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Course Code: BAJMC 303

Course Name: Media Research

Assignment 2

(Based on Unit 3)

1. Define research design and discuss its significance in media research. Highlight the differences between exploratory, descriptive, and explanatory research designs. Provide an example of a media research study for each design. (BTL 4/ CO1)
2. Compare and contrast the three primary research methods used in media research: survey, content analysis, and case study. Explain the strengths and limitations of each method and provide real-world examples where each method would be appropriate. (BTL 3/ CO 2)
3. Sampling is a crucial aspect of research. Explain the concept of sampling and why it is essential in media research. Differentiate between probability and non-probability sampling methods, and give examples of situations where each method would be suitable in media research. (BTL 4/ CO 3)
4. Data collection is a critical step in media research. Discuss the differences between primary and secondary data, and explain when researchers should use each type in their studies. Provide examples of media research studies that utilized primary and secondary data sources. (BTL 4/ CO 4)
5. There are various data collection tools available to media researchers, such as observation, interviews, questionnaires/surveys, and focus group discussions (FGDs). Choose two of these data collection tools and elaborate on their applications in media research. Discuss the strengths and weaknesses of each method and provide scenarios where they would yield valuable insights in media studies. (BTL 5/ CO 4)