



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 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(a). Establish the clear-cut difference between analyzing data in a manner that simply describes the content of the data and analyzing data in order to generalize results obtained on a larger group. **(10 Marks)**

(b). According to Gupta (1973), data is the aggregate of facts, affected to a certain extent by multiplicity of factors, numerically expressed, enumerated or estimated according to a reasonable standard of accuracy, collected in a systematic manner for a predetermined purpose and placed in relation to each other. On this note, discuss the sources from which data used by researchers emanate from. **(20 Marks)**

2(a). If a content analysis is to be objective, its measure and procedures must be reliable. Research experts often advise that as much as possible, coding in content analysis should have some degree of reliability which is necessary to have accurate measures. If you were to take the advice of the research experts, how will you calculate the consistency of coders in coding the content and how do you improve this reliability? **(10 Marks)**

(b). Field observation has been in use by mass communication researchers and is basically concerned with the planned watching, recording and analysis of observed behaviour as it occurs in its natural setting. Discuss how Field observation can be wielded by the researcher as an efficient methodological tool in research. **(10 Marks)**

3(a). Virus and other types of cyber attacks can completely destroy or wipe stored data, hereby putting the private, confidential and sensitive information gathered by researchers at risk. This is a core disadvantage of the computer technology amongst many others such as its ability to be manipulated by abusive users. Explain how neophyte researchers take advantage of this technology. **(10 Marks)**

(b). The data analysis process differs depending on the methodology the researcher decides to make use of. It is a more difficult stage if the researcher decides to analyse data gathered from case studies. With no specific formulas or techniques, discuss the analytic strategies researchers can utilize in analysing the data. **(10 Marks)**

4(a). In analyzing data, it is treated with statistical tools to ensure that gathered data is summarized, simplified and interpretable. Prior to the analysis of data, there are preparatory actions to be carried out by researchers to ensure that the data is amenable for analysis.