

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF DOCTOR OF
PHILOSOPHY IN JOURNALISM AND MASS COMMUNICATION**

JAMC 900: RESEARCH METHODOLOGIES IN MEDIA AND COMMUNICATION

STREAMS: Ph.D. JAMC

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 14/07/2021

02.30 P.M. – 5.30 P.M.

INSTRUCTIONS:

- Answer three questions
- All questions have equal marks
- Writes legibly
- Exam cheating is a serious offense

QUESTION ONE

1. Questionnaires are often used to assess people attitudes to current events and to factors affecting attitude change. Psychologists have obtained information on such diverse topics such as attitudes to body image and attitudes to drinking and driving. This information has enabled research to the factors affecting attitude to change. Demonstrate how you would carry out a questionnaire into ‘attitudes to parental discipline’. Justify your decisions as part of your explanation, you must refer to. (20 marks)
2. A research worker plans to evaluate high school students’ reactions to a new policy on closed campus stations. He locates himself near the office of the dean, where he interviews every fourth student who visits the dean. He eventually secures data from 100 interviews and publishes his findings as the “Reactions of high school students to new policy for a closed campus.” What may be wrong with this approach? Discuss.(20 marks)

3. An educational researcher is interested in finding out the relationship between students' participation in two after-school programs and academic achievement. She states the following hypothesis in the description of her study:

H.I. Children who participate in an after-school program that emphasizes critical thinking skills will score higher on measures of academic achievement and self-esteem than students who participate in a program that emphasizes rote memorization. Identify and analyze independent variable(s) and dependent variable(s) in this study and determine whether the variable is categorical or continuous. (20 marks)

4. Researchers want to conduct an observation study of shopping behavior at a large local supermarket. The table below shows the number of times different behaviors were observed.

Reading magazine stand	Talking to other people	Queuing quietly for shopping	Using a mobile phone	Arguing with partner
10	11	18	28	8

Describe one ethical issue that researcher need to consider when conducting this observation and suggest how this could be dealt with. (2 marks)

Explain what is meant by inter-rater reliability in observational research (2 marks)

Suggest how the researchers could ensure that this observation has inter-rater-reliability. (4

marks)

Sketch an appropriate graph or chart to display the findings from this study. (4 marks)

Outline two findings from the data displayed in this graph or chart. (4 marks)

Outline one disadvantages of having quantitative data in the study. (3 marks)

What level of data has been collected in this study? (1 marks)

5. A study investigating factors influencing inter-personal attraction was conducted by psychologists using the self-report method. This involved asking people questions about how important age, appearance, personality, occupation and money were when forming romantic relationships. People were approached in a local shopping centre one weekday morning and asked if they would take a questionnaire home to complete and return using a pre-paid envelope.

Identify one ethical issue in this study. (2 marks)

How could you ensure that the questionnaire would not cause too much stress to participants? (5 marks)

Suggest how one of these ethical issues could be addressed. (3 marks)

Evaluate the validity of this research. (5 marks)

How could the researcher ensure this study had test re-test reliability. (5 marks)

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