

Programme	B.S. (4-years), Communication Studies	Course Code	BSCS-406	Credit Hours	3
Course Title	Data Analysis Techniques				
Course Introduction					
<p>This course has been designed with the objectives of:</p> <ul style="list-style-type: none"> • Instilling the ability to process and manage raw data or information gathered from the field of investigation and to make the data refined, cleaned, organized and structured • Enabling the students for utilizing number of processes including data editing and data coding • Explaining the meaning of SPSS and its importance as a valuable resource for Data Analysis in Communication or Social Science Research 					
Learning Outcomes					
<p>After studying this course, the students will be able to:</p> <ul style="list-style-type: none"> • Detect any possible incorrect entries or errors • Make decisions regarding the appropriateness of certain recorded responses • Propose necessary modifications where information has been given in units other than the one specified • Apply Analysis, Summary of Statistical Tools and Conditions for using them, and to make Post-Analysis Evaluation of any Specific Research Project undertaken 					
Course Content					
Week 1	1. Data Processing and Management 1.1. Data Screening, Editing				
Week 2					
Week 3					
Week 4					
Week 5	2. Data Coding 2.1. Qualitative Coding 2.2. Quantitative Coding				
Week 6					
Week 7					
Week 8	3. The Use of Computer in Data Processing and Analysis 3.1. Data Analysis and Interpretation of Results 3.2. Data presentation through the application of appropriate techniques 3.3. Wrong application of Statistical Techniques for Data Analysis 3.4. The tendency to overproduce Statistical Tables				
Week 9					
Week 10					
Week 11					
Week 12	4. Statistical Package for Social Sciences (SPSS) program 4.1. How to use SPSS System or Program Package 4.2. Steps In using SPSS To test hypothesis				
Week 13					
Week 14	5. Data Analysis in Communication Research 5.1. Types and Sources of Data 5.2. Measurement of Data 5.3. Meaning and types of Data Analysis 5.4. Major Descriptive Statistical tools and how to apply them 5.5. Univariate Frequency Distribution Tables (FDT) 5.6. Bivariate FDT 5.7. Multivariate FDT 5.8. Major Inferential statistical tools and Application				
Week 15					
Week 16					

5.9. Post Analysis Evaluation

Textbooks and Reading Material

Lucey, T. (1998). Quantitative Techniques-An Instructional Manual. London: Dp Publications Ltd.

Management a Global Perspective, Weilrich and Koontz, 9th ed. McGraw Hill, 1994.

Managing Media Organizations, John Lavaine, Longman, 1994.

Media Management , Ardyth B. Sohn, Lawrance Erlebaum, London,1999.

Strategic Newspaper Management, Conrad C. Fink, SIUP, Carbondale, 1999.

Rucker and Williams Newspaper organization and Management-Iowa state college Press. Iowa 1958.

Newspaper Organization and Management, Hervert L. William, 1994.

Rucker Frank News Papers Circulation. Iowa state college press Iowa.

Teaching Learning Strategies

1. Lectures
2. In-Class Activities
3. Written Assignments

Assignments: Types and Number with Calendar

1. Class Participation
2. Attendance
3. Presentations
4. Attitude & Behavior
5. Hands-on Activities
6. Short Tests
7. Quizzes

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.