

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2024

PVC1MC04 – COMMUNICATION RESEARCH METHODS

Date: 16-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A – K1 (CO1)

Answer ALL the questions (5 x 1 = 5)	
1	MCQ
a)	What is the correct level of measurement for data with categories that have no inherent order or ranking? a) Nominal b) Ordinal c) Interval d) Ratio
b)	Choose the appropriate methods that is often used in ethnographic research within media studies to gain insights into media consumption patterns? a) Conducting surveys b) Analyzing content quantitatively c) Participant observation d) Experiments
c)	In media research, which statement accurately describes the use of descriptive statistics? a) Descriptive statistics are rarely used in media research. b) Descriptive statistics are commonly used in media research to summarize audience demographics. c) Descriptive statistics are used primarily for experimental research in media studies. d) Descriptive statistics are exclusively used for content analysis in media research.
d)	Select the best defines convenience sampling in research? a) A method of selecting participants randomly from a population. b) A method of choosing participants based on specific characteristics. c) A method of studying media consumption patterns. d) A method of choosing participants who are easily accessible or readily available.
e)	Which of the following statements accurately describes content analysis in research? a) Content analysis involves selecting participants based on specific characteristics. b) Content analysis is a method of studying media consumption patterns. c) Content analysis is a systematic analysis of the content of media messages. d) Content analysis is a method of choosing participants who are easily accessible.

SECTION A – K2 (CO1)

Answer ALL the questions (5 x 1 = 5)	
2	MCQ
a)	In media content analysis, researchers often employ which type of survey questions? a) Close-ended survey questions b) Likert scale questions c) Open-ended survey questions d) Multiple-choice questions
b)	Within the research context, a variable is any characteristic or factor that has the capacity to vary and can be measured. Variables are frequently categorized into independent and: a) Random variables b) Dependent variables c) Control variables d) Nominal variables
c)	Which statement is true regarding qualitative data collection methods?

	<p>a) They prioritize numerical data and statistical analysis. b) They focus on generating in-depth, non-numerical data. c) They are primarily used for hypothesis testing. d) They rely on large sample sizes</p>
d)	<p>What type of consent must researchers obtain from participants before involving them in a study? a) Verbal consent b) No consent is required c) Informed consent d) Implied consent</p>
e)	<p>In research, what ethical aspect is of utmost concern when it comes to participant information? a) Data accuracy and completeness b) Data access and sharing c) Confidentiality and anonymity d) Data analysis and interpretation</p>

SECTION B – K3 (CO2)

	<p>Answer any THREE of the following (3 x 10 = 30)</p>
3	Craft a research investigation regarding the influence of social media on the mental well-being of adolescents. Formulate a research Question, delineate the variables, and posit a hypothesis
4	Define and elucidate the concept of probability sampling in research. Provide real-world instances where non-probability sampling methods might be aptly employed
5	Could you suggest a research scenario within media studies where narrative analysis is the most suitable method due to its unique strengths?
6	What is the fundamental difference between nominal, ordinal, interval, and ratio levels of measurement in research?
7	What ethical considerations or guidelines will you adhere to during the entire process of conducting in-depth interviews?

SECTION C – K4 (CO3)

	<p>Answer any TWO of the following (2 x 12.5 = 25)</p>
8	Analyze a media research study investigating the impact of social media on political divisions. Explore the research inquiries, sampling methodologies, data collection techniques, and pivotal findings
9	In a scenario where you are conducting qualitative research on media framing of a specific social issue, such as gender or culture, elucidate the sampling strategy you would employ and provide an overview of the content analysis process
10	Examine and deconstruct the essential components within a research paper, delineating their individual functions and importance in bolstering the overall quality and credibility of the research investigation
11	Outline and provide justification for selecting four qualitative research methodologies that are suitable for examining the media consumption behaviors of teenagers in the digital era

SECTION D – K5 (CO4)

	<p>Answer any ONE of the following (1 x 15 = 15)</p>
12	Integrate the steps constituting the research process and devise a visual flowchart that illustrates the sequential progression of a research inquiry.
13	Develop an extensive research report centered on a selected research topic, encompassing the research query, methodology, data analysis, and research findings

SECTION E – K6 (CO5)

	<p>Answer any ONE of the following (1 x 20 = 20)</p>
14	Evaluate the importance and impact of a theoretical framework within a research investigation. Expound on its function in steering the research trajectory, offering guidance, and strengthening the study's theoretical underpinning
15	Compose a research report that provides a concise summary of the outcomes derived from a qualitative investigation into the online health information seeking behavior exhibited by middle-aged adults. Detail the procedures employed for data collection, elucidate the process of data analysis, and illuminate the primary themes that surfaced during the study

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