ALLAMAIQBALOPENUNIVERSITY, ISLAMABAD

**(Department of Mass Communication)**

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM THE AWARD OF DEGREE/CERTIFICATE IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE’S OWN WILL BE PENALIZED AS DEFINED IN THE “AIOU PLAGIARISM POLICY”.**

**Course: Research Methods in Mass Communication Part-I (9277)**

**Level: BS (Mass Communication) Semester: Spring,25**

**Credit Hours: 03**

## **Please read the following instructions for writing your assignments. (AD, BS, B. Ed, MA/MSc, MEd) (ODL Mode).**

1. All questions are compulsory and carry equal marks but within a question the marks are distributed according to its requirements.

2. Read the question carefully and then answer it according to the requirements of the questions.

3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.

4. Handwritten scanned assignments are not acceptable.

5. Upload your typed (in Word or PDF format) assignments on or before the due date.

6. Your own analysis and synthesis will be appreciated.

7. Late assignments can’t be uploaded at LMS.

8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their handwritten assignments (in PDF format) on University LMS. The size of the file should not exceed 5MB.

**Total Marks: 100 Pass Marks: 50**

**ASSIGNMENT No. 1**

(Unit 1-4)

Q 1 How does the scientific method of inquiry differ from other investigative methods? (20)

Q 2. What are the criteria for selecting a good research topic? (20)

Q 3. What are the key steps in the scientific method that guide the research process? (20)

Q 4. Differentiate between the various levels of measurement. (20)

Q 5. Why is sampling essential in research and what are the key reasons for using a sample rather than the entire population? (20)

**Total Marks: 100 Pass Marks: 50**

**ASSIGNMENT No. 2**

**(Unit 5-9)**

Q 1. How do quantitative and qualitative research designs differ in terms of data collection and analysis? (20)

Q 2. What are the advantages and disadvantages of conducting laboratory experiments versus field experiments? (20)

Q 3. What are the main purposes of conducting survey research in communication studies? (20)

Q 4. What defines a longitudinal study, and how does it differ from other types of research studies? (20)

Q 5. What are the main steps involved in the content analysis process? (20)