

**THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE PROGRAMME IN SOCIAL SCIENCES – (2013/2014)
FINAL EXAMINATION - LEVEL V (SEMESTER I)
SSU3202 – MASS COMMUNICATION RESEARCH**



DURATION: THREE HOURS (03 HOURS)

Date: 10.11.2013

Time: 09.30 a.m. – 12.30 p.m.

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

1. Explain the three major trends that moved traditional societies into what is known as mass society. Give also the main characteristics of the mass society that responded to media effects.
2. “Research should be an objective, systematic, empirical and cumulative process by which a researcher seeks to solve theoretical and applied problems”. Explain giving examples.
3. In Qualitative studies there are three major data collection methods::
(1) Participant observation (2) In-depth interviews, and (3) Focus groups. Discuss the advantages and disadvantages of these methods.
4. Explain the following:
 - i. Positivist Paradigm.
 - ii. Quantitative research.
 - iii. The Likert Scale.
 - iv. Probability Theory.
5. ‘The four levels of measurement in research impact on how we collect data and how we analyze them later.’ Explain.
6. ‘There are well laid general principles in designing questionnaires.’ Explain them with examples.
7. ‘Advertisement costs are traditionally determined by audience sizes. However, there are other key elements to consider when buying print or TV advertisements.’ Explain.
8. ‘One can use several research approaches for the purpose of pre-testing communication materials.’ Explain the four major pretesting methods giving examples.

9. (i) "*Variables* are characteristics of the things that we are studying". These things are commonly called *cases* or *units*. Explain.
- (ii) '*Variables* that pertain to a given unit of analysis take on different *values* from case to case.' Give examples.
- (iii) How do researchers measure variables?
- (iv) 'A variable is *dichotomous* (also called a *dummy variable*) if it has *exactly* two possible values'. Explain, giving examples.

*****All rights Reserved*****