

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER, 2016/2017

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

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

COURSE CODE: **JMC348**

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. **Explain** the levels and techniques of quantitative data analysis, giving an example of each item that you have dealt with.
2. **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.
3. **Examine** the differences between *qualitative data analysis* and *quantitative data analysis* OR the differences between *qualitative research report writing* and *quantitative research report writing*.
4. Attachment 1 presents data for a study on housewives in Swazi cities. 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)**
5. **Describe** the *Data Refinement Continuum* and **explain** the key element in each of its stages.
6. Based on Attachment 1, **present** a contingency table for level of education and mass media preference and **interpret** the table.

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