UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER, 2013/2014

EXAMINATION QUESTION PAPER: **MAIN**

TITLE OF PAPER:	**DATA ANALYSIS AND REPORT WRITING FOR MASS COMMUNICATION RESEARCH**
COURSE CODE:	**JMC 348**
TIME ALLOWED:	TWO (2) HOURS
INSTRUCTIONS:	1. Answer THREE **(3)** questions.
	2. Number 1 is **COMPULSORY**
	3. Write **legibly,** that is, **boldly** and **clearly.**
	4. Evince the principles of **composition** and **grammar.**

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED
BY THE INVIGILATOR.

JMC 348: Data Analysis and Report Writing for Mass Communication Research

Question 1 is COMPULSORY; it carries 50 marks.

The other questions carry 25 marks each.

1. Use the data in Attachment 1 to answer the two research questions below. First, **construct** joint frequency distribution tables for them; second, **explain** your findings; and, third, **state** how you can determine whether the findings are *statistically* significant.

    i)   "Do females spend more time watching television daily than males do?"
    ii) "Do men spend more time reading newspapers daily than women do?"

2. **Discuss** *documentation* in terms of: (a) its significance; (b) its elements; and (c) its styles.

3. **Expose** the levels and techniques of data analysis, with specific and concrete examples.

4. **Explain** the parts and elements of a research report, **illustrating** where necessary.

5. Given the data in Attachment 1, **examine** the relationship between sex and time spent watching television daily and that between Level of education and time spent reading newspapers daily.

6. For a study that you propose to undertake, use the STTTAT formula to work out the problem; then, **write** the INTRODUCTION to the study.

Attachment 1

Data Matrix

Respondents	Sex	Age	LOE	TSRND	TSWTD
1	F	36	S	0	4
2	F	26	T	1	2
3	M	35	P	1	3
4	F	47	T	1	4
5	M	51	T	2	2
6	M	20	S	2	2
7	F	52	P	0	3
8	M	61	S	2	3
9	M	33	T	1	2
10	F	23	T	0	3
11	M	27	T	2	3
12	F	38	S	1	3
13	M	26	T	2	3

LOE: Level of Education   P: Primary S: Secondary T: Tertiary

TSRND: Time Spent Reading Newspapers Daily (Approximately)

TSWTV: Time Spent Watching Television Daily (Approximately)