

MEVIT4811 - Quantitative Methodology in media studies

Take home exam, spring 2023

The exam opens on Tuesday 30 May at 11:00 AM. The submission deadline is Thursday 1 June at 11:00 AM.

The exam must be submitted as a PDF-file in Inspira (more about this below).

This exam overview consists of three (3) pages, and two (2) problems. The dataset can be downloaded separately from Inspira.

- Before you start writing your exam submission, you must ensure that you have read and understood the University of Oslo's information about cheating: <http://www.uio.no/english/studies/examinations/cheating/index.html>
- You must use a reference style (such as Harvard, MLA, Chicago or APA) throughout your exam submission, and in the bibliography/reference list at the end of the submission. Therefore, you must also read the University's guidelines: <http://www.uio.no/english/studies/examinations/sources-citations/>

EXAM QUESTION:

In this exam, your task will be to analyze the provided data from the European Social Survey (ESS). This data is based on surveys administered face-to-face with people across Europe. We have chosen the data on Norwegians from the 2022 survey.

The dataset you will work with has been edited compared to the original one (we have removed many variables, including weight-variables).

In Problem 1, you will be asked to perform some specific tasks. In Problem 2, we will ask you to develop your own research plan and present the findings. Include images/screenshots from SPSS only when the tasks tell you to.

Before starting, we suggest you read through the entire test, and then take a little time to familiarize yourself with the dataset.

There are no requirements for how many pages your exam-report needs to be.

Problem 1

In this problem, we will refer to the following variables:

- Age of respondent (agea)
- News consumption in minutes (nwspol)
- Internet use per day in minutes (netustm)
- Posted or shared about politics online (pstplonl)
- Voted in last election – two categories (vote_2cats)
- Highest level of education – simplified (eiscd_simplified)
- Interest in politics (polintr_simplified)

Perform the following tasks:

- a) What is the mean, median, mode, and standard deviation of internet use per day? What does the difference between the mean and median tell us about the data?
- b) Create the appropriate graph that shows the age-distribution of respondents and include this in your exam-report.
- c) Create a scatterplot of age and news consumption. Include the scatter plot in your exam-report. What patterns do you observe?
- d) Conduct a correlation analysis to determine if there is a significant relationship between age and news consumption. Report and interpret your results.
- e) Create a new variable based on the existing variable on posting online about politics that has only three categories: yes, no, unknown. Perform a chi-square analysis between interest in politics (polintr_simplified) and this new variable. Report your results. What do the results imply?
- f) Explain which statistical test to use for comparing news consumption (nwspol) between those who voted in the last election and those who did not (vote_2cats). Perform the analysis and report your results. What can you conclude from the test?
- g) Explain which statistical test to use for comparing internet use (netustm) among different education levels (eiscd_simplified). Perform the analysis. Report and interpret your results.

Problem 2

In this problem, you are expected to develop your own research question (RQ) and hypothesis based on the dataset provided. The RQ and hypothesis do not have to be related to each other. You may use any variables in the dataset (including those from Problem 1), but please do not repeat an analysis from Problem 1.

In your answer, please include the following sections:

- RQ and hypothesis: State one research question you would like to answer and one hypothesis you would like to test. Make sure to include the null hypothesis and indicate whether your hypothesis is directional or non-directional.
 - Data analysis plan: Identify the variables you will use and the statistical test(s) you will conduct to answer your research question and test your hypothesis. Describe why you have chosen these test(s).
 - Results: Present the findings of your data analysis. Include tables, graphs, or other appropriate visualizations to illustrate your results.
 - Interpretation: Interpret the results of your data analysis. What do these results mean in the context of your research question and hypothesis? What conclusions might be drawn?
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More information about the exam:

- [Information about home examinations in Inspera from The University of Oslo](#)
- Your exam answer must be submitted in English.
- You must submit your exam in Inspera by uploading your answer as a PDF file. Your front page must include your candidate number that you find in Studentweb (NOT YOUR NAME), the course code and the course name as well as semester and year. (MEVIT4813 – Textual analysis in media studies, Spring 2023) The name of the file you upload should be your candidate number (xxxx.pdf)
- Inspera closes precisely and automatically at 11:00 AM, so you must upload your file at latest 10:59 AM.
- [Frequently asked questions before and during exams at IMK](#)
- Course teacher Marika Lüders can be contacted through e-mail, marika.luders@media.uio.no, and will answer questions regarding the exam submitted by 1:00 PM (13:00) Tuesday 30 May. Questions will generally be answered by the end of the workday.
- **The exam results will be published in Studentweb within three weeks from the submission date. Results will not be revealed by phone or e-mail.**