



**COM 302 – COMMUNICATION RESEARCH
AUGUST 2022 EXAM
DEGREE PROGRAMME**

Section A – Compulsory

Question One (10 marks)

- a) Examine the following quantitative research question: “Do farmers who watch agricultural programs on television learn more farming content as demonstrated by their produce at the annual Agricultural Shows than those who do not watch these programs?”
 - i. What is the independent variable and what is the dependent variable? (1 mark)
 - ii. What are any two intervening variables for this research? (1 mark)
- b) As a TV producer at Country TV, your research is aimed at replacing programs that attract very few viewers.
 - i. Discuss any two data collection methods you would use to gather this data (4 marks)
 - ii. Discuss any two sampling methods you would use for this research (4 marks)

Section B – Choose any three questions (30 Marks)

Question Two

You intend to conduct research that involves persons under the age of 18. Which five considerations you would put in place to ensure that your research is adhering to an ethical code? **(10 marks)**

Question three

Describe five differences between qualitative and quantitative research? **(10 marks)**

Question four

As a researcher at an audience research agency, you have been tasked to conduct a survey on certain aspects of radio listenership. Explain any five reasons as to why it would be important to do literature review before embarking on the research **(10 marks)**

Question five

You have just collected qualitative data for your research. Discuss the process of data analysis that you would follow to produce a comprehensive report **(10 marks)**