

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER, 2015/16

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

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
Each question carries 25 marks.

1. **Examine** the differences between *qualitative data analysis* and *quantitative data analysis* OR the differences between *qualitative research report writing* and *quantitative research report writing*.
2. Attachment 1 presents data for a study on housewives. Use it to answer the following questions.
 - i) **Prepare** a *codebook* for the data and the *data matrix* of the study. **(15 marks)**
 - ii) **Calculate** the percentage of respondents who prefer the electronic media to the print media. **(10 marks)**
3. **Explain** the levels and techniques of quantitative data analysis, giving an example of each item that you have dealt with.
4. Based on Attachment 1, **present** a contingency table for level of education and mass media preference and **interpret** the table.
5. **Describe** what is involved in the analysis of data obtained from *composite measures*, such as the Likert Scale or the Semantic Differential Scale.
6. **Answer A or B.**
 - A: Write** the Methodology chapter for a research problem in mass communication, which you have carefully **formulated**.
 - B: Enumerate** and **explain** the chapters and components of a typical research report.

Appendix 1

RAW DATA: Housewives in Swazi Cities (Sample)

Level of Education	AGE	MASS MEDIA PREFERENCE
High school	29	Television
High school	41	Recorded music
University	38	Movies
Primary school	44	Radio
University	28	Television
Polytechnic	33	Magazines
Primary school	35	Radio
High school	29	Television
University	32	Television
High school	35	Magazines
University	43	Newspapers