



Southern College
Kolej Selatan
南方学院

Final Examination
Semester II / 2010

SUBJECT : COMMUNICATION RESEARCH METHODOLOGY
SUBJECT CODE: JOUR 2093
TIME : 2 1/2 HOURS
DEPARTMENT : JOURNALISM AND COMMUNICATION STUDIES
CLASS : DJJ08C/09A/BC

LECTURER : NEW KUWI HOI

STUDENT'S ID :
BATCH NO. :

Note to candidates:

- 1. The question paper consists of 2 printed pages.**
- 2. All questions must be clearly and correctly numbered.**
- 3. Section A : Answer ALL questions**
- 4. Section B : Answer TWO question**
- 5. Answer all questions in a booklet provided and return it with the question paper.**

COMMUNICATION RESEARCH METHODOLOGY

Section A : Answer ALL questions [50 marks]

Q1. Rewrite the information below according to APA style of reference. **[20marks]**

a. Book :

i.

Author Joann Keyton
Title Communication Research Asking Questions Finding Answers.
Year Released 2010
Place of Publication New York
Publisher McGraw Hill Higher Education
Edition Third Edition **(6 marks)**

ii.

Editors Guido H. Stempel III, David H. Weaver, G. Gleveland Wilhoit
Title Mass Communication Research and Theory
Year Released 2009
Place of Publication USA
Publisher Pearson Education, Inc. **(6 marks)**

b. Journal:

Title Media Asia an Asian Communication Quarterly
Author Sankaran Ramanathan
Article Malaysia Children’s Television Gets Low Priority.
Year Released 2008
Place of Publication Singapore
Publisher Asian Media Information and Communication Centre
Volume 35
Number 1
Page 17-23 **(8 marks)**

Q2

These data represent the marks for each of 30 students. **[30 marks]**

- a. Construct a grouped frequency distribution for the data using 6 classes.
- b. Draw a frequency Polygon.
- c. Compute the mean, median and mode for the data.

61	76	55	48	69	87
78	91	77	80	62	52
65	84	81	73	59	86
42	69	47	88	96	64
73	92	68	75	69	90

COMMUNICATION RESEARCH METHODOLOGY

Section B: Answer TWO questions only [50 marks]

Q1.

- a. Define research. [5 marks]
- b. Write on the process of doing an academic research. [10 marks]
- c. Summarize what is measurement. [5 marks]
- d. List four basic scales of measurement. [5 marks]

Q2.

- a. Describe what a focus group is? [5 marks]
- b. Analyze the strengths and limitations of focus group research. [20 Marks]

Q3

Discuss the basic principles for conducting a good qualitative interview. [25 Marks]

Q4.

Compare and contrast the qualitative and quantitative research methods. [25 Marks]

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The research question is one of the most important parts of your research project, thesis or dissertation. It's important to spend some time assessing and refining your question before you get started. The exact form of your question will depend on the length of your project, the type of research, the topic, and the research problem.

How can sexual health clinics in district X develop their services and communications to be more LGBT-inclusive?

The first question is too simple, asking for a straightforward fact that can be easily found online. The second is a more complex comparative question that requires data collection and detailed discussion to answer.

How is race represented in Shakespeare's Othello?

Covering the entire research process--how one conceptualizes a research idea, turns it into an interesting and researchable question, selects a methodology, conducts the study, and writes up the study's findings... "Communication Research: Asking Questions, Finding Answers" covers basic research issues and both quantitative and qualitative approaches to communication research. The text helps students become better consumers of communication research literature by emphasizing effective methods for finding, consuming, and analyzing communication research.

There are a number of Commonly Asked Questions that are asked on a regular basis in an interview. The following are the most asked interview questions with some good tips on how to reply them correctly.

How Would you Describe your Boss? Interview Question and Answer. One of the typical interview question is - Can you please describe Your Boss? Why do the interviewers ask this questions about your previous direct manager/boss and how to answer this question? Tell Me about Yourself Interview Questions and Answers.

Not everyone is open to relocation or business travels. The company tries to find out if you are willing to relocate or whether you are willing to travel and how often. Read more. Why Are You The Best Person For The Job?

