

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER, 2014/2015

EXAMINATION QUESTION PAPER: **MAIN**

TITLE OF PAPER: **DATA ANALYSIS AND REPORT WRITING FOR
MASS COMMUNICATION RESEARCH**

COURSE CODE: **JMC 348**

TIME ALLOWED: **THREE (3) HOURS**

INSTRUCTIONS:

1. Answer **FOUR (4)** 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

Answer FOUR questions. Number 1 and 4 carry 30 marks each and are COMPULSORY. Every other question carries 20 marks.

Data Analysis

1. **Digest** the following observation; then, answer the questions that follow. “There is *qualitative* data analysis and there is *quantitative* data analysis. Without a sound understanding of the nature of data, quantitative data analysis, particularly, will invariably end up as GIGO.”
 - (i) **Distinguish** *qualitative* data analysis from *quantitative* data analysis. (3 marks)
 - (ii) **Describe** data, based on *scales of measurement*, with examples; then, **explain** the importance of understanding the measurement scales of data to data analysis. (7 marks)
 - (iii) **Analyse** the structure of data and **illustrate** it with a codebook of TEN relevant items. (10 marks)
 - (iv) **Explain** the *levels* and *techniques* of quantitative data analysis. (10 marks)
2. Using the data in Attachment 1, answer the research question below by: (i) **constructing** a bivariate table, and (ii) **explaining** the table.

“Do younger university students watch television more than older ones do?”

3. Answer A or B.

A: Hypotheses deal essentially with differences, associations, or relationships. **Explain** the process of testing hypotheses and **describe** two statistical techniques that may be used in the process.

B: Data analysis – both qualitative and quantitative - involves various tools, elements, and activities – the so-called TEA. **Identify** and **explain** TEN items involved in data analysis.

Report Writing

4. A research report is a composition. Like a composition, it has parts. And report writing is like all writing: It must have the essential qualities of a composition.
 - (i) **Identify** and **explain** the various parts of a research report. (15 marks)
 - (ii) **Discuss** the essential qualities of a composition; then, **demonstrate** them by writing an *abstract* to a research report, assuming that you have carried out a study. (15 marks)

5. You are studying:

A: Coverage of the four regions of Swaziland by the two national newspapers

B: Favourite soap operas of Swazi women

Write the Methodology chapter for either A or B.

6. Creswell (2005) identifies six “alternative forms for writing qualitative research.”

Describe FIVE of these forms, giving examples of what each entails.

ATTACHEMENT 1

<u>Age</u>	<u>HSWTVD*</u>
21	1
19	2
24	1
23	3
20	2
22	1
25	2
19	3
26	1
22	3
21	2

*Hours Spent Watching Television Daily