LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:**	IKB 010
Subject Title	**:**	Social Statistics
Subject Specification	**:**	For students in LSPR Communication & Business Institute

Subject Overview **:** The subject is pre-requisite for enrollment in thesis writing intended for every study concentration: Public Relations & Digital Communication, Marketing Communication, International Relations Communication, Broadcasting and Digital Media Communication, Performing Arts Communication. It comprises an introduction to the application of various statistical measurements to acquire analysis and understanding in social matter related to students' study concentration in communication management. The substance will focus on exploratory method of data analysis which includes descriptive statistics, correlation, linear regression, normal distribution, statistical test. The use of computer programme for statistical calculations is advisable to be introduced also to students. It is expected that students could relate knowledge and statistical skill to their study and future career.

Course Objectives **:**

1. Provide students with an overview of the application of statistical measurements in social sciences, particularly in the context of communication management.
2. Encourage students to apply statistical knowledge and skills to real-world scenarios relevant to their study concentration in communication management.
3. Prepare students for advanced research and thesis writing by laying the foundation in statistical analysis methods applicable to their chosen study concentration.

Course Method **:** The course will be conducted through interactive learning, it will consist of class discussion, students presentation, quiz, case study analysis , paper, assignment and exams.

Learning Outcome (Competence) **:**

- Knowledge : Understanding of the fundamental principles and concepts of statistics as applied to social sciences, specifically in the context of communication management.
- Skill : Ability to perform basic statistical calculations, conduct hypothesis tests, and interpret statistical results accurately and effectively.

- Attitude : Confidence in using statistical tools and techniques to address research questions, solve problems, and make evidence-based decisions.

Course content :

Week	Topic
1	Introduction to Social Statistics
2	Frequency Distribution
3	Measures of Central Tendency
4	Measures of Data Location
5	Measures of Dispersion
6	Correlation & Regression
7	Assignment/Quiz/Review
8	**Individual Learning**
9	Normal distribution
10	Sampling Distribution of the Sample Means
11	Sampling Distribution of the Difference between Two Means
12	Hypothesis Test
13	Hypothesis Test for Population Mean
14	Chi Square
15	Introduction of SPSS & Review for final test
16	**Final Examination**

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:
Final Examinations 40%
Weekly Discussion 40%
Quiz 10%

Live Sesion Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to Social Statistics	a. Course content b. Teaching method Course requirements and evaluation	1. Lecturer's presentation 2. Question and answer
2	Frequency Distribution	a Table Frequencies : Numeric, Relative and Cummulative Graphics : Bar chart, Histogram. Polygon and Ogives	1. Lecturer's presentation 2. Question and answer
3	Measures of Central Tendency	a Mean b Median c Modus	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	Measures of Data Location	a. Quartile b. Decile c. Percentile	1. Lecturer's presentation 2. Case Study 3. Assignment
5	Measures of Dispersion	a. Range b. Standard Deviation c. Coefficient of Variation	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Correlation & Regression	a. Correlation Coefficient b. Coefficient of Determination c. Simple Linear Regression	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	Assignment/Quiz/Review	a. Importance of research in PR b. Types of research c. Use of research in PR	2. Lecturer's presentation 3. Class Discussion

				4. Question and answer 5. Practice
8	**Individual Learning**			
9	Normal distribution	a	Theoretical Distribution of Tranformation Z	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	Sampling Distribution of the Sample Means	a	Sampling Distribution of the Sample Means	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	Sampling Distribution of the Difference between Two Means	a.	Sampling Distribution of the Difference between Two Means	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case
12	Hypothesis Test for the Difference between Two Means	a.	Hypothesis Test for the Difference between Two Means	1. Lecturer's presentation 2. Class discussion 3. Question and answer
13	Hypothesis Test for Population Mean	a.	Hypothesis Test for Population Mean	1. Lecturer's presentation 2. Class discussion 3. Question and answer
14	Chi Square	a.	Chi Square	2. Lecturer's presentation 3. Class discussion 4. Assignment 5. Case study
15	Introduction of SPSS & Review for final test			1. Lecturer's presentation 2. Class discussion 3. Practice
16	**Final Examination**			

Final Paper Guideline **:** Group Project or Group Presentation

References **:**

1. Irianto, H. A. (2021). Statistik Untuk Ilmu Sosial: Aplikatif untuk Ilmu-ilmu Sosial. Prenada Media.
2. James, G., Witten, D., Hastie, T., & Tibshirani, R. (2013). An introduction to statistical learning (Vol. 112, p. 18). New York: springer.
3. Sugiyono, P. D. (2006). Statistika untuk penelitian. Bandung: CV. Alfabeta, 21.

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