

Dominant Elements in Research Methods among Communication Students in Two South East Nigerian Universities

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Abstract

Research writing and presentation are academic activities that require serious and adequate attention among scholars in Nigeria. Against this backdrop, this study set to ascertain the dominant research methods adopted by Mass Communication students in two Universities in South East Nigeria. The study adopted content analysis as a research method in analysing the manifest contents of B.Sc. project works completed and submitted to Mass Communication departments of the two universities. The study was anchored on individual differences theory. Findings reveal that survey research method and purposive sampling technique dominate the methodology and sampling procedures adopted by the students while frequency table and Taro Yamani's sample size determination formula dominate the data presentation technique and means of sample size selection respectively. The researchers conclude that there is lack of diversification in the application of research methods and other research elements as deduced from the students' submitted undergraduate projects. It is therefore recommended that the students should learn to use multiple methods and procedures in the execution of undergraduate research projects.

Keywords: Research, Methodology, Elements, Dynamism, Sampling, Undergraduate project, Nigerian universities.