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**THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
BA DEGREE IN SOCIAL SCIENCES – LEVEL 5  
FINAL EXAMINATION – 2007/2008  
SSU 3202 - MASS COMMUNICATION RESEARCH**



**DURATION – THREE (03) HOURS**

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**Date: 13<sup>th</sup> September 2008**

**Time: 9.30 a.m. – 12.30 p.m.**

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

1. Discuss the significance of rules to be observed with regard to questionnaire design.
2. “It is in the best interest of communication research that sources of information be credible and representative when addressing peripheral level problems”. Discuss.
3. Explain the advantages and disadvantages of four designs of your choice relating to sampling.
4. “Pretesting is a formal method of obtaining feedback pertaining to the use of research tools”. Explain the significance of pretesting.
5. “Those in the field of communication research should know how to avoid politically motivated interests of those who commission research”. Discuss.
6. “The most appropriate level of measurement depends on the purpose of measurement”. Discuss with reference to levels of measurement.
7. “It is in the best interest of scholarly work that communication researchers be ethical minded”. Discuss the significance of this statement.
8. “Both quantitative and qualitative techniques should be used for interpreting content analysis data”. Explain.
9. Comment briefly on the following:
  - (i) Field Observations
  - (ii) Focus groups
  - (iii) Probing Interviews
  - (iv) Case Studies

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