

UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES  
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION  
**SECOND SEMESTER, 2017/2018**  
EXAMINATION QUESTION PAPER: **MAIN**

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.

## JMC 348: DATA ANALYSIS AND REPORT WRITING FOR MASS COMMUNICATION RESEARCH

Answer FOUR questions, two from each section. Each question carries 25 marks.

### Section 1: Data Analysis

1. Both *quantitative* and *qualitative* data analysis entail and require certain *basic elements, activities, tools* and *skills*. **Identify** SIX of the so-called *BEATS* of data analysis, and **explain** how each of them features in this phase of research, with concrete examples.
2. In both qualitative and quantitative research, data analysis is essentially a process of refining raw or crude data towards answering the questions/hypotheses that were formulated for investigation. **Identify** and **explain** the stages and activities involved in the refinement of EITHER *qualitative* or *quantitative* data.
3. The data in Attachment 1 presents the time spent by housewives on watching television daily. Calculate the various *measures of central tendency* and two *measures of dispersion* from the data; then **present** the data in a frequency distribution table.
4. Attachment 2 is a data matrix. **Read** it carefully, and then do EITHER **A** or **B**.

**A: Frame** a research question that involves two variables; then **construct** a bivariate table that answers the question. **Explain** your table.

**B: Formulate** a hypothesis; then **name** an appropriate statistical technique you would use to test your hypothesis. **Explain** what the technique involves.

### Section 2: Report Writing

5. **Specify** and then **explain** the qualities of the following parts of a research report, **giving** examples: Title, Abstract, Problem Statement, Literature Review and Conclusion.
6. For a research problem of your choice, **write** its Methodology chapter in not less than **600 words**.
7. **Discuss** the essential differences between a *qualitative research report* and a *quantitative research report*.
8. Answer **A** or **B**.

**A:** Creswell (2005) describes six alternative forms for writing qualitative research reports. **List** FIVE of these forms and **explain** them.

**B:** A good research report has an unmistakable *storyline* that runs through it from beginning to end. **Discuss** this observation, illustrating your points, amply and clearly.

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### Attachment 1

#### Time Spent Watching TV Daily (in hours)

Frequency Distribution: 3 1 3 4 3 1 4 3 2 1 2 3 5 4 0

### Attachment 2

#### Data Matrix

<u>Case</u>	<u>Sex</u>	<u>LOE</u>	<u>NRF*</u>
1	Male	T	4
2	Male	S	2
3	Female	S	3
4	Male	T	7
5	Female	T	4
6	Female	P	0
7	Male	P	1
8	Male	S	6
9	Female	S	2
10	Male	S	4
11	Female	T	5
12	Female	T	3
13	Male	S	4

LOE: Level of Education

P: Primary S: Secondary T: Tertiary

\*Newspaper Reading Frequency, by Days of the Week