

MEVIT4811 exam assignment spring 2025

There are two parts in this exam. In the first part, your task will be to analyze data from the European Social Survey (ESS), round 11 (2024). This survey was conducted face-to-face with people in countries across Europe¹. PART 1 consists of three tasks (each with a few sub-tasks) related to an edited (shortened) version of the ESS dataset.

In PART 2 of the exam, we will ask you to outline a plan for a quantitative content analysis of how Norwegian media cover climate change.

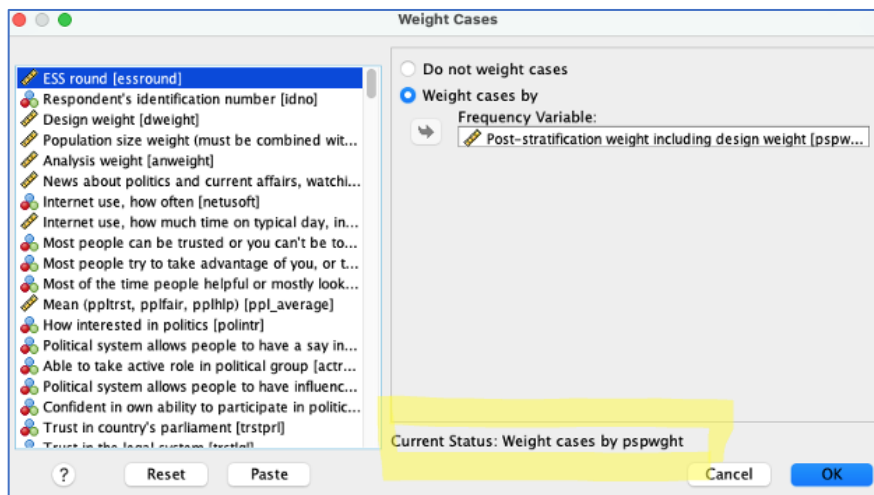
Before starting, we suggest you read through the entire test and then take a little time to familiarize yourself with the dataset. *Also pay attention to what low and high values on Likert-scales indicate on the different variables.*

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

About the ESS dataset: weight cases, the questionnaire, tips

We have edited the ESS-dataset so that it only includes respondents from Norway and from Italy. We have also removed many variables.

Weight cases. Before proceeding, make sure the data are weighted. In SPSS, click on “Data” in the top menu, scroll down to “Weight Cases” and make sure the Current Status is “Weight cases by pspwght”.



¹ European Social Survey European Research Infrastructure (ESS ERIC) (2024) ESS round 11 - 2023. Social inequalities in health, Gender in contemporary Europe. Sikt - Norwegian Agency for Shared Services in Education and Research. <https://doi.org/10.21338/ess11-2023>.

If the Current Status is “Do not weight cases,” find the variable “Post-stratification weight including design weight” in the variable list and click it into the “Weight cases by” field and press OK. *Note: you will **not** get a lower grade if you happen to work with unweighted data (you will only get *slightly* different results).*

This weight has been calculated by ESS to compensate for biases in the sample compared to the population. No need to reflect on this in your exam-report.

Questionnaire. The text in the label-column in the sav-file (SPSS-file) is a shortened version of the questions asked to respondents. The text should be sufficiently comprehensive to understand each variable, but you can find the full questionnaire (with instructions for interviewers) online: <https://stessrelpubprodwe.blob.core.windows.net/data/round11/fieldwork/source/ESS11%20Source%20Questionnaires.pdf>.

Variables we have created. The dataset includes two variables that we have created based on the existing ESS-variables: “MEAN_ppl” and “MEAN_depression”. These might come in handy for task 3 (but you can perfectly well complete task 3 without using any of these variables).

- The variable “MEAN_ppl” represents the average score derived from the items ppltrst, pplfair, and pplhlp, each of which is assessed with a 10-point ordinal scale. A reliability analysis indicated a strong correlation among these variables, supporting the assumption that they collectively reflect a common underlying construct (Cronbach’s $\alpha = .86$). Therefore, the “MEAN_ppl” variable can be treated as a ratio-level measure of the respondents’ trustfulness toward others.
- The variable “MEAN_depression” represents the average score derived from the items fltdpr, flteeff, slprl, fltnl, fltsd, and cldgng, each of which is assessed with a four-point ordinal scale. A reliability analysis indicated a strong correlation among these variables, supporting the assumption that they collectively reflect a common underlying construct (Cronbach’s $\alpha = .84$). The “MEAN_depression” variable can be treated as a ratio-level variable measuring common symptoms of depression.

AND FINALLY: THE ACTUAL TASKS IN THIS EXAM. Best of luck to you all ☺

PART 1: European Social Survey

Task 1 includes three subtasks to help to get you warmed up

Task 1 counts for 10% of the grade.

1a) In your exam-report, include one frequency table with the following demographic variables separately for the Italian and the Norwegian subsample: Age grouped into five levels, Gender self-identification, Level of education ES-ISCED.² Include only percentages.

Remember to set up the table in word-processing software of your choice (don't copy-paste from SPSS). Your table can look something like this:

	Italy (N=?)	Norway (N=?)
Age		
15-29	%	%
30-44	%	%
45-59	%	%
60-74	%	%
75 or older	%	%
Self-identified gender		
A man	%	%
A woman	%	%
Etc.	%	%

1b) Create the appropriate graph that shows how often respondents report to use the Internet (variable name: netusoft) and include this in your exam-report. Explain why you chose this type of graph.

1c) What is the mean, median, mode, and standard deviation of time spent reading, listening or watching news (variable name: nwspol)? Report and interpret the results.

Task 2 tests your ability to decide on and conduct statistical tests and interpret their results

Task 2 counts for 30% of the grade.

You will now be presented with three hypotheses. For each of these, you need to:

- Locate the appropriate variable(s) to test the hypothesis
- Explain what the correct statistical test is for the hypothesis
- Conduct the analysis
- Report and interpret the results

² International Standard Classification of Education (ISCED)

H1: There is a difference between how much time Italians and Norwegians spend reading, listening or watching news.

H2: Age is negatively associated with time spent on the internet on a typical day.

H3: Gender is associated with having voted in the last election.

Task 3 tests your ability to work independently with the dataset and decide on appropriate statistical tests.

Task 3 counts for 40% of the grade.

Develop three research questions and/or hypotheses based on the ESS-dataset. It's fine if these are not related to each other at all but investigate different aspects of the data. The research questions/hypotheses should be addressed with three *different* statistical tests (and at least one test that you haven't already used in task 2).

In short: task 3 is similar to task 2 but with the difference that you come up with the research questions and/or hypotheses. For each of your research questions/hypotheses, you need to:

- Present the research question or hypothesis
- Explain what the correct statistical test is for this question or hypothesis
- Conduct the analysis
- Report and interpret the results

You are free to choose among all the variables, also those that have very little to do with media and communication studies.

PART 2: Quantitative content analysis

Part 2 counts for 20% of the grade.

You are tasked with conducting a quantitative content analysis of how Norwegian news media cover issues related to the framing of continued oil and gas production in the context of the climate crisis. Prepare a research plan that encompasses the following components:

- Formulate research question(s) about this topic that could be answered through a content analysis. You are welcome to find your own angle to the topic.
- Identify what data material will be analyzed, and what the unit of observation is.
- Identify and conceptualize three variables relevant to your research question.
- Outline how you will operationalize each variable for your content analysis.