

CONDUCT RESEARCH IN MASS COMMUNICATION

UNIT CODE: ME/OS/BJ/CR/09/6/MA

UNIT DESCRIPTION

This unit specifies the competencies required to conduct research in mass communication. it involves identifying a research problem, formulating research objectives and questions, conducting literature review, determining research design, determining data collection methods, analysing, interpreting and presenting data, and drafting research report

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the key outcomes which make up workplace function .	PERFORMANCE CRITERIA These are assessable statements which specify the required level of performance for each of the elements. <i>(Bold and italicized terms are elaborated in the range)</i>
1. Identify a research problem	1.1 Investigation is done based on area of study. 1.2 The scope of the study is defined based on the area of study. 1.3 A research topic is formulated based on research problem.
2. Formulate research objectives and questions	2.1 Research objectives are identified based on the topic. 2.2 Research questions are established based on the objectives. 2.3 Research objectives and questions are drafted
3. Conduct research literature review	3.1 <i>Sources of information</i> are identified as per the topic. 3.2 Information obtained from the sourced are analyzed as per the research objectives. 3.3 Literature review is conducted based on the research problem.
4. Determine research design	4.1 Types of research design are identified based on the topic 4.2 A <i>research design</i> is selected based on research objectives 4.3 Sampling techniques are established based on design 4.4 Data analysis techniques are established based on design. 4.5 Validity and reliability of research instruments is determined as per design

5. Determine data collection methods	5.1 Types of data collections methods are established based on design 5.2 Sources of research data are identified 5.3 Sampling techniques are selected based on the population 5.4 Data is extracted from sources based on the research objectives
6. Analyse , interpret and present of data	5.5 Types of data is determined as per the collected information 5.6 Methods of analysing data collected are established based relationship, interaction and disputes. 5.7 Collected data is measured based on the analysis 5.8 Methods of interpreting data (descriptive, inferential and evaluation) are established based on design 5.9 Analysed data is presented based on the design
7. Draft research report	7.1 Research title is written based on SOPs 7.2 Reviewed literature is written based on SOPs 7.3 Statement of the problem Written based on SOPs 7.4 Research objectives and Questions are written based on SOPs 7.5 Research findings are documented based on SOPs 7.6 Analysed data is presented based on SOPs 7.7 Conclusion and recommendation is drafted based on results

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range
1. Sources of information may include but not limited to	• Primary • Secondary
2. Research design may include but not limited to	• Descriptive • Experimental • Case study • Correlational
3. Sampling techniques may include but not limited to	• Probability • Non-probability

4. Types of data may include but not limited to	• qualitative/categorical • quantitative/measurement
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REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

Required skills

The individual needs to demonstrate the following skills:

- Evaluation
- analytical skills
- presentation
- Communication
- ICT
- Interpersonal
- Public relations
- Planning
- Budgeting
- Management

Required knowledge

The individual needs to demonstrate knowledge of:

Research methods

Organizational Policy and procedures

Current affairs

Types of stakeholders in an organization

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical Aspects of Competency	Assessment requires evidence that the candidate: 1.1 demonstrated ability to identify research problem 1.2 formulated hypothesis for research questions 1.3 conducted research review 1.4 developed research design and methodology 1.5 conducted data collection, analysis and presentation 1.6 conducted hypothesis testing 1.7 prepared research proposal and report
2. Resource Implications	The following resources should be provided:

	2.1 Access to relevant workplace where assessment can take place 2.2 Appropriately simulated environment where assessment can take place
3. Methods of Assessment	Competency may be assessed through: 3.2 Interview 3.3 Observation 3.4 Written tests 3.5 Third party reports
4. Context of Assessment	Competency may be assessed on: 4.1 On the job 4.2 Off the job 4.3 During industrial attachment
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.