



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS**

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) Use arithmetic statistics data as impetuses to discuss the following data analysis concepts: **(20 marks)**
 - i. Arithmetic Mean
 - ii. Media
 - iii. Mode
 - iv. Range(b) Construct a statistical distribution table and discuss any five (5) features of the table. **(10 marks)**
2. Discuss any four (4) of the classifications of research and the sub-divisions under each. **(20 marks)**
3. (a) Convincingly explain five reasons why data should be edited before the analysis. **(12½ marks)**
(b) Examine the three major levels of editing in media and communication research. **(7½ marks)**
4. (a) Discuss five importance of computer use for data analysis in communication and media research. **(10 marks)**
(b) Describe the two (2) major types of data that can be generated while carrying out communication and media research. **(5 marks)**
(c) Explain the two major sources of data in social science research. **(5 marks)**