

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

**PROGRAMME: MASS
COMMUNICATION**

COURSE: MAC 340

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MAC 340: PRECISION JOURNALISM

Contributor: OMOLE

- What is research method?
- What are the research methods available to a social science researcher?
- What are the differences between survey and experimentation?
- List and explain the instruments for a survey research
- Your class carried out a survey research during the semester. Answer the following based on the study
 - a) State the title of the study.
 - b) What were the research objectives?
- Write out five questions (with their options) from your instrument.
- What is the importance of research to a journalist?
- How is the application of social scientific tools to routine reportorial activities different from hardcore research activities?
- Define sampling and explain the various sampling techniques
- What is the importance of tables, graphs and charts in research?
- What is data analysis?
- What is cross tabulation?