

**Academic discipline:
«Applied statistics»**

Code and name of specialty	6-05-0321-03 Social Communications
Training course	1/2
Semester of training	2/3
Number of class hours	112
Lectures	62
Seminar classes	50
Practical classes	-
Laboratory classes	-
The form of intermediate certification (credit/differential credit/exam)	credit/exam
Number of credits	6
Competencies to be formed	Studying the discipline « Applied statistics » is to ensure the formation of special competencies: to apply mathematical methods of calculations and statistical tools for the quantitative assessment of social phenomena.

Brief content of the academic discipline:

«**Applied statistics**» – it is an academic discipline that gives to students the necessary amount of theoretical knowledge, practical skills and competencies required for the implementation of data collection and analysis, presentation of research results in the field of social communication. The content of the discipline includes work in the following areas: considering the features of the statistical approach to the analysis of social reality; teaching students the basics of measurements used in the social sciences; training in the construction of one-dimensional distributions, their graphical representation; calculating and interpretation in measures of the distribution centre and the spread of data; familiarization with the basics of statistical inference; training in estimating the parameters of the general population and the representativeness of the sample, statistical hypothesis testing; consideration of the main models of statistical communication between variables; training in the selection, application and interpretation of statistical communication measures depending on the communication model used and the level of measurement of variables; training in the presentation of social research data in computer statistical programs and solving problems of statistical data analysis using statistical software.