



NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2021\_2 EXAMINATION

**COURSE CODE:** MAC 413  
**COURSE TITLE:** DATA ANALYSIS IN COMMUNICATION RESEARCH  
**UNITS:** 2  
**TIME:** 2 HOURS  
**INSTRUCTION:** ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

- 1. With copious examples and or illustrations under each, discuss any three of research classifications. (30 Marks)
- 2. Discuss at least four (4) reasons you will consider the use of computer an aberration in communication research. (20 Marks)
- 3. Use the table below to answer the questions that follow.

Media House	Content Items per Edition				Percentage
	News	Features	Adverts	Total	
The Guardian	15	10	8	33	
The Nation	14	14	12	40	
The Punch	17	14	12	43	
Financial Standard	16	11	15	42	
The Sun	19	13	10	42	
<b>Total</b>	81	62	57	200	

- (a) Calculate and fill in the percentage column of the table above. (5 Marks)
- (b) What percentage of the total items published by the Nation newspaper adverts? (3 Marks)
- (c) Which of the newspapers published the highest number of News items? (3 Marks)

(d) How many feature articles were published by all the newspapers in an edition.

**(3 Marks)**

(e) Which of the newspapers published the highest number of items in the sample edition above? **(3 Marks)**

(f) Which of the items was given highest consideration for publication in the sampled editions? **(3 Marks)**

4. Give **five (5)** reasons editing in the data gathering process is essential in communication research. **(20 Marks)**