

Course Syllabus

offered by Department of Media and Communication
with effect from Semester A 2016/17

Part I Course Overview

Course Title: Quantitative Research Methods in Media and Communication

Course Code: COM8005

Course Duration: One semester

Credit Units: 3

Level: R8

Arts and Humanities

Proposed Area:
(for GE courses only)

Study of Societies, Social and Business Organisations

Science and Technology

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) None

Precursors:
(Course Code and Title) None

Equivalent Courses:
(Course Code and Title) None

Exclusive Courses:
(Course Code and Title) None

Part II Course Details

1. Abstract

The course aims to:

introduce students to quantitative research methods used in media and communication studies such as survey, content analysis, and experiment in offline and online settings. The course will help students understand the principles and fundamentals for conducting empirical research in media and communication, and the scientific approach to solving problems; discover knowledge and techniques to design a research project; gain hands-on experience on collecting data; and apply the analytical techniques to conduct empirical research. The course will cover some basic statistical techniques that are frequently used in media and communication research, but the main focus of the course is on how to conceptualize a research problem and use appropriate and innovative research methods to solve the problem.

2. Course Intended Learning Outcomes (CILOs)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Discover and explain the principles and fundamentals for conducting research in media and communication	30%	√	√	
2.	Demonstrate the knowledge and skills of the quantitative research methods in media and communication	30%	√	√	
3.	Evaluate and analyze research reports using the knowledge and skills of quantitative research methods	10%	√		
4.	Conduct quantitative research in media and communication using appropriate and innovative research methods	30%	√	√	√
		100%			

3. Teaching and Learning Activities (TLAs)

TLA	Brief Description	CILO No.				Hours/week(if applicable)
		1	2	3	4	
Lectures	Lectures on the principles and fundamentals for conducting research in media and communication	✓				3 weeks
Discussion	Class discussions on readings about quantitative research methods		✓	✓		Throughout the class
Analysis	Critique and analysis of research reports using quantitative research methods		✓	✓		Throughout the class
Research	Conducting quantitative research on selected issues in media and communication using appropriate methods				✓	Throughout the class

4. Assessment Tasks/Activities (ATs)

Assessment Tasks/Activities	CILO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: <u>100%</u>						
Exercises on key principles and skills of quantitative research methods in media and communication	✓				20%	
Research Project: individual or group research project of selected issues using quantitative methods		✓			20%	
Class discussions and presentations			✓		10%	
Research paper that integrates on principles, knowledge and skills of conducting research in media and communication in publishable quality	✓	✓	✓	✓	50%	
Examination: <u>NA</u> % (duration: _____, if applicable)						
					100%	

5. Assessment Rubrics

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
Pop quizzes	Understanding of concepts and principles of scientific research.	90-100% understanding	75-89% understanding	60-74% understanding	45%-59% understanding	Less than 45% understanding
Assignments	Ability to design a quantitative communication research	High	Significant	Moderate	Basic	Not even reaching marginal levels
Term paper	Analyze and present data in oral presentation and in written report	Strong	Significant	Moderate	Basic	Not even reaching marginal levels

Part III Other Information

1. Keyword Syllabus

Communication research, media research, research methods, quantitative research methods, survey, content analysis, experimental study, empirical research, statistical analysis

2. Reading List

2.1 Compulsory Readings

1.	Roger D. Wimmer & Joseph R. Dominick (2005). <i>Mass Media Research, an Introduction</i> (8th ed.). Wadsworth Publishing Company.
2.	Earl Babbie (1990). <i>Survey Research Method</i> (2nd ed.). Wadsworth
3.	Daniel Riffe, Stephen Lacy, & Frederick Fico (2005) <i>Analyzing Media Messages, Using Quantitative Content Analysis in Research</i> (2nd ed.). Lawrence Erlbaum Associates.
4.	Guido H. Stempel, David. H. Weaver, & Cleveland G. Wilhoit (2003). <i>Mass Communication Research and Theory</i> . Boston: Allyn and Bacon.
5.	Barrie Gunter (2000). <i>Media Research Methods: Measuring Audiences, Reactions and Impact</i> . London; Thousand Oaks, Calif: Sage Publications.
6.	Alan Bryman (2008). <i>Quantitative Data Analysis with SPSS Release 14, 15 & 16 for Windows: A Guide for Social Scientists</i> , Routledge.