

# **MAC411: Data Analysis in Communication Research (2 Units)**

**Department of Mass Communication**

**Covenant University**

# **1. MAC411**

## **1.1. MAC411: Data Analysis in Communication Research (2 Units)**

This is a study in data presentation and interpretation using tables, graphs; measures of central tendency, correlation coefficient and other statistical techniques. The course is designed to teach students how to analyze and interpret results of their research projects especially in communication sciences or studies. The course builds on the knowledge gained in Introduction to Statistics for Social Sciences/Mass Communication and Foundation of Communication Research. The use of relevant computer software programmes or statistical packages like the Statistical Package for Social Sciences (SPSS) also receives adequate attention in this course.