



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024_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(a). In qualitative studies, analysis of data can be holistic, descriptive, naturalistic and humanistic. Explain how these elements situate qualitative data analysis in the parlance of empiricism. **(20 Marks)**

(b). In practicing communication research, there are different school of thoughts and scholar approach to the groupings within this field of research. Based on the nature of study and purpose of the research, explain the generally accepted labels from the perspective of practice. **(10 Marks)**

2(a). In analysing one variable, statistical tools such as measures of central tendency, measures of dispersion and frequency distribution can be used. Explain the analytical techniques to be used if two or more variables are added. **(10 Marks)**

(b). Focus group discussions usually bring together several participants with similar features pertaining to the subject of the research. The analysis gotten from the focus group discussions is made into a report consisting of executive summary, results, recommendations etc. Provide an insight on the steps researchers take before they can commence writing a report. **(10 Marks)**

3(a). Explain content analysis as a research technique for the objective, systematic and quantitative description of the manifest content of communication while taking into cognizance its function. **(10 Marks)**

(b). As a measure of central tendency, median for grouped frequency distributions can be gotten in two different ways. Provide an explanation on the different ways median can be derived. **(10 Marks)**

4(a). The KOLOMOGORV – SMIRNOV TEST is considered a more powerful alternative to the chi-square approach by some researchers. Establish the utility of the chi-square approach as well as the restricting factors that researchers take into consideration before concluding on a preferred test. **(10 Marks)**

(b). In analyzing data from experimental research, Analysis of Variance (ANOVA) gives the advantage of simultaneously investigating several independent variables. Discuss the analysis process for comparing means from not more than two groups. **(10 Marks)**