

FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY
DEPARTMENT OF INFORMATION AND MEDIA TECHNOLOGY
SECOND SEMESTER EXAMINATION 2011/2012 SESSION
MCT 323 INTRODUCTION TO RESEARCH METHODS IN MASS
COMMUNICATION TECHNOLOGY

INSTRUCTION: Answer TWO QUESTIONS from Section 1 and TWO QUESTIONS from Section 2 (4 questions only)

TIME ALLOWED: 160 Minutes (2 Hours 40 Minutes)

SECTION 1

1. What characteristics distinguish research from other methods of knowledge?
2. Examine the nexus between science and research
3. Research is a dynamic, on-going, ever-changing process, discuss.

SECTION 2

4. With a relevant example, describe the process of obtaining a sample using the proportional stratified random sampling technique.
5. Discuss four differences between survey and experimental research designs.
6. Write notes on the following:
 - (a) Ethnographic Research
 - (b) Research Population
 - (c) Participant Observation
 - (d) Purposive Sampling
 - (e) Primary Sources of Data