COURSE DETAIL

BASIC COMMUNICATION STATISTICS
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University
UCEAP Course Level Graduate
UCEAP Subject Area(s) Statistics
UCEAP Course Number 204
UCEAP Course Suffix
UCEAP Official Title BASIC COMMUNICATION STATISTICS
UCEAP Transcript Title BASIC COMM STAT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This class is designed to equip students with the fundamental principles of statistics commonly used in communication research. This course is the first in a sequence of graduate methodology classes required of all students enrolled in the M.A. or Ph.D. program in Communication. Students acquire working familiarity with the basic principles and theory behind descriptive and inferential statistics. By the end of the semester students understand the difference between descriptive and inferential statistics, understand the logic of null hypothesis significance testing, and be able to conduct basic statistical analyses (including t-tests, a single-factor ANOVA, correlation, regression, and chi-square) using commonly used statistical software such as R. Students who complete this course are able to read and understand empirical research, analyze data from their research projects, and report results in accordance with the APA standards. Topics include Basic Concepts and Vocabulary, Introduction to R, Probability, Independence, and the Normal Distribution, Hypothesis Testing Concepts and Applications, Factorial ANOVA, Correlation & Chi-square, and Regression fundamentals.

Language(s) of Instruction
English

Host Institution Course Number
COM6568

Host Institution Course Title
BASIC COMMUNICATION STATISTICS

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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