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: 2 Hours

Materials required:

Answer booklet: Normal □ Special □ Not required □
Calculator: Programmable □ X 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
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

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 the _______ scale of measurement.  
   1 mark
   a. nominal  
   b. ordinal  
   c. interval  
   d. ratio
9. If one or two persons gave very high scores in relation to the rest of the group, which measure of central tendency would be most representative? 1 mark

   a. Mean
   b. Median
   c. Mode

10. If a visual presentation of data is required, the researcher might include a ____________ in your report: 1 mark

   a. frequency histogram
   b. normal distribution
   c. measure of central tendency
   d. measure of dispersion

11. A selection process that ensures that each individual has an equal chance of being selected is called ________ sampling. 1 mark

   a. random
   b. constant
   c. democratic
   d. equivalent

12. Define stratified random sampling and explain how you would carry out this type of sampling procedure. 2 marks

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

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humanities</td>
<td>5000</td>
</tr>
<tr>
<td>Medicine</td>
<td>3000</td>
</tr>
<tr>
<td>Social Science</td>
<td>4000</td>
</tr>
<tr>
<td>Pure and Applied Science</td>
<td>2000</td>
</tr>
<tr>
<td>Hospitality</td>
<td>4000</td>
</tr>
<tr>
<td>Information Technology</td>
<td>2000</td>
</tr>
</tbody>
</table>

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

14b. What should be the sample size?  

14c. State the proportional stratification sample.  

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

17. Discuss the advantages and disadvantages when using the case study design. 4 marks
18. Identify TWO (2) principles of ethics in research and explain ONE (1) of them.  4 marks

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

20. Compare probability and non-probability sampling.  2 marks
21. What are TWO (2) likely causes of measurement error or inappropriate measurement?  

2 marks

22. Define the following types of research.  

Action research

3 marks

Historical research

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

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>PRIMARY DATA</th>
<th>SECONDARY DATA</th>
<th>TERTIARY DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Sciences</td>
<td>Notes taken by clinical psychologist</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Humanities</td>
<td>Letters by Martin Luther King</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Performing Arts</td>
<td>Movie filmed in 1942</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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