

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

**THIRD YEAR EXAMINATION FOR BACHELOR
OF COMMUNICATION AND MEDIA STUDIES**

COMM 313: RESEARCH METHODS IN COMMUNICATION

STREAM: R

TIME: 2 HRS

DAY: TUESDAY (14.30-16.30PM) DATE: 5/12/23

THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS: Answer question **ONE** and any other **TWO** questions

QUESTION ONE (30 MARKS)

You have been asked to carry out a small research to establish the influence of social media on university students in Kenya.

- a) Write down a Statement of the Problem [8 marks]
- b) Formulate at least three (3) objectives and three (3) hypotheses **or** research questions that will guide you in carrying out this research [12 Marks]
- c) Explain the type of target population you would need for this type of research [4 Marks]
- d) Discuss at least 2 research tools that may be useful to you in carrying out this research [6 marks]

QUESTION TWO (20 MARKS)

Explain what a research proposal is and its general usefulness to the research process [20 marks]

QUESTION THREE (20 MARKS)

Discuss at least five (5) different types of research design available that one can use as a blue print for his or her research [20 marks]

QUESTION FOUR (20 MARKS)

- a) Outline the reasons for reviewing literature and explain why literature review is viewed as a challenge for many researchers. (6marks)
- b) Discuss the following sampling techniques
 - i. Stratified sampling. (3marks)
 - ii. Purposive sampling. (2marks)
 - iii. Snow ball sampling. (3marks)
- c) Discuss the factors that a researcher can put into consideration while selecting a research topic. (6 marks)

QUESTION FIVE (20 MARKS)

- a) Explain what a variable is [5 Marks]
- b) Discuss five (5) types of variables available in language and communication research [15 marks]