 |
| 10 | 8 |
| 43 | 39 |
| 9 | 12 |
| 6 | 4 |
| 28 | 31 |

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

8. Action research

9. Ethics to be followed in research

10. Sampling error

11. Coding

12. Focus group studies

13. Areas of research in communication