| **MNM-015**

POST GRADUATE DIPLOMA IN DIGITAL MEDIA (PGDIDM)

Term-End Examination

December, 2022

MNM-015 : MEDIA RESEARCH METHODS

Time : 2 hours   *Maximum Marks : 50*

Note : *There are **three** parts in this question paper. Distribution of marks is indicated in the respective parts.*

PART A

*Write short notes on any **five** of the following in about 100 words each :*   *5×2=10*

1. Control Group

2. Degrees of Freedom

3. Longitudinal Design

4. Measures of Variability

5. Null Hypothesis

6. Dependent Variable

7. Case Study

8. Random Sampling

PART B

*Answer any **four** of the following questions in about 250 words each :*   *4×5=20*

9. Explain the similarities and dissimilarities between pure and applied research.

10. Explain different types of content analysis. Give suitable examples.

11. Discuss the various elements of communication research.

12. Explain the steps involved in a survey method.

13. Discuss the differences between primary and secondary data.

PART C

Answer any **two** *of the following questions in about 500 words each :*   *2×10=20*

14. If you decide to study the Twitter postings of a popular leader, explain the basic steps in carrying out either a quantitative or a qualitative content analysis.

15. Give a detailed account of the opportunities and challenges of undertaking a research study purely on the online spaces.

16. Enumerate the suitability of the observation methods to study issues related to the Internet field. Cite suitable examples.

————