THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES -- LEVEL 5
FINAL EXAMINATION - 2009/2010
SSU 3202 - MASS COMMUNICATION RESEARCH

DURATION – THREE (03) HOURS

Date: 12th June 2010 **Time: 1.30 p.m. – 4.30 p.m.**

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

1. Research involves going through a series of logically developed stages, with well defined activities. Explain.

2. Explain the four levels of measurement used in social scientific research.

3. What are the main characteristics of indexes, scales, and typologies?

4. Explain some of the major non probability sampling methods and the circumstances in which they are used.

5. Discuss some of the major ethical concerns in connection with social science research.

6. What are the problems connected with content analysis as a research method?

7. Pre-testing is a formal method of obtaining feedback pertaining to messages to be disseminated. Discuss.

8. There are two basic approaches in administering questionnaires. Explain with examples.

9. Write short notes on the following:
   a. Question setting.
   b. Survey research.
   c. Variables
   d. Qualitative Research.
   e. The Audience Share

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