



16 / 17 / 18UVC6MS01 – MEDIA RESEARCH METHODS

Date: 30-04-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION - A

Answer ANY FOUR of the following

(4 x 10 = 40 Marks)

1. Differentiate between qualitative and quantitative research methods
2. Explain the significance of content analysis in media research.
3. Describe the steps involved in conducting a survey-based media study.
4. Discuss the role of ethnography in media research.
5. What is discourse analysis, and how is it applied in media studies?
6. Compare and contrast experimental and observational research methods.
7. Discuss the ethical considerations in media research.
8. Explain the process of sample analysis in media research.

SECTION – B

Answer ANY THREE of the following

(3 x 20 = 60 Marks)

9. Discuss the significance of latitudinal studies in media research
10. Explain the role of experimental research methods in studying media effects.
11. Critically assess the impact of social media analytics on media research methodologies.
12. Examine the use of content analysis in studying media bias and representation.
13. Discuss the importance of reliability and validity in media research.
14. Explain the process and importance of sampling.

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