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

 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.
- 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.
- Using relevant examples, discuss any five features of a component bar chart.

Level of significance for one-tailed test						
	.10	.05	.025	.01	.005	.0005
'f	Level of significance for two-tailed test					
	.20	.10	.05	.02	.01	.001
1	3.078	6.314	12.706	31.821	63.657	636.619
2	1.886	2.920	4.303	6.965	9.925	31.598
3	1.638	2.353	3.182	4.541	5.841	12.941
4	1.533	2.132	2.776	. 3.747	4.604	8.610
5	1.476	2.015	2.571	3.365	4.032	6.859
6	1.440	1.943	2.447	3.143	3.707	5.959
7	1.415	1.895	2.365	2.998	3.499	5.405
8	1.397	1.860	2.306	2.896	3.355	5.041
9	1.383	1.833	2.262	2.821	3.250	4.781
0	1.372	1.812	2.228	2.764	3.169	4.587
1	1.363	1.796	2.201	2.718	3.106	4.437
2	1,356	1.782	2.179	2.681	3.055	4.318
3	1.350	1.771	2.160	2.650	3.012	4.221
4	1.345	1.761	2.145	2.624	2.977	4.140
5	1.341	1.753	2.131	2.602	2.947	4.073
6	1.337	1.746	2.120	2.583	2.921	4.015
7	1.333	1.740	2.110	2.567	2.898	3.965
8	1.330	1.734	2.101	2.552	2.878	3.992
9	1.328	1.729	2.093	2.539	2.861	3.883
0	1.325	1.725	2.086	2.528	2.845	3.850
1	1.323	1.721	2.080	2.518	2.831	3.819
2	1.321	1.717	2.074	2.508	2.819	3.792
3	1.319	1.714	2.069	2.500	2.807	3.767
4	1.318	1.711	2.064	2.492	2.797	3.745
5	1.316	1.708	2.060	. 2.485	2.787	3.725
5	1.315	1.706	2.056	2.479	2.779	3.707
7	1.314	1.703 .	2.052	2.473	2.771	3.690
3	1.313	1.701	2.048	2.467	2.763	3.674
)	1.311	1.699	2.045	2.462	2.756	3.659
)	1.310	1.697	2.042	2.457	2.750	3.646
)	1.303	1.684	2.021	2.423	2.704	3.351
)	1.296	1.671	2.000	2.390	2.660	3.460
)	1.289	1.658	1.980	2.358	2.617	3.373
	1.282	1.645	1.960	2.326	2.576	3.291