

<b>General Information</b>	
Academic subject	<b>Statistics and communication: sources and data analysis</b>
Degree course	Public, Social and Corporate Communication
Curriculum	
ECTS credits	
Compulsory attendance	No, but the attendance is deeply recommended
Language	Italian

<b>Subject teacher</b>	Name Surname	Mail address	SSD
	Claudia Marin	Claudia.marin@uniba.it	Secs-S/01

<b>ECTS credits details</b>			
Basic teaching activities	13/D1	SECS-S/01	6

<b>Class schedule</b>	
Period	I half year 2019/20
Year	I year
Type of class	Conventional

<b>Time management</b>	
Hours measured	1h= 60 min
In-class study hours	40
Out-of-class study hours	110

<b>Academic calendar</b>	
Class begins	10/7/2019
Class ends	01/31/2020

<b>Syllabus</b>	
Prerequisite requirements	There are no formal prerequisites, but it is strongly recommended to have studied topics of general mathematics.
Expected learning outcomes	<p>The aim of the course is to provide students with the essential knowledge of the statistical methodologies in the field of communication processes and to familiarize them with the fundamental techniques of data collection and data processing and their immediate applicability. At the end of the course the student will be able to:</p> <ul style="list-style-type: none"> <li>• recognize the type and structure of the available data and identify the most appropriate analysis technique for both the univariate and the bivariate case;</li> <li>• acquire skills in critical analysis of the results obtained, contextualising them with reference to real problems.</li> <li>• apply to concrete cases and interpret the results of the main descriptive and inferential statistical analysis methods.</li> </ul>
Contents	<p><b>GET THE ESSENTIAL INFORMATION</b>  Information collection  First steps towards statistics  Simple random sampling  Other sampling methods  Sampling error  Statistical sources  <b>DESCRIPTIVE STATISTICS</b>  Organize and synthesize data  Organize qualitative data  Organize quantitative data: the most used representations</p>

	<p>Incorrect graphic representations  Summarize the data numerically  Measures of central tendency  Dispersion measures  Position and outlier measurements  Describe the relationship between two variables  Scatter and correlation chart  Least squares regression  Determination coefficient  PROBABILITY AND PROBABILITY DISTRIBUTIONS  Probability rules  How to use discrete probability distributions  The normal probability distribution  INFERENCE: FROM CHAMPIONS TO POPULATION  Sample distributions  How to use confidence intervals for mean and percentage  How to use hypothesis testing  How to use the chi-square test</p>
<b>Course program</b>	
Bibliography	Michael Sullivan III, FONDAMENTI DI STATISTICA, Pearson, 2011.
Notes	The text presents an online platform with additional exercises and solutions.
Teaching methods	Lectures e periodic practice exercises
Assessment methods	The assessment methods used at the end of the course are a written exam that includes exercises on the statistical techniques learned during the course and the oral exam that includes theoretical questions aimed at verifying the right understanding of the studied concepts and their practical application.
Further information	