City University of Hong Kong
Course Syllabus

offered by Department of _Media and Communication
with effect from Semester A 2022/23

Part I Course Overview

Course Title:	Research Methods for Communication and New Media
Course Code:	COM5104
Course Duration:	One semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: *(Course Code and Title)*	Nil
Precursors: *(Course Code and Title)*	Nil
Equivalent Courses: *(Course Code and Title)*	Nil
Exclusive Courses: *(Course Code and Title)*	Nil

Part II Course Details

1. Abstract

This course is designed to provide training on research methods in communication and new media. It aims to:

1) examine basic concepts of communication research;
2) introduce specific data collection methods such as survey, content analysis, experimental design and qualitative methods;
3) practice statistical techniques including sampling, descriptive and inferential analyses;
4) oral and written presentation of research results.

By the end of the course, students are expected to be able to read and evaluate professional and academic research reports; design and implement research projects; perform statistical data analysis; write up research reports; and present research findings in a professional manner.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	*A2*	*A3*
1.	Design and execute simple yet rigorous research for academic, marketing, or other purposes; and deliver oral presentations and written reports on the research findings.	40%	✓	✓	
2.	Conduct a range of basic quantitative analyses with statistical software and understand the key concepts of research methods.	30%	✓	✓	
3.	Critically evaluate and discuss various kinds of published research findings.	30%	✓	✓	✓
		100%			

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: *Accomplishments*
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
Lectures	On the main concepts and principles in research design and statistical analysis	✓	✓	✓	2 (for 13 weeks)
In-class exercises	In-class exercises, with students working on real data sets.		✓		1 (for 7 weeks)
Group discussions	Group discussions on research projects and existing studies	✓		✓	1 (for 3 weeks)

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.			Weighting	Remarks
	1	2	3		
Continuous Assessment: 60%					
Research proposal development. Students will form into groups and propose a research study to address a specific research problem using publicly available quantitative data.	✓	✓		15%	
Research paper and presentations: Students will work in groups on research projects investigating important issues in the area of communication. Students will present their research findings in class.	✓	✓		25%	
Two quizzes will be conducted to test students' understanding of the class contents.		✓	✓	20%	
Examination		✓	✓	40%	
Examination: 40% (duration: 2 hours)					
				100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Research proposal development *	a) Originality; b) Logical coherence and clarity; c) Appropriateness of the designed items; and d) Participation in the group research activities	Very high levels of originality, logical coherence and clarity with academic rigor. Dedicated contribution to the group activity.	Moderately satisfactory levels of originality, logical coherence and clarity with academic rigor. Active contribution to the group activity.	Minimum satisfactory levels of originality, logical coherence and clarity with academic rigor. Minimum contribution to the group activity.	Unsatisfactory levels of originality, logical coherence and clarity with academic rigor. Inadequate contribution to the group activity.
2. Research paper and presentations *	a) Quality of the ideas – originality, significance, etc.; b) Appropriateness and logical coherence of the arguments and hypotheses; c) Appropriateness of the analysis and the interpretations of the results; d) Format, style, writing and length of paper; and e) Presentational skills	Very high levels of academic quality of research output, including the research paper and oral presentation.	Moderately satisfactory levels of academic quality of research output, including the research paper and oral presentation.	Minimum satisfactory levels of academic quality of research output, including the research paper and oral presentation.	Unsatisfactory levels of academic quality of research output, including the research paper and oral presentation.
3. Quizzes	Understanding basic concepts and procedures of conducting research	Very high level of understanding of basic concepts and procedures of conducting research.	Moderately satisfactory level of understanding of basic concepts and procedures of conducting research.	Minimum satisfactory level of understanding of basic concepts and procedures of conducting research.	Unsatisfactory level of understanding of basic concepts and procedures of conducting research.
4. Examination	Comprehensive understanding of the research project design and implementation	Very high level of comprehensive understanding of the research project design and implementation	Moderately satisfactory level of comprehensive understanding of the research project design and implementation	Minimum satisfactory level of comprehensive understanding of the research project design and implementation	Unsatisfactory level of comprehensive understanding of the research project design and implementation

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Research proposal development *	a) Originality; b) Logical coherence and clarity; c) Appropriateness of the designed items; and d) Participation in the group research activities	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Research paper and presentations *	a) Quality of the ideas – originality, significance, etc.; b) Appropriateness and logical coherence of the arguments and hypotheses; c) Appropriateness of the analysis and the interpretations of the results; d) Format, style, writing and length of paper; and e) Presentational skills	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Quizzes	Understanding basic concepts and procedures of conducting research	High	Significant	Moderate	Basic	Not even reaching marginal levels
4. Examination	Comprehensive understanding of the research project design and implementation	High	Significant	Moderate	Basic	Not even reaching marginal levels

* Weighting of the different criteria and other details will be given to the students during the class.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Quantitative research method, sampling, survey, content analysis, experiment, descriptive statistics, inferential statistics, hypothesis-testing, secondary analysis, statistical software

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Babbie, Earl (2020). *The Practice of Social Research,* (15th edition). Boston, MA: Cengage Learning

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Agresti, Alan (2018). *Statistical Methods for the Social Sciences* (5th edition). Boston, MA: Pearson
2.	Wimmer, Roger D., & Dominick, Joseph R. (2014). *Mass Media Research: An Introduction* (10th edition). Boston, MA: Wadsworth Cengage Learning
3.	Merrigan, Gerianne & Huston, Carole L. (2019). *Communication Research Methods* (4th edition). New York: NY: Oxford University Press
4.	Bhattacherjee, Anol (2012), *Social Science Research: Principles, Methods and Practices*, available for download at http://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1002&context=oa_textbooks
5.	Imai, Kosuke (2017). *Quantitative Social Science: An Introduction*. Princeton: NJ: Princeton University Press