



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2025



PVC1MC04 – COMMUNICATION RESEARCH METHODS

Date: 30-04-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A – K1 (CO1)

Answer ALL the questions

(5 x 1 = 5)

1 Definitions

- a) Bibliography
- b) Triangulation
- c) Sampling Bias
- d) Hypothesis Testing
- e) Research Findings

SECTION A – K2 (CO1)

Answer ALL the questions

(5 x 1 = 5)

2 Definitions

- a) Reference Styles
- b) Visual Ethnography
- c) NVIVO
- d) ANOVA
- e) Zotero

SECTION B – K3 (CO2)

Answer any THREE of the following

(3 x 10 = 30)

- 3 Describe how ethical dilemmas may arise in media research and suggest ways to resolve them.
- 4 Compare and contrast Positivist and interpretive paradigms.
- 5 Identify and explain different types of surveys used in communication research.
- 6 Apply nominal data classification to categorize respondents in a survey based on their favorite social media platforms (e.g., Facebook, Twitter, Instagram).
- 7 Illustrate the steps involved in writing a research proposal for a communication study.

SECTION C – K4 (CO3)	
	Answer any TWO of the following (2 x 12.5 = 25)
8	Analyze the strengths and weaknesses of using surveys and focus group discussions as data collection methods in communication research.
9	Explore the differences between digital ethnography and traditional ethnography in studying online communities.
10	Assess the implications of using different types of surveys (online vs. offline) in communication research.
11	Interpret how a T-test can be used to compare the average scores of two groups in a survey, and why it is important in communication research.
SECTION D – K5 (CO4)	
	Answer any ONE of the following (1 x 15 = 15)
12	Critically evaluate the strengths and limitations of content analysis as a research method in communication studies.
13	Evaluate the advantages and disadvantages of survey research in communication studies.
SECTION E – K6 (CO5)	
	Answer any ONE of the following (1 x 20 = 20)
14	Develop a research methodology that uses ethnography and visual analysis methods to study communication behavior in online communities.
15	Design a research study to explore the causes and effects of mobile phone addiction among teenagers, including the research methodology, data collection instruments, and analysis techniques.

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