LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2009

VC 3875 - QUANTITATIVE MEDIA RESEARCH TOOLS

Date & Time: 07/11/2009 / 9:00 - 12:00   Dept. No.   Max. : 100 Marks

PART – A

Answer any FOUR of following questions in 50 words   *(5 x 4 = 20 marks)*

1. What does an independent variable make to differ from a dependent variable?
2. Who is the didactic narrator in media content analysis?
3. Explain the concept of central tendency?
4. What is hypothesis?
5. How many levels of degree in media?
6. Where will you start your data gathering?
7. Write about the types of sampling methods.

PART – B

Answer any FIVE of the following in 200 words   *(5 x 8 = 40 marks)*

8. What role do different forms of inference play in the analysis of data?
9. Thick description: Write a descriptive note.
10. Differentiate between code-based analysis and case-based analysis.
11. What are the six levels of data analysis in a media event?
12. What are the ways by which you would test a hypothesis?
13. What do you mean by Grounded Theory?
14. What are the five purposes of content analysis?

PART – C

Answer any TWO of the following in 400 words   *(2 x 20 = 40 marks)*

15. By using an example of a tele serial discuss the basic differences between qualitative and quantitative research methods.
16. How do you apply quantitative techniques in measuring media content?
17. Write an essay on Validity and Reliability.
18. Discuss the uses and scope of quantitative media research tools with examples.

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