

## **BSCS 802: Data Management and Analysis**

### **Course Objectives:**

This course has been designed with the objectives of:

- 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

### **Course Outcomes:**

After studying this course, the students will be able to:

- Detect any possible incorrect entries or errors and rectify them before complex data analysis

- 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 Outline:**

- **Data Processing and Management**
  - Data screening, editing
- **Data Coding**
  - Qualitative coding
  - Quantitative coding
- **The Use of Computer in Data Processing and Analysis**
  - Data analysis and interpretation of results
  - Data presentation through the application of appropriate techniques
  - Wrong application of statistical techniques for data analysis
  - The tendency to overproduce statistical tables
- **Statistical Package for Social Sciences (SPSS) program**
  - How to use SPSS system or program package
  - Steps In using SPSS To test hypothesis
- **Data Analysis in Communication Research**
  - Types and sources of data
  - Measurement of data
  - Meaning and types of data analysis
  - Major Descriptive Statistical tools and how to apply them
    - i. Univariate Frequency Distribution Tables (FDT)
    - ii. Bivariate FDT
    - iii. Multivariate FDT
  - Major Inferential statistical tools and how to apply them
  - Post analysis evaluation

### **Recommended Readings:**

1. Lucey, T. (1998). *Quantitative Techniques-An Instructional Manual*. London: Dp Publications Ltd.
2. Management a Global Perspective, Weilrich and Koontz, 9th ed. McGraw Hill, 1994.
3. Managing Media Organizations, John Lavaine, Longman, 1994.
4. Media Management , Ardyth B. Sohn, Lawrance Erlebaum, London,1999.
5. Strategic Newspaper Management, Conrad C. Fink, SIUP, Carbondale, 1999.
6. Rucker and Williams News paper organization and Management-Iowa state college Press. Iowa 1958.
7. Newspaper Organization and Management, Hervert L. William, 1994.
8. Rucker Frank News Papers Circulation. Iowa state college press Iowa.