



The usefulness of the quantitative method of statistical analysis (SPSS) as a mode of data analysis for research purposes

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GRIN Verlag Okt 2013, 2013. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Scientific Essay from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 70%, The University of Surrey, language: English, abstract: This paper will look to analyse the use of the quantitative method of statistical analysis (SPSS) as a mode of data analysis for research purposes. It will aim to explain what is involved in the SPSS process by giving example to the Research Methods (RM) class dated 17th November 2010, 'Fundamentals of Statistical Analysis I', which involved the analysis of quantitative data through the use of the SPSS application. This will include what the exercise entailed, how data was generated for analysis using this method and how the method was executed. The discussion will then move on to describe some real life research question data that can be analysed using this method. The type of analysis to expect from SPSS will also be discussed. A discursive comparison of the SPSS method to the qualitative method of thematic analysis as a data analysis tool will be conducted at end of this...

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