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Course Code: BAJMC 303

Course Name: Media Research

Assignment 3

(Based on Unit 4)

1. Create a multimedia presentation that explains the concept of measures of central tendency (mean, median, and mode) and how they can be used to analyze audience engagement metrics in media campaigns or social media posts. (BTL 4/ CO 1)
2. As a media student, develop a creative infographic or visual representation that illustrates the key steps involved in writing an impactful media research report. Include guidelines for creating an abstract, proposal, and synopsis to effectively communicate research outcomes. (BTL 2/ CO 3)
3. Explain the steps involved in the processing of data in media research. Discuss the importance of data editing, coding, classification, and tabulation. Provide an example of a media research data set and demonstrate how these data processing steps can be applied to it. (BTL 6/ CO 3)
4. Data analysis is a critical phase in media research. Discuss the process of data analysis and its significance in drawing meaningful conclusions from research data. Explain how quantitative and qualitative data analysis approaches differ and when each approach is preferred in media research. (BTL 6/ CO 4)
5. Interpretation of data is an integral part of media research. Describe the process of data interpretation and the challenges researchers may encounter during this phase. (BTL 4/ CO 4)
6. Discuss the key components of a research report in media studies, including the abstract, proposal, and synopsis. Provide guidelines on how to structure each section and emphasize the importance of clear and concise communication. (BTL 5/ CO 4)