



**UNIVERSITY EXAMINATIONS**  
**FIRST YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF**  
**DOCTOR OF PHILOSOPHY IN INFORMATION SCIENCE**  
**FIRST SEMESTER 2021/2022**  
**(FEBRUARY-JUNE, 2022)**

**DMC 901: ADVANCED RESEARCH METHODS IN MEDIA & COMMUNICATION**

**STREAM: Y1 S1**

**TIME: 3 HOURS**

**DAY: WEDNESDAY, 9:00 AM – 12:00 PM**

**DATE: 29/06/2022**

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**INSTRUCTIONS:**

- 1. Do not write anything on this question paper.***
- 2. Answer Question ONE (Compulsory) and any other TWO Questions.***

**Question One**

- Discuss the theoretical underpinnings of research in media and communication. (10 marks)
- Defining a research problem is scientific and sequential. Discuss. (10 marks)

**Question Two**

- Validity and reliability measurements are not haphazard. Discuss. (10 marks)
- Scientific inquiry is paradigm and philosophical. Discuss. (10 marks)

**Question Three**

- Using specific examples, distinguish between measures of central tendency and measures of variability in descriptive statistics. (10 marks)
- Research is a multifaceted phenomena. Discuss. (10 marks)

#### **Question Four**

- a) Inferential and descriptive statistics are varying aspects of research. Discuss (10 marks)
- b) Discuss the concept of triangulation and related aspects that can be triangulated to optimize output. (10 marks)

#### **Question Five**

- a) Conceptual and Theoretical Frameworks are crucial in the research process. Discuss. (10 marks)
  
- b) Discuss the usefulness of the following in research undertakings:
  - (i) Background to the study (2 marks)
  - (ii) Literature Review and Research Gap (4 marks)
  - (iii) Research Proposal (4 marks)