



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

2023_1 POP EXAMINATION

COURSE CODE: JLS 814

COURSE TITLE: COMMUNICATION RESEARCH

UNITS: 3

TIME: 3 HOURS

INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS.

1(a) Discuss eight (8) steps of scientific research. **(17.5Marks)**

2. Give a detailed explanation of five major characteristics of research often mentioned in communication research circles. **(17.5Marks)**

Q3 (a) Provide an explanation of (i) participant observation method of research and (ii) non-participant observation method of research. (b) Account for the strengths and weaknesses of the **non-participant** observation method of research. **(17.5Marks)**

Q4(a) Outline and discuss seven (7) basic steps in the procedure for focus group discussion. (b) Give reasons why a mass communication researcher should possess good knowledge of research methods. **(17.5Marks)**

Q5(a) Discuss five (5) **disadvantages** of survey research. (b) Give five (5) reasons to justify sampling. **(17.5Marks)**

70 MARKS