

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER, 2015/16

EXAMINATION QUESTION PAPER: **MAIN**

PAPER: **JMC348: DATA ANALYSIS AND REPORT WRITING
FOR MASS COMMUNICATION RESEARCH**

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. Answer FOUR (4) questions
2. Write **legibly**, that is, **boldly** and **clearly**.
3. Evince the principles of **composition** and **grammar**.

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

JMC348 Data Analysis and Report Writing for Mass Communication Research

Answer FOUR questions. Each question carries 25 marks.

1. Attachment 1 presents data from a study of UNISWA students. Use it to answer the following questions.
 - i) **Prepare** a *codebook* from the data and the *data matrix* of the study. (15 marks)
 - ii) **Calculate** the percentage of the respondents who prefer each of the mass media. (10 marks)
2. **List** the components of the five *typical* chapters of a research report; then **describe** these (EDIT: **Not** “these.” Supposed to be “their”) components.
3. **Discuss** the *data refinement continuum*; then **explain** the levels and techniques of quantitative data analysis.
4. **Formulate a research problem** pertaining to mass communication, and **write** an explicit chapter on the *methodology* of your study, delineating its various components.
5. Using the data in Appendix 1, do the following.
 - i) **Calculate** the measures of central tendency for the age of the students. (10 marks)
 - ii) **Present** a bivariate table for **sex** and **mass media preference**. (10 marks)
 - iii) **Comment on** your table. (5 marks)
6. **Answer A, B or C.**
 - A:** **Describe** the two basic types of *hypothesis* testing; then use the data in Attachment 1 to illustrate the *chi-square test*.
 - B:** **Discuss** the differences between *qualitative data analysis* and *quantitative data analysis* OR the differences between *qualitative research report writing* and *quantitative research report writing*.
 - C:** The analysis of data from *composite measures* involves certain preliminary steps necessary to reduce them to single scores/values on a specific variable, such as *attitude* or *image*. **Illustrate** how you would process data that you have obtained from a Likert Scale or a Semantic Differential Scale.

Appendix 1

RAW DATA: Sample of UNISWA students

SEX	AGE	MASS MEDIA PREFERENCE
Female	20	Television
Female	19	Recorded music
Male	23	Newspapers
Female	18	Radio
Male	19	Radio
Female	23	Magazines
Male	25	Newspapers
Male	19	Television
Male	22	Radio
Female	22	Magazines
Male	24	Newspapers