

## "Data Analysis in Mass Communication and Media Research in Nigerian Universities"

This work examines the role of the data analysis in research activities. The author explains the different types of research methods that researchers use in the field of social sciences with particular reference to mass communication. The study supports the motion that survey is the most appropriate research method to investigate issues, events or phenomena where there is no existing documentary evidence, because survey provides the basis for a researcher to generate primary data upon which he or she evaluates the research hypotheses/research questions generated from the target population for the study. The different types of sampling techniques were discussed, and the circumstances under which a researcher can employ them. The study reviews how to analyse data based on the unit of analysis for the study and the nature of the variables under investigation. The doubts surrounding the validity of the research findings derived using qualitative research method was cleared by explaining the criteria appropriate for evaluating the reliability of research instruments and the validity of research findings when a researcher is dealing with value-based variables under qualitative research.