



# CRAWFORD UNIVERSITY

Faith City, Igbesa, Ogun State

COLLEGE OF BUSINESS AND SOCIAL SCIENCES

RAIN SEMESTER EXAMINATION 2018/2019 ACADEMIC SESSION

PROGRAMME: MASS COMMUNICATION

COURSE TITLE: PRECISION JOURNALISM

COURSE CODE: MAC 332

CREDIT UNITS: 2

TIME ALLOWED: 2HRS

INSTRUCTION: ANSWER ANY THREE (3) QUESTIONS

- 1 a. What is precision journalism? **5Marks**  
b. State five (5) items on the checklist for using statistics in reporting. **7.5Marks**  
c. State five (5) items on the checklist for conducting informal polls. **7.5Marks**
- 2 Give detailed explanation on the following social science reporting techniques:
  - a. Participant observation **5Marks**
  - b. Systematic study of records **5Marks**
  - c. Field experiment **5Marks**
  - d. Public opinion polls **5Marks**
- 3 Examine the eight (8) requirements for sound opinion polling according to the Associated Press Managing Editors Association. **20Marks**
- 4 Outline and discuss the scientific steps for conducting a report. **20Marks**
- 5 a. Give five (5) reasons why we decide on sampling when studying a population. **10Marks**  
b. Examine any two (2) of the probability sampling methods. **10Marks**