



**CMS 2B Exam**

**Submission: 04 November 2020**

**COURSE:** Communication Research

**DEPARTMENT:** Department of Communication Studies

**SUBJECT  
CODE:** CMS 2B21/ 2BB2

**MARKS:  
100**

**EXAMINERS:** Dr. S. Barnabas and Ms. T. Mampane

**MODERATOR:** Prof M. Burger

*This is a 5-day take-home assessment that consists of 2 pages*

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- *This paper has two questions*
  - *Answer both questions*
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1. Lindi is a UJ Communication Studies Honours student who, through personal experience, knows that people in her community use the internet differently depending on how much data they have. She wants to conduct a research project on the innovative ways low-income earners have come up with to use the internet. She is specifically interested in studying internet usage adaptation of young people from low-income earning families who are at university. She knows a few people who would be perfect for the study. They live nearby and go to the same university as she does. Lindi has seven months in which to conduct her research, she has no funding for the project. In the form of a short essay, outline what should be Lindi's research design, methods of data collection and analysis and sampling method. Make sure to give justifications for the choices you make for Lindi. Also outline the limitations of your choices.

In addition, make sure to discuss any ethical considerations of Lindi's project.  
[50]

## Question 2

Using the different tools of analysis (Content, Thematic and Discourse Analysis),  
discuss the meanings evoked in the following image:

[50]

