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**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE**

**NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**

**FACULTY OF SOCIAL SCIENCES**

**DEPARTMENT OF MASS COMMUNICATION**

**JUNE, 2017\_1 EXAMINATIONS**

**COURSE CODE: MAC413**

**COURSE TITLE: DATA ANALYSIS IN COMMUNICATION RESAERCH**

**UNIT: 3**

INSTRUCTION: **ANSWER ANY FOUR QUESTIONS**

TIME: **3 HOURS**

1. A recent study conducted by Adelakunet al. on “Newspapers coverage of Ebola outbreak in Nigeria: Assessing the credibility of news sources”, identifies eight news sources used to authenticate six different reports on Ebola as shown in Table 1 below. Use the information on the table to answer questions that follow.

Table1: Cross-tabulation distribution of newspaper report types and news sources used to authenticate them

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Types of newspaper reports | | | | | | |
| **Sources** | **Straight News** | **Opinion** | **Health-page** | **Press Release** | **Feature** | **Interview** | **Total** |
| Health experts | 83 | 9 | 3 | 1 | 27 | 9 | **132** |
| Victims/Relatives | 8 | 0 | 1 | 0 | 2 | 0 | **11** |
| Non-health organizations | 151 | 7 | 0 | 0 | 2 | 2 | **162** |
| Government Officials | 270 | 6 | 2 | 1 | 12 | 8 | **299** |
| Health Organisation | 80 | 13 | 2 | 1 | 14 | 3 | **113** |
| Eyewitnesses | 33 | 2 | 0 | 0 | 7 | 0 | **42** |
| No source | 5 | 29 | 0 | 3 | 5 | 13 | **55** |
| News Agency | 19 | 3 | 0 | 1 | 3 | 0 | **26** |
| Total | 649 | 69 | 8 | 7 | 72 | 35 | 840 |

1. How many feature stories were authenticated by news agency? **(21/2 Marks)**
2. What percentage of total newspaper reports was authenticated by health experts? **(21/2 Marks)**
3. In how many straight news was health organisations used as sources?**(21/2 Marks)**
4. Which news source was mostly used by Nigerian newspaper while covering Ebola outbreak? **(21/2 Marks)**
5. What percentage of total newspaper reports on Ebola was authenticated with no news source?**(21/2 Marks)**
6. What is the total number of reports authenticated by eyewitnesses? **(21/2 Marks)**
7. In how many opinion reports were the victims/relatives used as sources? **(21/2 Marks)**
8. The histogram below shows the percentage of programmes air by two radio stations per day. Interpret the chart and establish atleast seven fact from the chart.**(171/2 Marks)**
9. Discuss briefly the following as they relate to data analysis in communication research:
   1. Independent variable
   2. Dependent variable
   3. Mode (Measure of central tendency)
   4. Range (Measure of dispersion)
   5. Validity and reliability of research
   6. Frequency table
   7. Mean (Measure of central tendency)
10. Why do you think data editing is essential in communication research?**(171/2 Marks)**
11. The title of your final year project “Assessment of social media use for educational purpose among the undergraduates of Ahmadu Bello University, Zaria” has just been approved. Use the information provided below to answer the questions that follow:

Number of male undergraduate students 25,000

Number of female undergraduate students 15,000

Total number of undergraduate students 40,000

* 1. If all the undergraduate students in the university constitute the population of the study and five percent of the population is considered as sample, what is the sample size?**(5 Marks)**
  2. If only five percent of the male students and ten percent of the female students are considered as sample, how many male students are in the sample?**(5 Marks)**
  3. If only 800 of the undergraduate students in the university are used as sample, what percentage of the population is the sample size?**(5 Marks)**
  4. If the population of the male students in the university is increased by ten percent, how many male undergraduate students are in the research population? **(21/2 Marks)**

1. Discuss the benefits and the downsides of using computer for data analysis in communication research.**(171/2 Marks)**