Journalism and Mass Communication 658 – Fall 2022
COMMUNICATION RESEARCH METHODS

Data Analysis Assignment:

Deliverables: (1) 4-page, double-spaced, paper per group (December 4 – Sunday Night)
(2) 15-minute presentation to the class of your full project (December 8 or 13)

You have already identified the question you want to study, reviewed the relevant literature, selected your data and methods. Now for this assignment you need to:

- Select an appropriate data analysis strategy based on your mode of observation and the relationships you will be exploring. Justify your choice (keep in mind that the type of variable being considered in making this choice).

- Present your analyses. This entails:

    - Selecting and constructing (if multiple items) the variables to be analyzed.
    - Performing the test/s.
    - Interpreting the test/s and concluding whether you accept or reject the null hypothesis for each test.
    - I will work with teams to conduct the analysis and perform statistical tests

- If your group wants to run this by me before the deadline we can set an appointment to do this.