NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION

OCTOBER 2016 EXAM

COURSE CODE: **MAC413**
COURSE TITLE: **DATA   ANALYSIS   IN   COMMUNICATION**
RESAERCH
UNIT: **2**

INSTRUCTION: **ANSWER ANY THREE QUESTIONS**
TIME: **2 HOURS**

1. In a recent study conducted by Adelakun &Hamedi on "Agenda transition in the
    Nigerian newspapers", the Line graph below shows the number of times Boko-
    Haram and Ebola news stories appeared on the front pages of two Nigerian
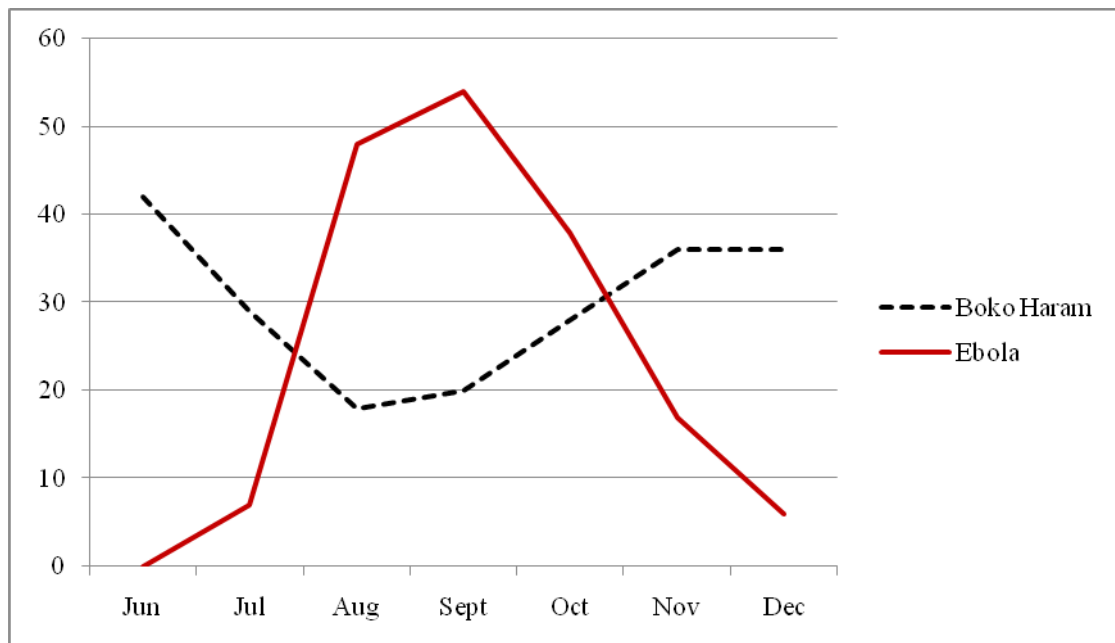   newspapers. Use the line graph to answer the questions that follows.**(24
    MARKS)**

Fig. 2 Line Graph Showing Relationship between the Issues in Term of Front-page Advantage

   a. In which month do Ebola stories appear most on the front page of the
       newspapers?   **(3 MARKS)**

b. In which month do Boko-haram stories were least feature on the front page of the newspapers? **(3 MARKS)**

c. Which of the two news stories was feature more than the other in June?**(3 MARKS)**

d. How many Ebola news stories appeared on the front page of the newspapers in June? **(3 MARKS)**

e. Which of the two news stories has less front-page advantage in December? **(3 MARKS)**

f. In which month do we have more than 40 Boko-Haram stories on the front page of the newspapers? **(3 MARKS)**

2. You have just been assigned your final year research project topic, "The Influence of Celebrity Endorsement Adverts on Consumer Loyalty (A Study of "Saka" in Etisalat And MTNMobile Network Adverts)

a. Which research method will you consider suitable for the research topic and why? **(5 MARKS)**

b. Construct three research questions relevant to the research project topic. **(15 MARKS)**

c. From which category of people (Research population) will you choose your research sample?**(4 MARKS)**

3. You have generated a frequency table below from the data you collected for your final year project.

a. Complete the table by finding the values of letter 'a' to 'i'. Please show your working.**(2 MARKS**for each**)**

Table1: Frequency table showing daily circulation of Nigerian newspapers

Newspaper	Daily Circulation	Cumulative Frequency	Percentage (%)
The Punch	90,000	90,000	18%
The Nation	60,000	150,000	12%
The Guardian	70,000	220,000	A
ThisDay	25,000	B	C
Tribune	40,000	D	8%
Vanguard	50,000	335,000	E
The Sun	65,000	F	13%
The Comet	30,000	430,000	G
Daily Independent	25,000	455,000	H
The Mirror	45,000	I	9%
TOTAL	**500,000**		**100**

b. Use the table to answer the following questions:

i. If only 75% of the total daily circulation is sold, how many copies are left unsold for the day?**(2 MARKS)**

ii. If The Punch decides to reduce its daily circulation by 10%, how many copies will punch circulate daily?**(2 MARKS)**

iii. Which two newspapers circulate the same number of copies per day?**(2 MARKS)**

4. Enumerate and discuss fully the elements of qualitative data analysis.**(24 MARKS)**

5. You are using quantitative approach in your undergraduate final year research project and you have decided to use a computer programme such as SPSS for the analysis of your data, discuss at least five reasons to convince Mrs Ademuyiwa, who is your project supervisor why you have taken such decision.**(24 MARKS)**