האוניברסיטה העברית בירושלים
THE HEBREW UNIVERSITY OF JERUSALEM

Syllabus

Statistics for Communication Students - 50270

Last update 06-10-2021

HU Credits: *2*

Responsible Department: *Communication & Journalism*

Academic year: *0*

Semester: *1st Semester*

Teaching Languages: *Hebrew*

Campus: *Mt. Scopus*

Course/Module Coordinator: *Dr. Eran Amsalem*

Coordinator Email: *tsfira.grebelsky@mail.huji.ac.il*

Coordinator Office Hours: *Tuesday, 12:00 - 13:00, room 5408*

Teaching Staff:
Dr. Eran Amsalem,
Ms. Sharon Koren,
Mr. Avital Zalik

Course/Module description:

Statistics for Communication Students" is an introductory statistics class focusing on descriptive statistics and statistical inference.

Course/Module aims:

1. Provide students with the skills necessary for reading and interpreting quantitive data.
2. Provide students with the ability to select and conduct appropriate statistical tests.

Learning outcomes - On successful completion of this module, students should be able to:

1. Present, interpret, and analyze quantitative data.
2. Select the statistical test appropriate for addressing a given substantive question and execute the test properly.
3. Critically read statistical information presented in scientific paper, in the media, and in the workplace.

Attendance requirements(%):

80%

Teaching arrangement and method of instruction: The course includes frontal lectures and practical classes. The teaching method is based on combining lectures, where statistical concepts are introduced, and practical classes where the acquired skills are practiced using Excel.

Course/Module Content:

1. Introduction to statistics
2. Variables and distributions
3. Measures of central tendency
4. Measures of dispersion
5. The normal distribution
6. Sampling distribution
7. Estimation
8. Hypothesis testing
9. t-test
10. Cross-tabulation and chi-square
11. Correlation
12-13. Linear regression
14. Graphical presentation of data

Required Reading:

פרנקפורט-נחמיאס, ח., ולאון-גררון, א. (2014). סטטיסטיקה חברתית לחברה מגוונת. רעננה: האוניברסיטה הפתוחה.

Additional Reading Material:

איזנבך, ת. (2003). סטטיסטיקה ללא סטטיסטיקאים. ירושלים: אקדמון.

וייסברוד, ד. ופקטור, ר. (2019). סטטיסטיקה יישומית למדעי החברה ולמשפטים. תל-אביב: נבו.

Imai, K. (2018). Quantitative social science: An introduction. Princeton: Princeton University Press.

Yakir, B. (2011). Introduction to statistical thinking. Jerusalem: The Hebrew University of Jerusalem. Available at https://eleuven.github.io/statthink/

Course/Module evaluation:

End of year written/oral examination 60 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 0 %
Assignments 40 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

Additional information:

During the semester, students will submit four assignments, each accounting for 10% of the final grade. A final exam at the end of the semester will comprise 60% of the final grade.