

DEREE COLLEGE SYLLABUS FOR: : CN 4532 Communication Research Methods					
(Previously CN 4632 Communication Research Methods) (Updated: Fall 2020)	US CREDITS: 3/0/3 UK LEVEL: 6 UK CREDITS:15				
PREREQUISITES:	WP1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics WP 1212 Academic Writing and Research CN 2301 Foundations of Contemporary Media CN 3421 Communication Theories				
CATALOG DESCRIPTION:	Examination of key concepts of social science research as applied to communication. History and development of communication research. Exploration of the major approaches to research. Quantitative and qualitative research techniques, sampling and research ethics.				
RATIONALE:	Students need to be able to apply theoretical approaches and practical techniques as part of their degree requirements and in graduate study. An understanding of mass media research methods and goals is also important to people who want to work in the communication industries.				
LEARNING OUTCOMES:	<p>After taking this course students should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate knowledge and understanding of the major theories and key concepts relevant to the field of communication research. 2. Demonstrate awareness of the diversity of approaches to understanding media research in both historical and contemporary contexts, and of the uses and significance of those approaches. 3. Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes. 4. Analyze arguments and positions related to communication theory with reference to relevant literature. 5. Select and apply quantitative and qualitative research methods in examining a contemporary issue or phenomenon concerning the mass media 				
METHOD OF TEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> • Classes consist of lectures and class discussions. • Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions about their assignments and discuss lecture material • Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements and additional resources. 				
ASSESSMENT:	<p>Summative:</p> <table border="1"> <tr> <td>Second assessment: Research pilot study. (4,800-5000 words)</td> <td>60</td> </tr> <tr> <td>First assessment: midterm exam (1 hour essay or</td> <td></td> </tr> </table>	Second assessment: Research pilot study. (4,800-5000 words)	60	First assessment: midterm exam (1 hour essay or	
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	<table border="1" style="width: 100%;"> <tr> <td style="width: 80%;">short-answer questions) Students answer a choice of questions</td> <td style="width: 20%; text-align: center;">40</td> </tr> <tr> <td colspan="2">Formative:</td> </tr> <tr> <td>In class tests</td> <td style="text-align: center;">0</td> </tr> </table> <p>The formative assessment prepares students for the second assessment.</p> <p>The second assessment (research study) tests learning outcome 5. The first assessment (midterm exam) tests learning outcomes 1,2,3, and 4.</p> <p>Students are required to resit failed assessments in this module.</p>	short-answer questions) Students answer a choice of questions	40	Formative:		In class tests	0
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INDICATIVE READING:	<p>REQUIRED READING: Stephen M. Croucher, Daniel Cronn-Mills - Understanding Communication Research Methods_ A Theoretical and Practical Approach. Routledge 2014.</p> <p>RECOMMENDED READING: Roger D. Wimmer, Joseph R. Dominick-Mass Media Research An Introduction. Wadsworth Publishing 2010.</p> <p>Donald F. Treadwell - Introducing Communication Research Paths of Inquiry SAGE Publications 2016.</p>						
INDICATIVE MATERIAL: <i>(e.g. audiovisual, digital material, etc.)</i>	<p>REQUIRED MATERIAL: International Journal of Communication</p> <p>RECOMMENDED MATERIAL: Critical Studies in Media Communication Journal of Public Relations Research Journalism and Mass Communication Quarterly Quarterly Review of Film and Video Television and New Media</p>						
COMMUNICATION REQUIREMENTS:	All papers using good English.						
SOFTWARE REQUIREMENTS:	Word, Excel.						
WWW RESOURCES:	https://ijoc.org/index.php/ijoc https://www.tandfonline.com/toc/rcst20/current https://onlinelibrary.wiley.com/loi/14602466 https://academic.oup.com/joc						
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Introduction <ol style="list-style-type: none"> 1.1. Why take Research Methods? 1.2. Key terms to start the course 1.3. Key steps and questions to consider 2. The Social Scientific Paradigm <ol style="list-style-type: none"> 2.1. Social Scientific Approach Defined 2.2. Development of the Social Scientific Paradigm 2.3. The Scientific Method 2.4. Key questions that underlie the Social Scientific Paradigm 2.5. Key steps and questions to consider 						

3. The Interpretive Paradigm

- 3.1. Development of the Interpretive Paradigm
- 3.2. Three main approaches to Theory and Method
- 3.3. Key questions that underlie the Interpretive Paradigm
- 3.4. Key steps and questions to consider

4. The Critical Paradigm

- 4.1. Traditional Approaches to the study of Power
- 4.2. The rise of Marxism and Critical Theory
- 4.3. The postmodern Turn and Postmodernism
- 4.4. Key steps and questions to consider

5. Research Ethics

- 5.1. Ethics defined and Cultural Differences
- 5.2. Development of Ethics in the Scientific Community
- 5.3. Ethics and Human Subjects
- 5.4. How to follow Ethical Practices
- 5.5. Key steps and questions to consider
- 5.6. Sample IRB application

6. Literature Review

- 6.1. Reasons for a Literature Review
- 6.2. Selecting sources for a Literature Review
- 6.3. Steps in writing a Literature Review
- 6.4. Writing tips and APA basics
- 6.5. Key steps and questions to consider
- 6.6. Evaluating Research

7. Data

- 7.1. Data sources
- 7.2. Data sampling
- 7.3. Data collection
- 7.4. Levels of measurement (types of variables)
- 7.5. Key Steps and Questions to consider
- 7.6. Population, Sampling, Measurement and Sampling Error
- 7.7. Probability and Non Probability Sampling

8. Hypothesis and Research Questions

- 8.1. Reasoning behind Hypotheses and Research Questions
- 8.2. When to use what kind of hypothesis and/or research question
- 8.3. How to Test Hypotheses and Research Questions
- 8.4. Key Steps and Questions to Consider

9. The Experimental Method

- 9.1. What is an Experiment? Design in Scientific Research
- 9.2. Independent and dependent variables
- 9.3. Steps to be taken when conducting an Experiment
- 9.4. Advantages and Disadvantages of the Experimental Method
- 9.5. Key Steps and Questions to Consider

10. Field Observation

- 10.1. What is a Field Observation?
- 10.2. Steps to be taken when conducting a Field Observation
- 10.3. Advantages and Limitations of Field Observation

11. Interviews

- 11.1. Approaches to Interviewing
- 11.2. Interviewing Data and Data Collection
- 11.3. Interviewing Warrants
- 11.4. Key Steps and Questions to Consider
- 11.5. Advantages and Disadvantages of Interviews

12. Focus Groups

- 12.1. What are Focus Groups and Why are they used?
- 12.2. How to prepare for a focus group
- 12.3. Conducting a focus group
- 12.4. Key Steps and Questions to Consider
- 12.5. Advantages and limitations of focus groups

13. Survey Research

- 13.1. Why would you use Surveys?
- 13.2. Survey Creation: Constructing questions
- 13.3. Questionnaire design: instructions, order, layout, length
- 13.4. Survey Delivery
- 13.5. Analysis of Survey Data
- 13.6. General guidelines
- 13.7. Analyzing data
- 13.8. Key Steps and Questions to Consider
- 13.9. Advantages and disadvantages of survey research

14. Content Analysis

- 14.1. Definition and history of content analysis
- 14.2. How to develop content categories
- 14.3. Defining the universe, sampling, selecting a unit of analysis, constructing a coding schedule, doing a pilot study
- 14.4. Data Analysis
- 14.5. Key Steps and Questions to Consider
- 14.6. Uses and Limitations of Content Analysis