



**THE UNIVERSITY OF THE WEST INDIES**

Semester I  Semester II  Supplemental/Summer School

**Examinations of December**  **April/May**  **July**  **2011**

Originating Campus: Cave Hill  Mona  St. Augustine

Mode: On Campus  By Distance

Course Code and Title: **LIBS2301 Research Methods for Information Specialists**

Date: Time: **Thursday May 05, 2011 4:00 – 6:00 pm**

Duration: **2Hours**

**Paper No:**

Materials required:

**Answer booklet:** Normal  Special  Not required

**Calculator:** Programmable   Non Programmable   
*(where applicable)*

**Multiple Choice answer sheets:** numerical  alphabetical  1-20  1-100

Auxiliary/Other material(s) – Please specify:

**Candidates are permitted to bring the following items to their desks:**

**Instructions to Candidates: This paper has pages 9 & 24 questions.**

**Candidates are reminded that the examiners shall take into account the proper use of the English Language in determining the mark for each response.**

- 1. Explain the difference between a data collection instrument and a data collection method

2 marks

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2. Identify TWO (2) types of research methodology and indicate the data collection instruments most suitable for each methodology. 2 marks

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3. State the advantages and disadvantages of two data collection instruments identified in question 2. 2 marks

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4. Explain the statement "data are volatile" and the steps which can be implemented to safeguard data in research. 2 marks

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5. What are TWO (2) population issues that researchers should consider when conducting research and explain why each should be considered. 2 marks

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6. Why is pilot testing of questionnaires and interview questions recommended? 2 marks

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Underline the correct responses in questions 7 to 11.

7. If participants have to rate the difficulty of a quiz by choosing one of the five options - very difficult / difficult / about right / easy / very easy, the data generated will be an example of the \_\_\_\_\_ scale of measurement. 1 mark

- a. nominal
- b. ordinal
- c. interval
- d. ratio

8. If a researcher classified the research participants according to whether they were taking psychology at A1 level or A2, then this would involve measurement on i(n) \_\_\_\_\_ scale of measurement. 1 mark

- a. nominal
- b. ordinal
- c. interval
- d. ratio



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The population of faculties of a university is broken down as follows:

Humanities	5000
Medicine	3000
Social Science	4000
Pure and Applied Science	2000
Hospitality	4000
Information Technology	2000

14a. State the sample design that would be best used to select a representative sample from the population above. 2 marks

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14b. What should be the sample size? 2 marks

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14c. State the proportional stratification sample. 2 marks

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15. Identify TWO (2) types of probability and non-probability sampling and state when they are best utilized. 4 marks

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16. Explain the difference between the case study method and the survey method and indicate to which type of research methodology each belongs. 3 marks

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17. Discuss the advantages and disadvantages when using the case study design. 4 marks

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18. Identify TWO (2) principles of ethics in research and explain ONE (1) of them. 4 marks

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19. List and define THREE (3) types of survey research. 6 marks

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20. Compare probability and non-probability sampling. 2 marks

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21. What are TWO (2) likely causes of measurement error or inappropriate measurement? 2 marks

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22. Define the following types of research. 3 marks

Action research

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Historical research

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Content analysis

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23. Complete the following table to show your understanding of the type of secondary and tertiary data sources across various disciplines. 3 marks

<b>SUBJECT</b>	<b>PRIMARY DATA</b>	<b>SECONDARY DATA</b>	<b>TERTIARY DATA</b>
<b>Social Sciences</b>	Notes taken by clinical psychologist		
<b>Humanities</b>	Letters by Martin Luther King		
<b>Performing Arts</b>	Movie filmed in 1942		

24. Identify two assumptions that can be derived from the following research problem. 2 Marks

**An assessment of the use and impact of Facebook as a marketing tool at the National Library of Jamaica**

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