**M 15693**

III Semester M.C.J. Degree Examination, December 2008

**CJ 304 : MASS COMMUNICATION RESEARCH**

Time : 3 Hours

Max. Marks : 80

*Instructions : Answer question No. **VII** and any **four** from the rest.*
*All questions carry **equal** marks.*

I. Write short notes on **any four** of the following :

    a) Census

    b) Research hypothesis

    c) Likert Scale

    d) Non-probability Sampling

    e) T-Test

    f) Independent variable.

II. What is content Analysis ? How does one conduct content analysis for a newspaper research ?

III. Explain the salient features of nominal, ordinal and interval data in communication research.

IV. Describe the Likert Scale and Thurstone Interval Scale as a method for analysing data.

V. What is the purpose of doing a survey research ? What are the different types of surveys ?

P.T.O.

VI. Explain the following qualitative data collection methods.

    a) Participant Observation

    b) Direct Observation.

VII. The data given in the table below has yielded a Chi Square $(\chi^2)$ of the table $\chi^2$ value at .05 level of confidence is 3.418. df = 1. In the light of the Chi Square result, interpret the data.

## Number of Animals that Survived a Treatment

|  | Dead | Alive | Total |
|---|---|---|---|
| Treated | 36 | 14 | 50 |
|  | (72) | (28) | (100) |
| Not treated | 30 | 25 | 55 |
|  | (55) | (45) | (100) |
| Total | 66 | 39 | 105 |

Note : Figures in parentheses represent percentages.

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