



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
DEPARTMENT OF MASS COMMUNICATION  
2023\_1 POP EXAMINATION**

**COURSE CODE:** MAC413  
**COURSE TITLE:** DATA ANALYSIS IN COMMUNICATION RESEARCH  
**UNITS:** 3  
**TIME:** 3 HOURS  
**INSTRUCTION:** ANSWER QUESTION ONE AND ANY OTHER TWO (2) QUESTIONS.

1. Use the table on areas of focus of Nigerian National newspapers on January 1, 2022 to answer questions “a” to “f”. **(30 marks)**

Newspapers	Straight news	Feature Articles	Letter-to-the-Editor	Advert	Total item published	Percentage (%)
The Guardian	50	15	5	10	<b>80</b>	<b>20%</b>
Vanguard	40	25	5	15	<b>85</b>	<b>A</b>
The Nation	45	15	3	B	<b>80</b>	<b>20%</b>
The Punch	25	15	5	20	<b>65</b>	<b>C</b>
The Sun	40	30	2	18	<b>90</b>	<b>D</b>
Total	<b>200</b>	<b>E</b>	<b>20</b>	<b>80</b>	<b>400</b>	<b>100%</b>

- a. Copy and complete the table by finding the corresponding figures to replace letter “A” to “E” **(5 marks)**
  - b. What percentage of the total straight news was published by *Vanguard* newspapers? **(5 marks)**
  - c. How many feature articles were published by The *Sun* newspaper? **(5 marks)**
  - d. How many Letter-to-the-Editor were published by all the newspapers? **(5 marks)**
  - e. Which newspaper published the highest number of Advert? **(5 marks)**
  - f. Which of the newspapers published the lowest number of straight news? **(5 marks)**
2. Examine five (5) reasons why data must be edited before analysis **(20 marks)**
  3. Establish at least five reasons why the use of computer is essential in media and communication research. **(20 marks)**
  4. Discuss at least five (5) ways through which the credibility of qualitative data can be ensured. **(20 marks)**
  5. Identify and discuss the five (5) general formats for structuring qualitative research report. **(20 marks)**