

MDCE-006

Post Graduate Diploma in Development Communication
(PGDDCOL)

Research Methods in Development Communication

Time : Three Hours

Maximum Marks : 100

Note : Attempt all questions. All questions carry equal marks.

1. What is the main difference between structured and unstructured interviews?
 - A) Structured interviews involve a face-to-face interaction, while unstructured interviews are conducted online.
 - B) Structured interviews have predetermined questions, while unstructured interviews do not.
 - C) Structured interviews are more formal than unstructured interviews.
 - D) Structured interviews are used for quantitative research, while unstructured interviews are used for qualitative research.

2. What are the five areas of development research that can be particularly interesting, relevant, and rewarding?
 - A) Research on development policy, working with civil society or NGOs, interpreting the imagery of development, using ICTs, and monitoring and evaluation.
 - B) Research on development policy, working with government agencies, interpreting the imagery of development, understanding the historical construction of development, and using ICTs.

C) Research on development policy, working with civil society or NGOs, understanding the historical construction of development, using ICTs, and monitoring and evaluation.

D) Research on development policy, working with government agencies, interpreting the imagery of development, using ICTs, and monitoring and evaluation.

3. Does sampling error depend on the type of sample?

A) Yes, it only occurs in probability samples.

B) Yes, it only occurs in non-probability samples.

C) No, it can occur in both types of samples.

D) No, it only occurs in convenience and judgment samples.

4. What is the relationship between theory and research?

A) Theory and research are independent of each other.

B) Theory is a result of research, and research is a result of theory.

C) Theory and research are unrelated concepts.

D) Theory is used to prove research findings.

5. Which method of monitoring involves project staff and beneficiaries discussing and assessing the project's performance together?

A) Key informants

B) Complaints/Grievances Petitions

C) Participatory Monitoring

D) Focus Group Discussion

6. What is the purpose of having different members of the research team interpret data?

- A) To ensure consistency in the findings
- B) To facilitate cross-checking of findings and eliminating bias and error
- C) To save time in data analysis
- D) To provide multiple perspectives on the data

7. What is the purpose of an instrumental case study?

- A) To provide an insight into a more general issue
- B) To inquire into a general phenomenon
- C) For better understanding of the particular case
- D) To validate or revise a generalization

8. What needs to be assured to the participants while taking informed consent?

- A) Their names will be mentioned in the research.
- B) Their participation is voluntary and answers will be kept confidential.
- C) Their participation is mandatory.
- D) Their answers will be used for non-research purposes.

9. According to the passage, what is the importance of a systematic interrelation between disparate facts?

- A) It allows us to understand, generalize, predict, and manage social behavior.
- B) It helps us to create new theories of social behavior.
- C) It makes research a cumulative and self-correcting process.
- D) It provides a logical basis for observation and measurement.

10. What is the importance of investigating isolated and set patterns of behavior according to the passage?

- A) To understand how individuals interact with their environment.
- B) To identify social phenomena in complex societies.
- C) To predict future trends in social behavior.
- D) To generalize social behavior across cultures.

11. What is the importance of research in development communication?

- A) Research is not important in development communication.
- B) Research helps to enhance development communication.
- C) Development communication is not related to research.
- D) Development communication is a branch of physical sciences.

12. Why is greater skill required while designing questionnaires or interview schedules?

- A) To obtain feedback on an issue under study
- B) To ensure that the interviewer is able to respond to valuable issues/situations
- C) To make sure that the questions are carefully worded and delivered identically to all the respondents
- D) To ensure that the data are comparable and easier to analyse

13. What is the purpose of result monitoring?

- A) To assess the financial expenditure of the project
- B) To monitor the technical aspects of the project

- C) To ensure compliance with the donor agency's regulations
- D) To gather data on the overall effects and impact of the project

14. What is the difference between structured and unstructured observation?

- A) Structured observation is formal in nature and records information in a systematic manner while unstructured observations are often exploratory in nature.
- B) Structured observation is exploratory in nature while unstructured observations are formal in nature.
- C) Structured observation is covert while unstructured observations are overt.
- D) Structured observation is participant while unstructured observations are non-participant.

15. What is the purpose of secondary data in research?

- A) To collect data that is already available
- B) To predict future behavior
- C) To create a broad picture
- D) To summarise major research findings of other scholars

16. What is the primary goal of a researcher?

- A) To explore or uncover something that is unnoticed, hidden, secret or problematic.
- B) To prove existing theories.
- C) To maintain the status quo.
- D) To guess the truth without proper evidence.

17. How can communication research be classified?

- A) Based on design, method, and location
- B) Based on nature, location, and approach
- C) Based on stage, method, and objective
- D) Based on location, approach, and objective

18. What are some of the benefits of conducting a literature review?

- A) Refining ideas and concepts, assessing reliability, and defining the research problem
- B) Refining ideas and concepts, generating ideas for future research, and avoiding plagiarism
- C) Refining ideas and concepts, identifying practical problems, and selecting appropriate research methods
- D) Refining ideas and concepts, avoiding duplication of work, and identifying theoretical frameworks

19. What is the difference between conventional researchers and development researchers?

- A) Conventional researchers specialize in being with people in an informal way, while development researchers do not.
- B) Conventional researchers consider themselves as learners and actively listen to the voice of the people, while development researchers do not.
- C) Development researchers treat people as partners and collaborators in their research, while conventional researchers do not.
- D) Both A) and B)

20. What is the purpose of focus group discussions in monitoring?

- A) To assess the performance of project staff
- B) To gather data on project outcomes
- C) To provide insights on new developments
- D) To get information from project beneficiaries

21. What is the difference between a quantitative and qualitative approach to content analysis?

- A) Quantitative approach looks at surface meaning while qualitative approach looks for meaning beneath the surface.
- B) Qualitative approach looks at surface meaning while quantitative approach looks for meaning beneath the surface.
- C) Quantitative approach is subjective while qualitative approach is objective.
- D) Quantitative approach is inconsistent while qualitative approach is consistent.

22. Why is it important for researchers to remain flexible and open to new observational strategies?

- A) To avoid getting emotionally involved with people and events
- B) To protect the respondents from any harm
- C) To avoid imposing their own worldview on people
- D) To collect relevant information without getting digressed from research objectives.

23. What are the types of audiences in communication research?

- A) Radio listeners, television viewers, newspaper readers, and filmgoers.
- B) Government officials, politicians, content producers, and actors.

- C) Corporate executives, advertisers, marketing professionals, and public relations experts.
- D) None of the above

24. What is the primary difference between a social problem and a research problem?

- A) A social problem is only concerned with academia or industry, while a research problem affects society at large.
- B) A social problem has a broader framework and deals with a range of issues, while a research problem has a limited context.
- C) A social problem is formulated by the researcher, while a research problem arises all of a sudden.
- D) A social problem deals with propositions that can be proved or disproved, while a research problem deals with mandatory or normative propositions.

25. Why is review of literature important in research?

- A) It helps in finalizing the research topic
- B) It gives an idea of practical problems faced by previous researchers
- C) It helps to identify research gaps
- D) All of the above

26. What is evaluation in a project?

- A) A process of gathering data and information and processing and analyzing them for decision making
- B) A process of tracking the financial expenditure made in various heads of the project.

- C) A process of monitoring the technical aspects relating to the project
- D) A process of ensuring that project activities are in compliance with donor agency regulations.

27. What is the distinguishing characteristic of scientific research?

- A) Predictive
- B) Systematic
- C) Objective
- D) Empirical

28. What is the aim of descriptive surveys?

- A) To describe and explain why certain situations exist
- B) To relate information to opinions, beliefs, values, and behavior
- C) To test hypotheses
- D) To study a problematic situation

29. Why is it important to include questions related to personal profile of respondents?

- A) To understand their media access and utilization patterns.
- B) To obtain viewer's feedback on news content and presentation aspects of primetime news bulletins.
- C) To understand their socio-demographic profile.
- D) To cross-check their responses.

30. What is the role of a Team worker in a development research team?

- A) To be a self-elected leader
- B) To be a team player
- C) To turn ideas into practical actions
- D) To be the team's stickler for detail.

31. Which book do the authors Roger Wimmer and Joseph Dominick use to classify communication research?

- A) Introduction to Communication Studies
- B) Theories of Communication
- C) Mass Media Research: An Introduction
- D) Media and Communication Research.

32. What should a researcher do if they do not understand something said by the respondent during the interview?

- A) Ignore it and move on to the next question
- B) Assume what the respondent meant and continue with the interview
- C) Ask supplementary questions and explore the issue further to seek clarity
- D) Give their own interpretation of what the respondent said

33. What is the special challenge for interfacing quantitative and qualitative research analysis in media and communication research?

- A) Lack of funding for research analysis
- B) The hybrid nature of the field of empirical enquiry
- C) Difficulty in recruiting participants for research studies
- D) The absence of research perspectives.

34. What is one of the reasons for conducting a content analysis of media content?

- A) To determine the impact of media on society
- B) To assess the readability of communication content
- C) To study societal change through historical analysis
- D) To establish a starting point for effects studies.

35. What is the purpose of beneficiaries monitoring in a project?

- A) To track financial expenditure made in various heads of the project
- B) To see how the project has benefited its target group
- C) To ensure compliance with donor agency regulations
- D) To evaluate the overall impact of the project

36. Which methods are mostly borrowed by development researchers?

- A) Conventional methods of research and participatory research methods
- B) Secondary sources and formal surveys
- C) Direct observation and ranking and scoring
- D) Games and role plays and workshops.

37. What is the primary objective of content analysis according to the text?

- A) To determine the effects of media on society
- B) To compare media content to the 'real' world
- C) To assess the image of population groups in media

D) To describe communication content and make inferences about message characteristics

38. What is the purpose of operationalizing the variables in experimental research?

A) To manipulate the dependent variable

B) To measure the independent variable

C) To categorize observations of behavior to operationalize the dependent variable

D) To manipulate the independent variable

39. How do social problems differ from research problems in terms of repetition?

A) Social problems can be repeated, while research problems are one-time problems.

B) Social problems are one-time problems, while research problems can be repeated as per the researcher's requirement.

C) Both social problems and research problems can be repeated.

D) Neither social problems nor research problems can be repeated.

40. What is case study?

A) A method of quantitative research

B) A method of qualitative research

C) A method of mixed-methods research

D) A method of experimental research

41. What kind of information can be found in bibliographies?

- A) Alphabetically organized listings of research articles under subject, title and author headings
- B) Information regarding where the article can be sourced
- C) Concentration on periodical/journal literature
- D) All of the above

42. What is the distinguishing characteristic between probability and non-probability samples?

- A) Probability samples enable accurate generalization of survey results.
- B) Non-probability samples follow mathematical guidelines for selection.
- C) Probability samples do not allow for estimation of sampling error.
- D) Non-probability samples result in a truly representative sample.

43. How should subjects be assigned to experimental conditions to ensure external validity?

- A) By selecting subjects randomly from the population and assigning them to the experimental and control groups
- B) By selecting subjects who are willing to participate in the study
- C) By selecting subjects who have a particular characteristic of interest
- D) By selecting subjects who have previous experience with the experimental setting

44. What is the importance of describing the real sample in the Findings and Analysis section?

- A) It helps to provide a full picture of the sample demographics.
- B) It shows the quality of the findings in the study.

- C) It allows the writer to include their opinions.
- D) It helps to explain the results of the research questions and hypotheses.

45. What is the main characteristic of descriptive surveys?

- A) The researcher has control over the variables.
- B) The focus is on past behavior.
- C) The focus is on future behavior.
- D) The researcher has no control over the variables.

46. What is the difference between felt/expressed need and normative need?

- A) Felt/expressed need is based on standards socially and culturally accepted as necessary for a decent life, while normative need is what people themselves put forward.
- B) Felt/expressed need is what people themselves put forward, while normative need is based on standards socially and culturally accepted as necessary for a decent life.
- C) Felt/expressed need is a community's perceived strengths and resources, while normative need is a community's needs and problems.
- D) Felt/expressed need is a community's needs and problems, while normative need is a community's perceived strengths and resources.

47. What is the difference between overt and covert observation?

- A) In overt observation, the subjects are informed of being observed while in covert observation they are not.

- B) In covert observation, the researcher records information in a systematic manner while in overt observation, the researcher examines available information.
- C) Overt observation is more useful in identifying issues in a problem and for developing hypotheses while covert observation is more formal in nature.
- D) None of the above.

48. What is the difference between the positivist and interpretive approaches to research?

- A) The positivist approach focuses on unique explanations, while the interpretive approach aims to produce general laws of behavior.
- B) The positivist approach considers all human beings are different, while the interpretive researcher prefers general categories.
- C) The positivist approach considers reality is objective and 'out there', while the interpretive approach believes no single reality exists.
- D) The positivist approach uses qualitative methods, while the interpretive approach uses quantitative methods.

49. What is the purpose of a chi-square test in mass communication research?

- A) To determine the difference between the mean of a small sample and the hypothetical mean of the population
- B) To establish a null hypothesis
- C) To discover if there is a relationship between two categorical variables
- D) To tell us how strong a relationship between two variables is.

50. Why should one be careful when sourcing information online for review of literature?

- A) Information found online is not reliable.

- B) Information found online is too expensive.
- C) Information found online is not relevant to research topics.
- D) All of the above