



QUANTITATIVE DATA ANALYSIS

*First
Edition*

IN COMMUNICATION RESEARCH

AHLAM ABDUL AZIZ | ZARIDAH ABDULLAH
ANTASHAH MOHD NOR

QUANTITATIVE DATA ANALYSIS

*First
Edition*

IN COMMUNICATION RESEARCH

Ahlan Abdul Aziz
Zaridah Abdullah
Antashah Mohd Nor

PENERBIT  **PRESS**
UNIVERSITI TEKNOLOGI MARA

© UiTM Press, UiTM 2020

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means; electronic, mechanical, photocopying, recording or otherwise; without prior permission in writing from the Director of UiTM Press, Universiti Teknologi MARA, 40450 Shah Alam, Selangor Darul Ehsan, Malaysia. E-mail: penerbit@uitm.edu.my

UiTM Press is a member of
MALAYSIAN SCHOLARLY PUBLISHING COUNCIL

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Ahlam Abdul Aziz

QUANTITATIVE DATA ANALYSIS IN COMMUNICATION RESEARCH /
Ahlam Abdul Aziz, Zaridah Abdullah, Antashah Mohd Nor. – First Edition.
ISBN 978-967-363-629-7

1. Quantitative research.
2. Communication--Research.
3. Government publications--Malaysia.

I. Zaridah Abdullah.
II. Antashah Mohd Nor.
III. Title.
001.42

Printed in Malaysia by: UiTM Printing Centre
Faculty of Art & Design
Universiti Teknologi MARA
40450, Shah Alam
Selangor

PERPUSTAKAAN TUN ABDUL RAZAK UITM SHAH ALAM	
No. Perolehan	
Control Number	961261
Tarikh	21/7/2020
No Akses	1043048
Lokasi	P1/05

Content

Preface		vi
Acknowledgement		vii
Chapter 1		
Unit 1	About Statistics	3
Unit 2	Levels of Measurement	7
Unit 3	Parametric and Non-Parametric Analysis	15
Unit 4	Opening SPSS	17
Chapter 2		
Unit 5	Frequency Distribution	21
Unit 6	Identification of Class Interval	33
Unit 7	The Measures of Central Tendency and Variability	47
Unit 8	Z-score	59
Unit 9	Probability	67
Chapter 3		
Unit 10	Hypothesis Testing and Normality Test	81
Unit 11	One Sample t-Test	91
Unit 12	Independent Sample t-Test	105
Unit 13	Paired Sample t-Test	123
Unit 14	The One-Way ANOVA Test	135
Chapter 4		
Unit 15	Pearson Correlation	151
Unit 16	The Chi-Square Test for Goodness of Fit and Independence	165
Unit 17	Reliability Analysis	183
Appendix A	Statistical Formula	187
References		191
Index		193

This text book is written especially for Mass Communication students in degree programs who are taking Quantitative Analysis in Communication Research course. This book contains four chapters. Each chapter explained analysis with manual and SPSS example.

Besides requires students to master in manual calculation, students also have to access SPSS statistical software. Examples with computer output provide opportunities for students to understand and interpret the data and result findings of a statistical analysis presented as computer output.

Preface