

***Emerging Issues in
Communication
Research***

Simple Data Presentation and Analysis in Communication Research

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Introduction

Presentation will be in three parts

- Utilization of demographic related issues in communication research;
- Measuring, processing and ranking of Media preferences;
- Measuring and processing of Awareness and Knowledge on media campaign related issues

Presentation Assumption 1

I am making an assumption that most people here are familiar with the use of SPSS software. If not it might be a little challenging following the discussion.

Assumptions 2

I am also making an assumption that you have taken at least some basic or introductory course in social statistics in your undergraduate days

Communication & Media Research Methodologies

Methodologies in media studies include

- Field surveys
- Content Analysis
- Focus Group Discussions (FGDs)
- In-Depth Interviews

CMR methodologies contd.

Today's presentation will only involve the use of field surveys in communication and media studies.

The presentation will also be limited to table construction and presentation of preliminary findings of data.

Demographic issues

In communication and media surveys, it is normal to collect data on the demographics of the respondents. The demographic variables or indicators enable us to predict, explain more and show relationships and/or associations amongst the variables.

Demographic issues 2

Some of the demographic variables may include

- Gender
- Education
- Income
- Age

The questions asked

The questions asked are normally straight forward: EG.

- What is your gender/sex?
- What is your level of education?
- What is your combined family annual income?
- In which of this age brackets do you belong

Variable measurements

- Knowing the questions to ask is very important.
- Similarly deciding in advance how one intends to analyze the answers determines how one measures responses to the questions

Measurement scales:

- Nominal scale—based on categorization—Male, Female or colors—red, blue etc.
- Ordinal scale—based on ranking—good, better, best or Frequently, Sometimes, Never

Measurement scales contd.

- Interval scale— attributes are rank-ordered and at the same time have equal interval between adjacent attributes— Age, Income, number of times a person listens to a radio program in a month.

Measurement scales contd. 2

- If one is working with categorization (Nominal scale) the value or numbers assigned to attributes may not be important
- However if one is working with ordinal and interval scales the numbers assigned to attributes becomes very important for higher level analysis

Measuring gender?

What is your gender/sex?

- Male
- Female

Table 1a

SPSS generated table on gender/sex

	Frequenc y	Percent	Valid percent	Cumulati ve percent
1. male	162	45.0	45.1	45.1
2. female	197	54.7	54.9	100.0
total	359	99.7	100.0	
9. missing data	1	3		
Total	360	100		

Table 1b

Reconstructed table on gender/sex

	Frequency	Valid percent
1. Male	162	45%
2. Female	197	55
Total	359	100%

Measuring Age

- In which of these age brackets do you belong?
- 18-25 years
- 26-30 yrs
- 31-40 yrs
- Over 40 yrs

Table 2a

SPSS generated table on age

	Frequency	Percent	Valid percent	Cumulative percent
1. 18-25	225	62.5	62.8	62.8
2. 26-30	116	32.2	32.4	95.3
3. 31-40	17	4.7	4.7	100.0
4. Over 40yrs	0	0	0	0
Total	358	99.4	100	
9. Missing data	9	.6		
Total	360	100		

Table 2b

Reconstructed table on age

	Frequency	Percent
1. 18-25	225	63%
2. 26-30	116	32
3. 31-40	17	5
4. Over 40yrs	0	0
Total	358	100%

What is your class level in the University?

- 100 level
- 200 level
- 300 level
- 400 level
- 500 level

Table 3a

SPSS generated table on class level in university

	Frequency	Percent	Valid Percent	Cumulativ e Percent
1.100 level	38	10.6	10.6	10.6
2.200 level	125	34.7	34.9	45.5
3.300 level	102	28.3	28.5	74
4.400 level	82	22.8	22.9	96.9
5.500 others	11	3.1	3.1	100.0
Total	358	99.4	100	
9. Missing	2	.6		
Total	360	100.0		

Table 3b

Reconstructed table on class level in univ.

	Frequency	Percent
1. 100 level	38	11%
2. 200 level	125	35
3. 300 level	102	28
4. 400 level	82	23
5. 500	11	3
others		
Total	358	100%

Relationship computations

- Relationship computations between demographic variables—i.e.
- Gender,
- Age and
- Level of education

Table 4

Relationship between sex and level of education

	Male	female
100 level	9%	12%
200 level	33	37
300 level	31	26
400 level	24	22
500 level	3	3
Total	100% (N=161)	100% (N=107)

Table 5

Relationship between sex and age

	Male	Female
18-25	56%	68%
26-30	36	30
31-40	8	2
Total	100%	100%
	(N=162)	(N=196)

Media ranking & preference

Measuring, processing
and ranking of Media
preferences

Measurable media issues:

- Mass media channels
- TV Program preference
- Interpersonal comm. Channels
- Advert. Brand preference
- Ranking of advertising commercials
- Use of social media, etc.

Use of the Mass Media channels as an example

Q. 10. Which of the mass media of communication do you prefer to use for obtaining information? (Rank 1, 2, 3.. in order of preference)

- Books_____
- Magazines_____
- Radio_____
- Television_____
- Newspapers____

Questionnaire Coding Manual

Q10. COL10 VAR10 – MEDIA PREFERRED RANK 1

1 Books

2 Magazines

3 Radio

4 Television

5 Newspapers

9 DK/MISSING DATA

Questionnaire Coding Manual contd.2

Q10. COL11 VAR11 – MEDIA PREFERRED RANK 2

- Books
- Magazines
- Radio
- Television
- Newspapers
- DK/MISSING DATA

Questionnaire Coding Manual contd.3

Q10. COL12 VAR12 – MEDIA
PREF RANK 3

Q10. COL13 VAR13 – MEDIA
PREF RANK 4

Q10 COL14 VAR14 – MEDIA
PREF RANK 5

Table 6

Rank order of preferred mass media

Media	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Books	3 %	4%	5%	14%	80%
Mag	3	4	29	58	6
Radio	62	32	4	2	4
Tv	29	57	7	4	2
Paper	3	7	55	22	12
Total	100%	100 %	100%	100%	100%

Awareness and Knowledge on media campaign issues

Measuring & processing the levels of Awareness and Knowledge on media campaign related issues

Awareness and Knowledge on media campaign issues Contd.

Levels of awareness and knowledge are often achieved by assigning scores to various questions answered correctly. The aggregate score is then utilized to compute the level of awareness and or knowledge of the attitudinal and behavioral issues

Sample questions on level of awareness of HIV

Sample questions and computation is extracted from:

- Adum, Allen. (2011).

Awareness of HIV questions

- Are you aware of a media campaign on HIV/ AIDS which says: “HIV/AIDS is Real”? Yes No
- Are you aware of a media campaign on HIV/AIDS which says: “Know Your HIV Status”? Yes No
- Are you aware of a campaign on HIV which says: “**A**bstinence, **B**e faithful; use **C**ondom [**ABC**]”? Yes No

Awareness of HIV questions contd.2

- Are you aware of media campaign on HIV which says: “Sex is Worth Waiting for – Zip-Up”?
- Are you aware of media campaign on HIV which says: “AIDS no dey Show for Face, protect yourself”

Awareness of HIV questions contd.3

- Are you aware of media campaign on HIV where Pastor Adeboye of Redeemed Church appeals to people to know their HIV status?
- Are you aware of media campaign on HIV where John Ibekwe and Assumpta Reginald (both “HIV-positive”) appeal to people to stop discrimination against people living with HIV?

Measurement of awareness levels

Answer of Yes scores 1point

Answer of No scores 0point

- The total possible score for level of awareness on HIV will be 7points

Measurement of awareness levels contd.

To obtain various level of awareness; aggregate points obtained by respondents will be distributed as follows

- 0—2 low awareness
- 3—5 medium awareness
- 6—7 high awareness

Distribution of scores in percentages

- High HIV awareness 57%
- Medium awareness 39%
- Low HIV awareness 4%

Table 7

Relationship between Gender and Level of Awareness to Media Campaigns on HIV

	Male	Female
High	63%	51%
Medium	34	44
Low	3	5
Total	100% (N=241)	100% (N=243)

Table 8

Relationship between Age and Level of Awareness to Media Campaigns on HIV

	16-21	22-26	27 and above
High	49%	60%	71%
Medium	49	36	25
Low	2	4	4
Total	100% (N=167)	100% (N=238)	100% (N=72)

Sexual Knowledge

Sample questions and computation is extracted from:

- Okonkwo, Beatrice. (2011). *Communication and Socio-Cultural Determinants of High Maternal Mortality and Morbidity in Nigeria—Anambra State*. Ph.D. Dissertation, Nnamdi Azikiwe University, Awka, Nigeria

Sexual knowledge questions

What should be the age of a woman at first intercourse?

What should be the age for a woman to start having children?

It is desirable for a woman to have a child while breastfeeding?

How long should a woman wait before she gets her next child?

Sexual knowledge questions contd.

These body changes are associated with onset of pregnancy.

Breast enlargement True_____ False_____

Menstruation stops True_____ False_____

Marks on the body True_____ False_____

Intense hunger True_____ False_____

Dislike for people True_____ False_____

Nausea True_____ False_____

Enlargement of stomach True_____ False_____

Measurement of level of knowledge

- Correct answer scores 1
- Incorrect answer scores 0

The total possible score for level of knowledge on sexuality issues will be 11 points

Measurement of level of sexual knowledge contd.

To obtain various level of sexual knowledge; aggregate points obtained by respondents will be distributed as follows

- 0—3 low knowledge
- 4—7 medium knowledge
- 8—11 high knowledge

Distribution of scores in percentages

- High sexual knowledge 27%
- Medium sexual knowledge 66%
- Low sexual knowledge 7%

Pregnancy knowledge questions

It is necessary to attend antenatal before delivery? Yes_ No _

Women who are pregnant must always take anti-tetanus vaccine.

Women who are pregnant should be administered with anti-malarial drugs.

Eating a variety of nutritious food during pregnancy is important

Measurement of pregnancy knowledge

Yes scored 1

- No scored 0

The total possible score for this level of knowledge on pregnancy issues will be 4 points

Measurement of level of pregnancy knowledge contd.

To obtain level of pregnancy knowledge; aggregate points obtained by respondents will be distributed as follows

- 0—2 low knowledge
- 3—4 high knowledge

Distribution of scores in percentages

- High pregnancy knowledge
74%
- Low pregnancy knowledge
26%

Table 9

Relationship between gender and level of pregnancy knowledge

Level of pregnancy knowledge	Male	Female
High	65%	80%
Low	35%	20%
Total	100% (120)	100% (180)

Table10

Relationship between education and the level of pregnancy knowledge

Level of preg	Primary	Secondary	university
High	68%	83%	88%
Low	32%	17%	12%
Total	100%	100%	100%

Thank you

- *Finis*

Asante sana