



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
SEPTEMBER 2020_1 EXAMINATION

COURSE CODE: MAC 413
COURSE TITLE: DATA ANALYSIS IN COMMUNICATION RESEARCH
UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

1. (a) Copy and complete the frequency distribution table below by calculating the missing values. **(10 Marks)**

	Frequency of Journalists				
Media House	Sport Journalists	Current-Affair Journalists	Freelance Journalists	Total Frequency	Cumulative Frequency
The Punch	5	20	8	33	Ai
African Independent Television	4	24	12	Aii	73
The Nation	7	24	19	50	Aiii
Ray-Power FM	6	48	15	Aiv	192
Brillar FM	9	13	10	32	Av
Total	31	129	64	224	

- (b) What percentage of the total journalists are freelance journalists? **(5 Marks)**
(c) Which of the media houses has the highest number of journalists? **(5 Marks)**
(d) How many Freelance journalists work in the broadcast media? **(5 Marks)**
(e) What is the sum of the Current-Affair journalists who work in the print media? **(5 Marks)**

(30 MARKS)

2. You are a member of a research team using qualitative technique to establish the need for social media regulation in Nigeria. Discuss with other members of the team at least five factors that can help increase the credibility of your study. **(20 Marks)**

3. Examine the four major procedures for quantitative analysis in social science research. **(20 Marks)**

4. Identify and discuss any five (5) major objectives of editing in the data gathering process. (20 Marks)

5. Relate any five characteristics of social science research to data analysis procedure. **(20 Marks)**