



STRATHMORE UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
BACHELOR OF ARTS DEGREE END OF SEMESTER EXAMINATION
BAA 3205: RESEARCH METHODS
BAC/BDP

DATE: Wednesday, 11th March 2020

TIME: 8:00 – 10:00

INSTRUCTIONS: Answer Question ONE and any other TWO Questions (70 marks)

QUESTION ONE (COMPULSORY)

- a) Grinnell (1993) defines research as ‘a careful, systematic, patient study and investigation in some field of knowledge, undertaken to establish facts or principles.’ Outline the steps of the research process you, as a potential researcher, are expected to follow in order for your study to reflect Grinnell’s definition. **(8 marks)**
- b) The Media regulator has commissioned a study within the industry to establish the perception of journalists towards the new code of professionalism and practice recently released. There are 3,000 journalists registered with the umbrella body however a sample of 600 will be selected to participate in the study
- i) Define the population of this study and state the sampling frame **(2 marks)**
- ii) Suppose respondents who are to participate in this study are selected using probability sampling.
- 1) Define the term ‘probability sampling’ **(2 marks)**
- 2) Explain how a simple random sample may be drawn for this study **(3 marks)**
- 3) How would a systematic random sample be drawn for this study? **(3 marks)**
- iii) Write briefly your understanding of the technique - *Non-probability sampling* **(3 marks)**
- c) Research is done more conveniently with a manageable sample, because of various advantages. Briefly describe any three reasons why sampling is important. **(3 marks)**
- d) In the process of sampling, a researcher is likely to encounter two errors - Sampling and Non sampling error. Describe the meaning of each of these errors and propose ways in which a researcher may guard/minimize against these errors. **(6 marks)**

TOTAL 30 MARKS

QUESTION TWO

- a) As a social science researcher, it is important to know the different types of research. Distinguish between the following research types:
- i) Basic research vs Applied research (2 marks)
 - ii) Descriptive research vs Causal research (2 marks)
- b) In the process of doing research, there are various methods of data collection, of which observation is one of them. Explain briefly four types of observational research. (4 marks)
- c) Research quality can be determined by the validity research instruments. Define the term validity and distinguish between the following forms of validity: (6 marks)
- i) Content Validity and Criterion-related validity
 - ii) Construct Validity and Face validity
- d) Social science research occurs in two paradigms, - qualitative research and/or quantitative research. Describe how you can differentiate between the two paradigms bringing out some of the typical data collection and analysis techniques used in each approach. (6 marks)

TOTAL 20 MARKS

QUESTION THREE

- a) In order to collect either primary or secondary data, a researcher needs to give careful thoughts on how to gain access into organizations or to individuals to undertake the research and also how certain possible ethical concerns would arise throughout conducting the research. Describe two strategies you may use to gain access into an organization to collect data; and explain two ethical issues you need to keep in mind when undertaking research. (4 marks)
- b) Measurements Scales are often constructed to measure attitude, behavior and knowledge. They are a common approach to collecting information about human attitudes towards certain phenomenon. Explain the meaning of each of the following measurement scales and in each case provide an example of a question/scale to show its application (6 marks)
- i) Semantic Differential scales
 - ii) Constant-Sum-Scales
 - iii) Graphic Rating Scales
- c) A friend of yours approaches you and requests you to explain to her the following issues regarding Individual depth interviews and Group interviews as methods commonly used in social science research. Write out your detailed response on:
- i) The type of data collected from such interviews (2 mark)
 - ii) How data from such interviews is collected (2 mark)
 - iii) Types of group interviews available to researchers (2 marks)
 - iv) How to prepare for and organize for group interviews (4 marks)

TOTAL 20 MARKS

QUESTION FOUR

- a) When collecting data for your research project, you have the option of using structured interviewing.
- i) Describe the meaning of a structured interview **(3 marks)**
 - ii) Present a case for and against using this method for data collection **(4 marks)**
- b) Explain four key consideration to keep in mind when designing Self-Completion Questionnaires **(4 marks)**
- c) Diaries can be used when a researcher is interested in precise estimates of different kinds of behavior. In the context of research, there are three ways in which a diary is used in social science studies. Elaborate on these ways and suggest advantages and disadvantages of this type of data collection method **(9 marks)**

TOTAL 20 MARKS

QUESTION FIVE

- a) Distinguish between the following techniques commonly used in qualitative research studies **(4 marks)**
- i) Oral History
 - ii) Cultural interview
 - iii) Life histories
 - iv) Critical incident technique
- b) In academic writing, it is critical for the researcher to review literature. Write a detailed note on ‘How to write a Good Literature review’ **(6 marks)**
- c) Supposing you have just finished your data collection process for your final year research project, describe in detail the next steps of the research process you are expected to undertake **(10 marks)**

TOTAL 20 MARKS