

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM & MASS  
COMMUNICATION**

**DJMC 0214: COMMUNICATION RESEARCH**

**STREAMS: DJMC Y2S1**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 17/12/2024**

**2.30 P.M. –4.30 P.M.**

**Instructions**

1. Answer three questions
2. Question one is compulsory
3. Exam cheating is a serious offense

**SECTION A: 30 MARKS**

1 (a). Research has been defined in a number of different ways, and while there are similarities, there does not appear to be a single, all-encompassing definition. Demonstrate why. (10marks)

(b). 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.

- i. Identify two ethical issues in this study. (2 Marks)
- ii. How could you ensure that the questionnaire would not cause too much stress to participants? (5 Marks)
- iii. Suggest how one of these ethical issues could be addressed. (3 Marks)
- iv. Evaluate the validity of this research. (5 Marks)
- v. How could the researchers ensure this study had test re-test reliability? (5 Marks)

**SECTION B: 40 MARKS**

2. The scientific method uses a series of steps to establish facts or create knowledge. Discuss.  
(20marks).
  
  3. Because content analysis can be applied to a broad range of texts, it is used in a variety of fields, including marketing, media studies and anthropology. Identify and analyze four weaknesses of content analysis. (20marks).
  
  4. A common misconception in research is that a hypothesis will be proven. Don't you find this as a contradiction? Discuss why and why not. (20 marks).
  
  5. Each research methodology is different, but there are some central features that all proposals share. Identify and discuss four common features of research methodologies.  
(20 marks)
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