

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD  
(Department of Mass Communication)**

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM 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 "AIOU PLAGIARISM POLICY".**

**Course: Behavioral Research-I (6632)**

**Semester: Autumn, 2013**

**Total Marks: 100**

**ASSIGNMENT No. 1**

**(Units 1–4)**

*Note: All questions are compulsory.*

- Q.1 Describe Kerlinger's definition of scientific research. What are the various steps involved in a scientific inquiry. Do you think the process in qualitative research is different from the quantitative research? If so, then how? (25)
- Q.2 What are the criteria of good research problems? How a research problem is stated? Give at least two examples of your own that may illustrate your explanation regarding problem statement. (*Note: your examples must be from the field of mass communication*) (25)
- Q.3 What is a hypothesis? What are the criteria of formulating a good hypothesis? Explain the importance of hypotheses in scientific research. Give at least two examples of hypothesis of your own. (25)
- Q.4 What does 'variable' mean in research? Discuss the various types of variables. Give examples of each type of variable. Differentiate variable from "concept" and "construct". Also explain what is meant by conceptual and operational definitions. (25)

**ASSIGNMENT No. 2**

**(Units 1–4)**

**Total Marks: 100**

*Note: All questions are compulsory.*

- Q.1 What are the various types of sampling? What are the situations that call for probability and non-probability sampling? What do researchers mean by randomness and representativeness of a sample? (25)
- Q.2 Define measurement and explain the various levels of measurement. What do validity and reliability of measuring instrument mean? Also discuss the techniques of assessing validity and reliability of a measuring instrument. (25)
- Q.3 What is a research design? Illustrate the difference between experimental and non-experimental research design. Give your own examples. (25)
- Q.4 What is meant by a scale in scientific research? Discuss the various types of scales with your own examples. (25)