UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER, 2012/2013

EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER:	**DATA ANALYSIS AND REPORT WRITING FOR MASS COMMUNICATION RESEARCH**
COURSE CODE:	**JMC 348**
TIME ALLOWED:	THREE (3) HOURS
INSTRUCTIONS:	1. Answer FOUR **(4)** questions.
	2. Number 1 and 5 are **COMPULSORY**
	3. Write **legibly**, that is, **boldly** and **clearly.**
	4. 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

SECTION A: DATA ANALYSIS

1. *Data analysis* comprises a number steps or stages whereby raw data is continuously refined, although its substance is different for *qualitative* and *quantitative* research.
    (30 marks)
    (i)   **State** how *qualitative data analysis* is different from *quantitative data analysis*.
    (5 marks)
    (ii) **Explain** what is involved in the first three stages of the process of data refinement.
    (10 marks)
    (iii) Attachment 1 contains two sets of raw data. **Tabulate** the data in each set, after you have **explained** what *tabulation* means and entails.
    (15 marks)

2. **State** a hypothesis with regard to the data in Attachment 2; **construct** a bivariate table for the data; and **state** the type of statistics that is appropriate for testing the hypothesis.
    (20 marks)

3. **Calculate** the various *measures of central tendency* for the data in Attachment 1, as well the *range*.
    (20 marks)

4. **Identify** and **analyse** the *levels* of data analysis and the *statistical techniques* that may be used at each level.
    (20 marks)

SECTION B: RESEARCH REPORT WRITING

5. **List** the parts of a typical *research report* and the **elements** in each part; then, **describe** each of the elements.
    (30 marks)

6. **State** and **explain** FIVE qualities of writing that a research report should have, **giving** at least TWO examples of each quality via a sentence.
    (20 marks)

7. For a *research problem* of your choice, **write** the *background* to the study, its *objectives*, and its *delimitation*.
    (20 marks)

8. **Describe** the types of *research report* and the major forms of *documentation*.
    (20 marks)

Attachment 1

Time Spent Watching TV Daily (in hours)

4 1 3 2 3 1 4 3 2 1 2 3 5 4 0

Attachment 2

Case	Sex	DWIRN*
1	Male	4
2	Male	2
3	Female	3
4	Male	7
5	Female	4
6	Female	0
7	Male	1
8	Male	6
9	Female	2
10	Male	4
11	Female	5

*Days of the Week I Read Newspapers