

This question paper contains **3** printed pages]

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S. No. of Question Paper : **1458**

Unique Paper Code : **2033180019**

Name of the Paper : **Research Methodology for Media**

Name of the Course : **B.A. (Honours Course) Journalism (DSE)**

Semester : **VI**

Duration : **3 Hours**

Maximum Marks : **90**

(Write your Roll No. on the top immediately on receipt of this question paper.)

This question paper contains 2 parts.

Both parts are compulsory.

Candidates have to answer *all* the questions in

Part A and any *three* questions in Part B.

Questions in Part A carry **10** marks each

and questions in Part B carry **20** marks each.

Part A

1. Define basic and applied research in the context of digital and media studies.
How are they relevant in today's data-driven media environment ?

P.T.O.

Or

Explain the concepts of variables and constructs in media research. Differentiate between independent and dependent variables using examples from digital media.

2. Why is sampling important in contemporary media research, especially in online and social media studies ? Discuss any *two* sampling methods.

Or

Discuss the growing importance of qualitative research techniques in understanding digital media audiences. Explain any *two* methods.

3. What do you understand by the relationship between media and the senses in the age of multimedia and immersive content ?

Or

Explain the importance of citations, referencing and avoiding plagiarism in digital academic writing.

Part B

4. Describe the steps involved in conducting media research in a digital environment, from topic selection to data presentation, including the use of online tools.

Or

Critically examine the ethical challenges in media research today, such as data privacy, consent and algorithmic bias. Why is replication important ?

5. Compare probability and non-probability sampling methods. How are these applied in studying online audiences and social media users ?

Or

Discuss quantitative and qualitative research techniques in media studies, highlighting their relevance, advantages, and limitations in the digital age.

6. What is a Bibliography and how is it different from References ? What is the importance of Bibliography in Academic writing ?

Or

Explain the representational approach in media research. How can it be used to analyse content on platforms like Instagram, YouTube, or OTT media.

7. Design a research proposal to study the representation of gender in social media or digital advertising. Include research objectives, sampling, tools and methods.

Or

How would you conduct a digital readership or audience survey for an online news platform or magazine ? Explain your research design, tools and approach.