

**THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES – LEVEL 5
FINAL EXAMINATION (2007)
SSU 3202 - MASS COMMUNICATION RESEARCH**



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DURATION – THREE (03) HOURS

Date: 01st October 2007

Time: 9.30 a.m. – 12.30 p.m.

Answer five (05) questions only. Each question carries 20 marks.

1. What is ethical and unethical in research is ultimately a matter of what a community of people agree is right or wrong. Explain with reference to ethics of communication research.
2. The purpose of communication research is exploration, description, and explanation. Explain, what this means.
3. Researchers must choose from four levels of measurement what is captured as information. However, the most appropriate level depends on the purpose of measurement. Discuss citing examples.
4. Several sampling designs are available to researchers. Explain advantages and disadvantages of four designs you like.
5. What are the rules for questionnaire design? Briefly discuss the significance of all these rules.
6. Both quantitative and qualitative techniques should be used for interpreting content analysis data. Explain.
7. Pretesting is a formal method of obtaining feedback pertaining to the use of a specific tool of research. Explain the significance of pre – testing.
8. Those in the field of communication research should know how to avoid politically motivated interests of those who commission research. Discuss.
9. Comment briefly on the following;
 - (i) Field Observations
 - (ii) Focus groups
 - (iii) Probing Interviews
 - (iv) Case Studies