

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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