



SHAHEED BENAZIR BHUTTO UNIVERSITY, SBA

BS Part – II Department of Media and Communication Studies

Course Instructor: Dr. Taha Shabbir

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Class:	BS-Media & Communication (Batch-22)
Course:	STATISTICS for Media
Course Description/ Learning Out comes:	
This course deals with statistical concepts, such as data presentation, graphs, measures of central tendency and dispersion, Basic concept of Probability, random variables and discrete Probability distribution.	
Course Syllabus:	
The Science of Statistics in Media and its importance Fundamental Elements of Statistics the Role of Statistics in Critical Thinking and Ethics Types of Variables Measurement Scales (nominal, ordinal, interval and ratio scale) Data Collection Methods Presentation of data through classification, tabulation, diagrams Boxplots and graphs, Measures of Location: Mean, Median, Mode, Geometric Mean, Quartiles, Deciles & Percentiles Measures of Dispersion; Range, Mean Absolute Deviation, Standard Deviation, Coefficient of Variation, Probability, Basic Rules of Probability, Random Variable and Discrete Distributions Discrete Random Variables Mean and Standard Deviation of a Discrete Random Variable the Binomial, Poisson and other discrete distributions.	

Assessment

Sessional Tests	10
Assignment	10
Presentation	10
Midterm Test	30
Semester Final Test	40
Total Mark	100

Summary Schedule

Week	Lecture	Session Topic
1	I	Introduction and Importance Statistics in Media
	II	Role of statistics in Media
	III	Types of Variable
2	I	Measurement Scale
	II	Data collection Method
3	I	Presentation of data

	II	Classification, Tabulation
	III	Examples and Problems
4	I	Graphical Representation of data
	II	Histogram and Bar Plot
	III	Pie Chart and Box Plot
5	I	Measure of location/Central Tendency
	II	Arithmetic Mean
	III	Median, Mode
6	I	Geometric Mean and
	II	Harmonic Mean
	III	Quartile
7	I	Percentile and Decile
	II	Measure of dispersion
	III	Range
8	I	Variance and Standard deviation
	III	Coefficient of Variation
	III	Examples & Problems
9	I	Probability
	II	Basic Rules of Probability
	III	Examples & Problems
10	I	Counting Rules
	II	Permutation and Combination
11	I	Random Variables
	II	Types of Random Variables
	III	Examples & Problems
12	I	Mean and Standard Deviation of Random Variables
	II	Probability distribution
	III	Examples & Problems
13	I	Binomial Probability Distribution
	II	Properties of Binomial distribution
	III	Examples & Problems
14	I	Poisson Probability distribution
	II	Properties of Poisson distribution
15	I	Geometric Probability Distribution
	II	Properties of geometric distribution
16	I	Negative Binomial distribution
	II	Properties of this distribution
	III	Examples & Problems