

**CORE COURSE IX - MEDIA RESEARCH ORIENTATION**

**Unit 1**

The need and relevance of media research. Responsibility and Involvement. Scientific and nonscientific method. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research methods – Historical, Case study, Content analysis etc.

**Unit 2**

Types of research design-Exploratory, Descriptive and Experimentation. Merits and demerits of these methods. Opinion polls, and audience research and viewer ship ratings. Protocols of research methods.

**Unit 3**

Data collection methods. Primary data and secondary data. Types of secondary data. Survey data, Observation data. General accuracy of data collected. Questionnaire method. Structured and non structured. Telephone and personal interviews. Questionnaire construction methods.

**Unit 4**

Sampling. Types of sample. Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota etc. Sampling problems. Sample error. Choosing a sample design.

**Unit 5**

Preparation and tabulation of collected data, Data analysis. Identifying interdependencies. Steps involved in writing a research paper/report. Written research report. Evaluation of the Research procedure.

**Books for study and reference:**

1. Hansen, Andres et al., Mass Communication Research Methods, Macmillan Press Ltd, London, 1998
2. Wimmer, D Roger and Dominick R Joseph, Mass Media Research- An Introduction, Wadsworth Publishing Company, California 1991
3. Dr. Mercado, Communication Research Methods, University of Philippines, Manila, 1979.
4. Pamela L. Alreck and Robert B. Settle, The Survey Research Handbook, Irwin Homewood, Illinois, 1985.