



Dr Norazah with the participants of the course.

UMS students attend research, data analysis course

BP 14.10.2016 P

LABUAN: Four hundred and twenty students participated in the 'Qualitative Research and Data Analysis Course Using Statistical Package for Social Sciences (SPSS)' at Universiti Malaysia Sabah (UMS) Labuan International Campus (UMSKAL) recently.

The course was conducted by Lt. Col. (PA) Associate Professor Dr Norazah Mohd Suki of Faculty of International Finance Labuan (FKAL) UMSKAL. She is the author of the book entitled, 'Analysing Data Using SPSS: A Step-By-Step Approach' and recipient of the Researcher Award (Social Sciences Category) UMS for the year 2015.

The participants comprised undergraduate students of FKAL Year 2 and 3. Also present were postgraduate students of FKAL.

The course aimed to illustrate qualitative data analysis using SPSS software in a practical manner. Research and data analysis, including sampling techniques which is appropriate to the objectives of the study that could provide valuable high impact research results to companies. The results of empirical studies could help with the company's strategy in producing high quality new products and services to meet the needs of customers and users.

According to Norazah, participants would learn the following through this course: data encoding using SPSS; establish and entering data into SPSS; descriptive statistical analysis such as frequency, measures of central tendency and data visualising using graph; cross tabulation and chi-square

statistics; correlation analysis; examining the relations between interval data; multiple regression analysis; and interpreting data results.

She hoped that through the course, participants would be able to apply effective research study besides relevant quantitative data analysis using SPSS software as the basic setup to actual working environment that is very competitive.

According to a message from the Vice-Chancellor of UMS, Professor Datuk Dr Mohd Harun Abdullah, "UMS has set a high scientific quality standards in order to remain relevant and competitive in line with global modernisation development and human capital with first-class mind who would be able to lead the country in future".