

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE IN SOCIAL SCIENCES – LEVEL 5
 FINAL EXAMINATION – 2008/2009
 SSU 3202 - MASS COMMUNICATION RESEARCH



DURATION – THREE (03) HOURS

Date: 06th June 2009

Time: 9.30 a.m. – 12.30 p.m.

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

1. "A quantitative researcher would focus on a component of a system whereas as a qualitative researcher is holistic in his approach, trying to explain the uniqueness of a situation analysed". Justify this statement.
2. There are two aspects that you need to consider when designing a questionnaire, namely, (a) the semantic aspect and (b) the physical layout of the questionnaire. Comment.
3. Pre-testing a medium is indirectly connected with testing of communication skills of the audience. Explain, citing examples.
4. What are the fundamental steps associated with content analysis? Explain.
5. Three of the most common and useful purposes of research are exploration, description and explanation. Comment citing examples.
6. Research involves going through a series of logically conceived stages; each with a well defined set of activities. Comment.
7. In social research the need for sampling arises due to the heterogeneity of a given population. Hence the main criterion for consideration is the degree to which it is representative of the population. Explain.
8. Explain the main characteristics of indexes, scales, and typologies and how they differ from each other.
9. Write short notes on any four (04) of the following:
 - (i) Four levels of measurement
 - (ii) The importance of stratified sampling
 - (iii) Historical research
 - (iv) Case Studies
 - (v) The Audience Rating
 - (vi) Ethical issues in Research