

Course Outcome: *By the end of the course the students will be able to:*

1. Demonstrate the procedure to compute statistical measure using statistical software tool (SPSS)
2. Demonstrate a working knowledge of statistical terms and its measures on SPSS
3. Describe the procedure to compute descriptive statistical measure
4. Analysis the data relationship using correlation and measure the probability of events
5. Predict the variation using regression

UNIT 1

Introduction and Overview. Starting SPSS, Entering Data, Defining Variables

UNIT 2

Examining Output Files, Modifying /Transformation of Data

UNIT 3

Frequency Distributions, Measures of Central Tendency and Measures of Dispersion. Graphing Basics. Reliability (Inter item correlation)

UNIT 4

Parametric and non-parametric tests- Pearson Correlation Coefficient, Cronbach's alpha, Chi square, t Test, ANOVA , Mann-Whitney U Test, Kruskal-Wallis H Test

UNIT 5

Exploratory factor analysis, Simple and multiple Linear Regression, Path analysis, Structural Equation Modelling with AMOS

References

1. Field, A. (2005). *Discovering statistics using SPSS* (2nd ed.). London: SAGE.
 2. SPSS for Dummies – available at http://www.biometrica.tomsk.ru/lib/spss_dumm.pdf
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Course Outcome: *By the end of the course the students will be able to:*

1. Collect, organize, analyze, visualize and publish data from qualitative, quantitative and mixed methods research.
2. Triangulate their research and develop better understanding on the methodology.
3. Interpret the data and build the relationship among the variables in a better way.
4. Bring an organised and structured approach to analysis.
5. Be more efficient researcher.

UNIT 1

Introduction: Getting Familiar with MAXQDA Interface -Starting MAXQDA and Exploring the SPLASH Screen - How to Create a Project in MAXQDA- Understanding MAXQDA Interface Part 1 - The Top Panel - Understanding MAXQDA Interface Part 2 – the 4 quadrant Screen- Learning to Import and Organize Data in MAXQDA

UNIT 2

Doing Transcription in MAXQDA: Understanding the Audio wave frame - Audio Controls- Understanding the Timestamps - Managing Volume and Play Speed -Inserting Document Links in Transcription - Inserting Memo in Transcription - Understanding Clip Selection Icons - Clip Selection Icons in Action

UNIT 3

Theoretical Foundations of Qualitative Research-Which Qualitative Method I Should Use and When?

UNIT 4

Coding in MAXQDA: BASICS- Axial, Open, Selective and Advanced- Color, Highlight and Embedded

UNIT 5

Data Visualization in MAXQDA Analytics Pro: Understanding Word Clouds and their Use- Creating Word cloud of a Selected Text/Document- Refining Word Cloud: Creating, Importing and Exporting Stop List - Word Cloud: Understanding Search Result Table

References

Course Outcome: *By the end of the course the students will be able to:*

1. Understand the ontology, epistemology and methodology pertaining to his/her research
2. Develop a feasible topic, literature review and identify theoretical and methodological framework.
3. Build the foundation for getting his/her research publication ready

The student is exposed to theoretical quantitative and qualitative research process in the first semesters. As a follow through practical application of research, he/she ideates individually on a preferred area of research interest related to any field of Mass Communication within the traditions of social and behavioural sciences. A Research Guide is assigned to each student to help him/her through the process of preparing a Research Proposal. A one credit internal research review is undertaken at this phase, and the student is expected to have the ontology, epistemology and methodology pertaining to his/her research proposal in place.

This research review gears the student towards building the foundation for getting his/her research publication ready. The evaluation by the review committee will be based on parameters such as feasibility of topic, literature review and identification of theoretical and methodological framework.

Course Outcome: *By the end of the course the students will be able to:*

1. Understand the methods of data collection pertaining to his/her research
2. Analyze the data collected and describe the methods adopted.
3. Develop a manuscript for getting his/her research publication ready

As a follow-up on Research Review I, a second internal research review is undertaken at this phase, and the student is expected to have completed the data collection and analysis, resulting in a rough draft of an article for journal publication. The student should identify a possible SCOPUS journal and format the article according to the journal's style sheet. The evaluation for the review will be based on strength of data collection and analysis techniques.