NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2022_2 EXAMINATION

COURSE CODE: MAC413
COURSE TITLE: DATA ANALYSIS IN COMMUNICATION RESEARCH
UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER   QUESTION ONE AND ANY OTHER TWO
QUESTIONS.

1. Use appropriate statistical data to discuss how the three major measures of central tendency can be used for data analysis and interpretation in communication research.   **(30 Marks)**

2. Discuss at least five benefits you can get from using computer as a tool in conducting your final year research project.   **(20 Marks)**

3. Construct a sample of frequency distribution table and discuss any **five (5)** features of the frequency distribution table.   **(20 Marks)**

4. Critically explain the **four (4)** major types of validity in relation to quality of data and research output in media and communication research.   **(20 Marks)**

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