M.A. (JOURNALISM AND MASS COMMUNICATION) - II

Assignments

(January 2026 and July 2026 Cycle)

MJM-031 COMMUNICATION RESEARCH METHODS

Course Code: MJM-031

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on the due date.

Assignment Code: MJM-031/Jan26/Jul 26

Maximum Marks: 100
Weightage: 30%

Note: *Answer all the questions. All questions carry equal marks = 20 each*
Attempt each question in about 600 words.

---

1. Why is sampling important in research? Describe any two probability sampling methods with examples.

2. Describe following terms: (150 words each) (4x5=20)

   a. Secondary Data b. Variables c. Research Question d. Pure Research

3. Describe the quantitative and qualitative approaches to content analysis, and also discuss the different types of qualitative content analysis in brief.

4. Prepare a survey questionnaire (15 to 20 questions) to understand the level of awareness about meditation among youth and the role of social media in this regard. Use both closed-ended and open-ended questions.

5. Write short notes on **any two** of the following (300 words each): 2x10 = 20

   a. Review of Literature
   b. Case Study Method
   c. Observation Method
   d. Measures of Central Tendency

1. Why is sampling important in research? Describe any two probability sampling methods with examples.

Answer

Introduction

Sampling is the process of selecting a smaller group from a larger population so that the selected group can be studied and conclusions can be drawn about the population. In communication research, the population may consist of television viewers, newspaper readers, social-media users, journalists, advertisements, news stories or households. Studying every member of a large population is often difficult, costly and time-consuming. Sampling therefore allows a researcher to collect manageable data without losing the purpose of the study.

Why sampling is important

Sampling is important first because it makes research practical. A national study of media habits may involve millions of people. A researcher cannot interview all of them, but a carefully selected sample can provide useful information within available time and resources. It also reduces the cost of field work, travel, data entry and supervision. This is especially important for student research and small research projects where the budget is limited.

A second advantage is speed. Research often has to be completed within a fixed period. Election studies, audience surveys and campaign evaluations may lose relevance if the findings arrive too late. Sampling makes faster collection, processing and analysis possible. It also permits the research team to devote more attention to each selected unit, which can improve the quality of interviewing and checking.

Sampling is also important for accuracy when it is scientifically planned. A census does not automatically guarantee better data. If investigators are poorly trained or records are weak, errors can occur even when everyone is covered. With a smaller sample, researchers can train investigators properly, monitor field work, verify responses and use better instruments. Probability sampling also makes it possible to estimate sampling error and to judge how far the findings can be generalised.

Another reason is that some populations are very large, scattered or continuously changing. For example, social-media posts are produced every minute. It is impossible to analyse the complete universe of posts on a popular issue. A