



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2025\_1 EXAMINATION...**

**COURSE TITLE: DATA ANALYSIS IN COMMUNICATION RESEARCH**  
**COURSE CODE: MAC413**  
**CREDIT UNITS: 2**  
**TIME ALLOWED: 2 HOURS**  
**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO**

1. (a) Examine the five (5) elements in the general format for structuring qualitative research reports: **(10 marks)**  
(b) Discuss the two (2) major types of field observation research. **(5 marks)**  
(c) Explain the concept of dependent and independent variables. **(5 marks)**  
(d) Examine the five major characteristics of research. **(10 marks)**
2. (a) Content Analysis has been used in media research to achieve a lot of research purposes. Discuss any five (5) of the uses. **(10 marks)**  
(b) Discuss the four (4) major issues that negatively affect the validity of content analysis data. **(10 marks)**
3. (a) In testing statistical hypothesis, two types of errors can be committed. Explain the two types of error, cite relevant examples **(5 marks)**  
(b) Examine the four (4) major levels of measurement in communication and media research. **(10 marks)**  
(c) Enumerate five (5) types of Case Studies research. **(5 marks)**
4. (a) Explore any five advantages of Field Observation research. **(10 marks)**  
(b) Enumerate any three disadvantages of Field Observation research. **(6 marks)**  
(c) Identify and explain at least four of the characteristics of scientific methods of research. **(4 marks)**