COURSE DETAIL

STATISTICS FOR COMMUNICATION RESEARCH
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Statistics
UCEAP Course Number 101
UCEAP Course Suffix
UCEAP Official Title STATISTICS FOR COMMUNICATION RESEARCH
UCEAP Transcript Title COMMUNICATION STAT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course covers basic knowledge of statistics that is essential for exploring communication phenomena empirically and scientifically. Students develop practical statistical analysis skills. Please be aware: this course assumes that students are familiar with communication theory in general and understand social science research methods at a basic level.

Based on the basic understanding of social science research methods, students will cultivate theoretical knowledge of basic statistical techniques and conduct practical analysis training using R.

Topics include Communication Phenomena, Theory and Research Methods, and the Theory of Statistics; Basics of statistics; Probability and Probability Distribution; Principles of Statistical Reasoning: Estimation, Hypothesis Testing, Methods of statistical inference; Analysis and Inference of Discrete Data; Regression; Regression Analysis; Fundamentals of ANOVA.

Prerequisite: Introduction to Mass Communication

Language(s) of Instruction
Korean

Host Institution Course Number
COM3124

Host Institution Course Title
STATISTICS FOR COMMUNICATION RESEARCH

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2025-2026

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