



School of Communication Department of Communication

May-July, 2019 Semester

COM 321 T: Communication Research and Design

EXAM PROJECT

Instructions:

1. This paper is a **PRACTICAL EXAMINATION** and accounts for 40% of your grade.
2. Read the guidelines below to guide your writing of the projects which will contribute toward your final semester marks. The project shall be submitted on the day of the exam and will be communicated upon circulation from the Exam Office.
3. The Final work should be typed and presented the in the correct format as learned in class

At the end of the semester, students will submit a research paper, comprising of a well-designed and articulated chapter one to chapter five of their research. The final research paper will be on an important area relevant to the field of communication and society/individual, related to what has been discussed in class. In groups of three, you will choose a common topic to research on. This topic will be discussed in class before you continue with your paper. After that, you will construct a proper proposal, select a sample, and collect data that you will then analyse with statistics appropriate to your measurements.

ASSESSMENT & GRADING

CHAPTER ONE- **(25 marks)** This is a brief introduction to the research problem inferred as result of observations, previous studies, political or social phenomenon or developments related to communication. The core of this chapter is the problem statement/research gap (The “why” you are conducting the study). Also, include research questions to be investigated, purpose of the study, significance/ implications of the topic under study (How will your study help in adding to the existent body of knowledge, address debates and problems or help in decision- making?), scope of the study, limitations and delimitations, and definition of key terms.

The researchers (group members) are therefore expected to:

1. Identify the research problem, a proper problem analysis and a well-defined statement of the problem (3-4 paras).
2. Formulate the objectives, research questions, describe the scope of the study, and highlight the significance of the study, limitations and delimitations of the study.

CHAPTER TWO: Literature Review **(15 marks)**. Chapter two presents and discusses what has been written related to topics relevant to the research topic. By examining what others have researched and written, students will also be demonstrating the existence of an aspect of the field that has not been explored, a gap which the study is intended to address. Within the literature review, students should present the theoretical and

conceptual frameworks that will guide their research.

Present a comprehensive list of the books, journals, Internet sites, databases, newspaper articles etc. Include these in a complete bibliography at the end of the paper.

1. Identifying relevant literature sources. The researcher will be required to source for literature and use the sources will write brief paragraphs on important information found in the sources that is related to the study. These sources should include both empirical and general literature review sources. Your paragraphs should be constructed in the form of academic writing and proper flow of conversation.
2. Literature review section: In this section, the student will also show the literature supports the study. One is at liberty to argue against assertions by scholars that contradict or oppose the study. This section will be divided into sub-section as guided by the research objectives.
3. Discussion: the researchers will be expected to provide their own view in regard to the literature materials provided in the literature review section. The research either agrees or disagrees with the authors/literature provided in the section.

CHAPTER THREE- Methodology (**18 marks**). This chapter should include a detailed description of the methodology to be utilized. Selected research methods should be appropriate to the research problems and questions identified in chapter one. Reasons for choosing the specific methods should be defended, and an explanation provided for why alternative methods are not selected.

Describe in detail the methodology and ethical concerns, explain the methodology including research design, sampling, research tool and data analysis procedure. Provide a detailed description of the method/s to be used for the research problem(s) under study. The techniques of data collection including regardless of the method (Survey, Content Analysis, and In-depth Interviews)

APA GUIDELINES AND PAPER FORMAT: (**12 marks**)^[11]_{SEP} Overall organization of

research proposal, from the cover page, margins, table of contents and everything else that constitutes a well written academic report. APA writing style should be followed and adhered to in the whole document. This includes in-text citations, reference page, language use, and mechanics (use of bold, italics, labelling tables and figures),

RESEARCH TOOL/ REFERENCE LIST: (10 marks) This includes the tools/instruments used in data collection such as questionnaires, interviews guide, code sheets, observation guide, focus group guide. In addition to proper APA reference list and appendices

PROJECT GUIDELINES

CHAPTER ONE: INTRODUCTION AND BACKGROUND TO THE STUDY

Chapter one should include the following sections

1. **Introduction and Background:** Brief introduction to the research topic. The section should end with an overview of the chapter. Thereafter, present the need for the research including a historical background of the subject under study.
2. **Statement of the Problem:** This should be specific to the problem being addressed and supported by some literature to justify the reason for the study. The problem should be clearly identified as a gap that needs to be addressed.
3. **Purpose of the Study:** A precise statement, not more than two sentences.
4. **Objectives of the Study:** A breakdown of the purpose of the study into specific measurable tasks. The researchers should form three – four objectives.
5. **Research Questions:** These are derived from the objectives. Research objectives in form of questions.
6. **Significance of the Study:** A statement of who would benefit from the study and in what ways. Articulate the need for the study and how scholarship would benefit from it. Key stakeholders should be identified in addition to contribution to scholarship.

7. **Scope of Study:** This should indicate the purposeful parameters placed around the research with proper justifications. This could be based on geographical (school in Nairobi county) or sectorial (governmental and non-governmental organizations) restriction.
8. **Limitations and Delimitations of the Study:** Limitations are potential drawbacks or shortfalls of a particular study which are beyond researcher's control but which can negatively affect the results of the study if nothing is done about them. Delimitations are measures put forth to overcome the limitations.
9. **Definition of Terms:** Operational terms for a specific research should be defined. The definitions should be derived from the literature in the discipline and then operationalized if necessary.

CHAPTER TWO: LITERATURE REVIEW

Chapter Two should include the following:

1. **Introduction:** One para providing on the expectations of the chapter
2. **General Literature Review:** present an understanding and discussion of the past and related studies. The researcher should analyzed and cite the literature and its sources. The literature review is important as it correlates with the objectives and the significance of the study.
3. **Discussion:** researchers own view of the literature analysed in the literature review section. Do you agree/disagree with the cited literature in the above section?

CHAPTER THREE: METHODOLOGY

Chapter Three should include the following:

1. **Introduction**

2. Research Designs (such as descriptive, exploratory, experimental, case study, etc.). Only the design/designs that are relevant to the study should be described.
3. Population: This denotes the universal group from which a target will be derived. For example, secondary schools in Nairobi County.
4. Target Population: The specific group to be studied within a population. For example, secondary schools in Kibera, Nairobi County.
5. Sample Size: A subset of the secondary schools in Kibera, Nairobi County.
6. Sampling Techniques: This is the method of selecting the sample size. Only the technique/s relevant to the study should be described. It should also be noted that this is not a literature review on techniques (for example, purposive sampling, random sampling, stratified sampling, etc.).
7. Data Collection Instruments: This is the type of research instrument/s to be used in the study, for example, questionnaire, interview, focus group discussion.
8. Types of Data (primary, secondary, qualitative/quantitative)
9. Data Collection Procedures: The section is about how the research instrument(s) will be administered. The researcher should make use of Research Assistants in cases where the researcher cannot handle data collection singlehandedly or where the study is about an organisation in which the researcher is an employee.
10. Data Analysis Plan: It is a short description of how data will be analyzed and displayed.
11. Ethical Considerations: The section should focus on how the respondents will be handled so that they do not suffer any harm. The considerations should include informed consent, voluntary participation, and confidentiality.

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