

DEPARTMENT OF INFORMATION AND MEDIA TECHNOLOGY
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY
FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA
FIRST SEMESTER 2012/2013 SESSION EXAMINATION
MCT 411: DATA ANALYSIS IN MASS COMMUNICATION TECHNOLOGY RESEARCH

INSTRUCTION: ANSWER QUESTIONS ONE AND ANY OTHER THREE.

TIME ALLOWED: TWO AND HALF HOURS

1. In a study to investigate the influence of gender on knowledge of media ethics among journalists in Minna, the following scores were obtained in a media ethics achievement test.

Male journalists: 9, 17, 16, 15, 5, 15, 10, 18, 18, 20, 26, 10, 8, 19.

Female journalists: 6, 10, 12, 18, 13, 17, 11, 9, 19, 5, 15, 10.

Using the appropriate t-test statistical tool at 0.05 level of significance, determine whether gender is a significant factor in the journalists' knowledge of media ethics. State your hypothesis in a directional form.

2. State and explain the steps involved in quantitative data analysis.
3. The construction of statistical tables follow well defined principles and procedures. Using clear examples identify and explain these principles and procedures.
4. Explain in details the step-by-step procedure you would follow to test a null hypothesis using the chi-square (contingency table analysis) statistical tool. State and explain all formulae to be used at the different stages of the procedure.
5. Using relevant examples, discuss any five features of a component bar chart.

