

## **Data Collection for Multivariate Statistical Analysis: The Implication of Moderators on Predictor and Outcome Variables' Correlation in Nigerian Communication Research**

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### **Abstract**

To investigate communication issues in modern Nigeria, investigators have to go beyond conceptual mentioning of the key factors in such issues and do empirical search about the factors. Even though every serious research takes off with conceptual clarification of issues to be researched, it should be noted that such intellectual initiative can only provide the groundwork for data gathering. Unless issues are well-conceptualised right from the beginning and before data collection, there is always the tendency that pertinent concepts would be missed in the data. This paper discusses the significance of factoring in, in our research design, the likely mediators or moderators along with the predictors and the dependent variable to be studied. In other words, the paper discusses why the necessary concepts or variables have to be deliberately included in the research design of an empirical study and before data gathering as well as discusses reasons for elaborating the association between an independent and dependent variables. The paper also explores the literature of quantitative research methods to discuss the relevance of specific third variable as elaborators of two variables' correlation within the ambit of multivariate statistical methods and relevant theoretical or conceptual frameworks.

**Keywords:** Communication, Research, Research design, Data gathering, Multivariate analysis, Theoretical framework, Moderators, Predictor.