COVENANT UNIVERSITY NIGERIA

TUTORIAL KIT
OMEGA SEMESTER

PROGRAMME: MASS COMMUNICATION

COURSE: MAC 223

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MAC223: RESEARCH METHODS II

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1. Discuss the mutuality between theory and research

2. Consider the following researchable topics

    i. Attitudes of Lagos State residents towards Nigerian home videos

    ii. Portrayal of women in Nigeria's print media advertisements.

    iii. Nigerian newspaper coverage of the 2015 presidential elections.

    iv. Evolution of soft sell journalism in Nigeria.

    v. Newspapers reading habit of Nigerian undergraduates.

3. Which research design will be most appropriate to study each of the topics? Justify your answers.

4. What is communication research?

5. State the factors that led to its development as well as ten areas of communication research

6. Distinguish between research questions and hypotheses and develop three research questions and three hypotheses in any area of mass communication.

7. Look for a questionnaire that has been used for a survey, consider at least five of the questions in it and critique each one.

8. Identify the methods that are used in gathering data in survey research.

9. Itemise and explain the process of conducting content analysis research.

10. Discuss the characteristics, strengths and weaknesses of case study and observational research.

11. Discuss the characteristics, strengths and weaknesses of focus group research and in-depth interview.

12. What is sampling and what are some of the reasons for taking a sample?

13. Sampling calls for three decisions, what are they?

14. What is a sampling frame and why is it important?

15. What are some differences between probability and non-probability sampling?

16. When are non-probabilistic samples best used?

17. What do you understand by representativeness in sampling?

18. What is one way to reduce error in sampling?

19. What are the basic elements of a research proposal?

20. What is plagiarism and how can you avoid it?