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# Statistik und Excel

Elementarer Umgang mit Daten



Springer Spektrum

# Statistik Excel Elementarer Umgang German

**Heidrun Matthäus, Wolf-Gert Matthäus**

## Statistik Excel Elementarer Umgang German:

### Die Befragung in der Medien- und Kommunikationswissenschaft

Wiebke Möhring, Daniela Schlütz, 2019-08-19  
Dieses Lehrbuch zum Thema Befragung bietet Interessierten und Studierenden aus kommunikationswissenschaftlicher Sicht einen umfassenden kompakten sowie aktuellen Überblick über die Methode. Ziel des Buches ist es das Erhebungsinstrument der standardisierten Befragung basierend auf neuesten wissenschaftlichen Erkenntnissen aufschriflich und zuverlässig darzustellen. Das Lehrbuch ist leicht verständlich klar gegliedert und didaktisch aufbereitet sowie mit zahlreichen aktuellen Beispielen versehen. Darüber hinaus werden Einsatzbereiche und Probleme der Methode diskutiert verschiedene Ansichten gegenübergestellt sowie Empfehlungen gegeben. Betont wird der klare Anwendungsbezug. Die verwendeten Beispiele stammen aus der Medien bzw. Kommunikationswissenschaft oder sind der markt und meinungsforscherischen Praxis entliehen. Für die dritte Auflage wurde der Band grundlegend bearbeitet und aktualisiert. Der Inhalt umfasst die standardisierte Befragung als wissenschaftlich empirische Methode, das Interview als soziale Situation, die Formulierung des Fragebogens, Modi der Befragung, Varianten der Befragung, Longitudinal Design und situative Befragungen. Durchführung der Befragung. Die Autorinnen Dr. Wiebke Möhring ist Professorin für Online Printjournalismus am Institut für Journalistik der TU Dortmund. Dr. Daniela Schlütz ist Professorin für Theorie und Empirie der digitalen Medien an der Filmuniversität Babelsberg Konrad Wolf.

*Statistik und Excel* Heidrun Matthäus, Wolf-Gert Matthäus, 2015-11-02  
Wie kann man große und kleine Datenmengen aus Beobachtungen, Messungen, Befragungen, Untersuchungen, Analysen etc. verwaltet, aufbereitet, komprimiert mit Kennzahlen erklärt und wirksam grafisch dargestellt werden? Wie kann man dazu Hypothesen prüfen, Zusammenhänge aufdecken, Abhängigkeiten finden? Dieses Buch zeigt Ihnen, wie die grundlegenden Methoden der Statistik recht einfach mit Excel umsetzbar sind. Es wurden in einheitlicher, sehr verständlicher Methodik die grundlegenden statistischen Verfahren sowohl der beschreibenden als auch der beurteilenden Statistik zusammengestellt. Umfangreiche Beispiele sind didaktisch aufbereitet und stets aufschriflich mit Excel umgesetzt. Sie bieten eine umfassende Hilfe für den Umgang mit Datenmengen. Alle Beispiele stehen online für individuelle Übungen bereit.

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