

Spring 2015

## **APPLIED MASS COMMUNICATION RESEARCH METHODS (JOUR 593 EA)**

Instructor: Tatyana Dumova, Ph.D.  
Course Information: Monday 6:00-9:00 P.M.; Academic Hall, Room 406  
Contact Information: Thayer Hall, Room 913; tel. (412) 392-4701; tdumova@pointpark.edu  
Office Hours: M 4:30-6 P.M., 9-10:15 P.M.; W 4-6 P.M., 9-10:15 P.M.

### Course Rationale & Description

This course is designed to acquaint students with a vast array of research methods and information sources available in the communication discipline, with a focus on the specifics of conducting research as an orderly process of objective and systematic examination of communication contexts, processes, content, and outcomes. Research methods introduced include surveys, experiments, statistical analysis, secondary data analysis, content analysis, rhetorical analysis, focus groups, interviewing, case studies, participant observation, ethnography, historical/archival research, legal/policy research, social network analysis, and Internet research.

### Course Objectives

This course will teach you how to conduct communication research beginning with choosing a topic, developing research questions and hypotheses, selecting among an array of quantitative and qualitative methods, collecting evidence, analyzing data, and presenting the results. By taking this course, you will:

1. Know the principles, strategies, and steps involved in communication research.
2. Learn about communication research tools and information sources.
3. Become systematic in examining communication processes.
4. Design and conduct a research study, and write a research report.
5. Improve your writing and presentation skills.

### Course Textbook

Rubin, R., Rubin, A., & Haridakis, P. J. (2010). *Communication research: Strategies and sources* (7th ed.). Boston, MA: Wadsworth.

### *Recommended:*

American Psychological Association. (2011). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: American Psychological Association.

Pyrczak, F. (2013). *Evaluating research in academic journals: A practical guide to realistic evaluation* (5th ed.). Glendale, CA: Pyrczak Publishing.

Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Los Angeles, CA: Sage.

### Methods of Instruction

Methods of instruction include but are not limited to lecture and demonstration, individual and group assignments, in-class research exercises, as well as the use of instructional technologies.

### Instructional Technology Requirement

Students enrolled in this class will utilize various forms of instructional technology to achieve competency with the course objectives, including: utilization of the Blackboard Learning System to access course documents and submit assignments; making class presentations using PowerPoint; and use of the Point Park University Library system's electronic resources and research tools.

### Course Policies & Expectations

#### *Grading System*

A: 92-100%; B: 80-91%; C: 70-79%; F: 60-69% or lower

Course Assignments & Evaluation

	<u>Due Dates</u>
In-Class Activities – 10%	End of each class
Article Review (4-5 pages) – 5%	2-Feb
Research Method Presentation (Small Group) – 8%	16-Feb through 30-Mar
Online Survey Instrument – 7%	23-Feb
Research Project (70%)	
Topic Proposal – 1%	19-Jan
Literature Map – 1%	9-Feb
Bibliography – 1%	16-Feb
Codebook – 4%	16-Mar
Research Prospectus – 10%	23-Mar
Data Coding – 5%	6-Apr
First Draft – 10%	13-Apr
Peer Review – 4%	20-Apr
Final Presentation – 4%	20-27 Apr
Final Paper (18-24 pages) – 30%	27-Apr
Total: 100%	

*Deadlines:* To be successful in this class, you may want to attend all class sessions and submit all the assignments on time. Keep backups of all submissions. For each day a project is late 5% of the grade will be deducted. In-class exercises are due at the end of each class period and cannot be made up.

*Withdrawal/Incomplete Grade Policies:* In case you decide to withdraw or request an Incomplete grade, please consult the Office of the Registrar for deadlines and specific policies.

*Academic Integrity:* A student and a teacher are bound with a mutual compact of academic honor and integrity. Any student engaging in academic dishonesty will receive a failing grade (“F”) for the assignment, exam or the whole course. According to the Point Park University’s academic regulations, besides plagiarism, other forms of academic dishonesty carrying the same penalties for the same reasons include, but are not limited to: (a) fabricating data, evidence, facts, including but not limited to laboratory results and journalistic interviews or observations; (b) obtaining prohibited assistance from another student, regardless of whether that other student is aware of it, by looking at another student’s paper (in or out of class) during a quiz, exam, or during work on an assignment; (c) turning in the same work in two or more different courses, regardless of whether the two courses are taught by the same professor, in the same degree program, or even at the same institution, without explicit prior approval from both instructors; (d) forging or altering documentation of an illness and/or absence that has been requested or required by an instructor.

*Disability Accommodations:* If you have a disability or chronic medical condition, you may be entitled to receive individualized accommodations intended to assure you an equal opportunity to participate in and benefit from the course. To request disability accommodations, please make an appointment to see the instructor. For more information and assistance, please call the Program for Academic Success, 701 Lawrence Hall, (412) 392-3870. The PAS Office will provide specific information on the Point Park College ADA Policy and application procedures to the student. PAS will also contact individual instructors to verify a student’s eligibility and to make arrangements for individualized accommodations.

*Smoking Policy:* According to the Smoking Pollution Control Ordinance passed by the Pittsburgh City Council in November 1987, no smoking is permitted in the classrooms, hallways, lobbies, or any other public areas at Point Park University.

*Fire Drills:* Should a fire alarm occur during the class hours, please leave the classroom in an orderly manner and evacuate the building through the appropriate exit.

*Non Discrimination Statement:* Point Park University does not discriminate on the basis of race, color, national origin, sex, age, religion, ancestry, disability, or sexual orientation. In addition, the instructor pledges to not discriminate in the courses based on veteran status, political affiliation/philosophies/ beliefs; marital status; parental status; or socioeconomic origin or status.

*The Library* is located in the University Centre at 414 Wood Street. Many resources are available 24/7 through the Library's web page. If you are off campus, you can access the databases and e-books by using your Point Park University e-mail password and log in. Librarians are available to help you find the resources you need for your research. Contact the Library at (412) 392-3171, in person, by e-mail at [library@pointpark.edu](mailto:library@pointpark.edu), or by texting to 66746 and starting your question with *pointlib*.

### Course Schedule

	<i>Date</i>	<i>Topic</i>	<i>Textbook Readings &amp; Assignments</i>
1	12-Jan	Welcome & Introduction to the Course Structure of the Discipline	Ch. 1, 2
2	19-Jan	Studying Communication	Ch. 2, 3; Topic Proposal
3	26-Jan	Searching the Communication Literature	Ch. 2-4; Article Outline
4	2-Feb	Using the Internet for Communication Research	Article Review
5	9-Feb	General Sources	Ch. 5; Literature Map
6	16-Feb	Access Tools Survey Research	Ch. 6; Bibliography
7	23-Feb	Communication Periodicals Collections and Archives	Ch. 7, 8 Online Survey Instrument
8	2-Mar	<i>Spring Recess – no class</i>	<i>Spring Recess – no class</i>
9	9-Mar	Process of Communication Research	Ch. 9; Research Abstract
10	16-Mar	Research Designs; Content Analysis	Ch. 10; Codebook
11	23-Mar	Experimental Research	Research Prospectus
12	30-Mar	Qualitative Research	Data Collection
13	6-Apr	Preparing Research Projects	Ch. 11 & 12; Data Coding
14	13-Apr	Writing Research Papers	First Draft
15	20-Apr	Peer Review Process	Peer Review; Final Presentations
16	27-Apr	Final exam time: Monday 6-8 P.M.	Research Report & Final Presentations

Note: Subject to modification by the instructor. Additional readings will be provided electronically.

### FURTHER READINGS

#### Action Research

McIntyre, A. (2008). *Participatory action research*. Los Angeles, CA: Sage.

McNiff, J., & Whitehead, J. (2011). *All you need to know about action research*. London: Sage.

Reason, P., & Bradbury, H. (2008). *The SAGE handbook of action research: Participative inquiry and practice*. Los Angeles, CA: Sage.

### Advertising Research

Morrison, M. A. (2012). *Using qualitative research in advertising: Strategies, techniques, and applications*. Thousand Oaks, CA: Sage.

Scott, L. M. (2006). Qualitative research in advertising: Twenty years in revolution. In R. W. Belk (Ed.), *Handbook of qualitative research methods in marketing* (pp. 59-69). Northampton, MA: Edward Elgar.

### Applied Research Methods

Bickman, L., & Rog, D. J. (2009). *The SAGE handbook of applied social research methods*. Los Angeles, CA: Sage.

Gliner, J. A., Morgan, G. A., & Leech, N. L. (2009). *Research methods in applied settings: An integrated approach to design and analysis*. New York: Routledge.

### Case Study Research

Gillham, B. (2008). *Case study research methods*. London: Continuum.

Swanborn, P. G. (2010). *Case study research: What, why and how?* Los Angeles, CA: Sage.

Thomas, G. (2011). *How to do your case study: A guide for students*. London: Sage.

Yin, R. K. (2013). *Case study research: Design and methods* (5th ed.). Los Angeles, CA: Sage.

Yin, R. K. (2012). *Applications of case study research*. Los Angeles, CA: Sage.

### Conflict Analysis

Druckman, D. (2005). *Doing research: Methods of inquiry for conflict analysis*. Thousand Oaks, CA: Sage.

### Content Analysis

Holsti, O. R. (1969). *Content analysis for the social sciences and humanities*. Reading, MA: Addison-Wesley.

Krippendorff, K. (2004). *Content analysis: An introduction to its methodology*. Thousand Oaks, CA: Sage.

Neuendorf, K. A. (2010). *The content analysis guidebook*. Thousand Oaks: Sage.

### Cross-Cultural Research

Ember, C. R., & Ember, M. (2009). *Cross-cultural research methods*. Lanham, MD: Altamira Press.

### Discourse Analysis

Brown, G., & Yule, G. (2010). *Discourse analysis*. Cambridge, MA: Cambridge University Press.

Gee, J. P. (2011). *How to do discourse analysis: A toolkit*. New York: Routledge.

Johnstone, B. (2011). *Discourse analysis*. Malden, MA: Blackwell.

### Ethics in Research

Homan, R. (1991). *The ethics of social research*. London: Longman.

Mauthner, M. L. (2002). *Ethics in qualitative research*. London: Sage.

Panter, A. T., & Sterba, S. K. (2011). *Handbook of ethics in quantitative methodology*. New York: Routledge.

### Ethnography

Ellen, R. F. (2003). *Ethnographic research: A guide to general conduct*. London: Academic Press.

Fetterman, D. M. (2010). *Ethnography: Step-by-step*. Los Angeles, CA: Sage.

Gobo, G., & Belton, A. (2009). *Doing ethnography*. Los Angeles, CA: Sage.

Madison, D. S. (2011). *Critical ethnography: Method, ethics, and performance*. Thousand Oaks, CA: Sage.

Muncey, T. (2010). *Creating autoethnographies*. Los Angeles, CA: Sage.

### Experimental Research

Campbell, D. T., Stanley, J. C., & Gage, N. L. (1966). *Experimental and quasi-experimental designs for research*. Chicago, IL: R. McNally.

Davis, S. F. (2007). *Handbook of research methods in experimental psychology*. Oxford: Blackwell Publishing.

### Feminist Methods in Social Research

Hesse-Biber, S. N. (2012). *Handbook of feminist research: Theory and praxis*. Thousand Oaks, CA: Sage.

### Focus Group

Fern, E. F. (2001). *Advanced focus group research*. Thousand Oaks, CA: Sage.

Greenbaum, T. L. (2002). *The handbook for focus group research*. Thousand Oaks, CA: Sage.

Krueger, R. A., & Casey, M. A. (2009). *Focus groups: A practical guide for applied research*. Los Angeles, CA: Sage.

Liamputtong, P. (2011). *Focus group methodology: Principles and practices*. Los Angeles, CA: Sage.

### Grounded Theory

Bryant, A., & Charmaz, K. (2010). *The SAGE handbook of grounded theory*. Los Angeles, CA: Sage.

Birks, M., & Mills, J. (2011). *Grounded theory: A practical guide*. Los Angeles, CA: Sage.

Charmaz, K. (2011). *Constructing grounded theory: A practical guide through qualitative analysis*. Los Angeles, CA: Sage.

Glaser, B. G., & Strauss, A. L. (2010). *The discovery of grounded theory: Strategies for qualitative research*. New Brunswick, NJ: Aldine Transaction.

### Information and Communication Technologies Research

Gorman, G. E., Clayton, P., Shep, S. J., & Clayton, A. (2005). *Qualitative research for the information professional: A practical handbook*. London: Facet.

Pickard, A. J. (2012). *Research methods in information*. London: Facet.

### Indigenous Research

Chilisa, B. (2012). *Indigenous research methodologies*. Thousand Oaks, CA: Sage.

### Interviewing

King, N., & Horrocks, C. (2011). *Interviews in qualitative research*. London: Sage.

Rubin, H. J., & Rubin, I. (2005). *Qualitative interviewing: The art of hearing data*. Thousand Oaks, CA: Sage.

### Internet Research Methods

Boellstorff, T., Nardi, B., Pearce, C., & Taylor, T. L. (2012). *Ethnography and virtual worlds: A handbook of method*. Princeton, NJ: Princeton University Press.

Fielding, N., Lee, R. M., & Blank, G. (2011). *The Sage handbook of online research methods*. Los Angeles, CA: Sage.

Ford, N. (2011). *The essential student's guide to using the Web for research*. London: Sage.

Gosling, S., & Johnson, J. A. (2010). *Advanced methods for conducting online behavioral research*. Washington, DC: American Psychological Association.

Hewson, C. (2003). *Internet research methods*. London: Sage.

Hine, C. (Ed.). (2010). *Virtual methods: Issues in social research on the Internet*. Oxford: Berg.

Hunsinger, J., Klastrup, L., & Allen, M. (2010). *The international handbook of Internet research*. Dordrecht/London: Springer.

Johns, M. D., Chen, S.-L. S., & Hall, G. J. (2004). *Online social research: Methods, issues, & ethics*. New York: Peter Lang.

Karpf, D. (2012). Social science research methods in Internet times. *Information, Communication & Society*, 15(5), 639-661.

Kozinets, R. V. (2010). *Netnography: Doing ethnographic research online*. Los Angeles, CA: Sage.

Kozinets, R. V., de, V. K., Wojnicki, A. C., & Wilner, S. J. S. (January 01, 2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing*, 74(2) 71-89.

### Marketing Research

Bearden, W. O., & Netemeyer, R. G. (2011). *Handbook of marketing scales: Multi-item measures for marketing and consumer behavior research*. Thousand Oaks, CA: Sage.

Belk, R. W. (2006). *Handbook of qualitative research methods in marketing*. Northampton, MA: Edward Elgar Publishing.

Burns, A. C., & Bush, R. F. (2010). *Marketing research*. Upper Saddle River, NJ: Prentice Hall.

Kozinets, R. V., Fischer, E., & Belk, R. W. (2012). *Qualitative consumer and marketing research*. London: Sage.

### Mass Communication Research Methods

Hansen, A. (2009). *Mass communication research methods*. Los Angeles: Sage.

Stempel, G. H., Weaver, D. H., & Wilhoit, G. C. (2003). *Mass communication research and theory*. Boston, MA: Allyn and Bacon.

Stempel, G. H., & Westley, B. H. (1989). *Research methods in mass communication*. Englewood Cliffs, NJ: Prentice Hall.

#### Media Research

Anderson, J. A. (2012). *Media research methods: Understanding metric and interpretive approaches*. Thousand Oaks, CA: Sage.

Berger, A. A. (2011). *Media and communication research methods: An introduction to qualitative and quantitative approaches*. Los Angeles, CA: Sage.

#### Mixed Methods Research

Creswell, J. W., & Plano, C. V. L. (2011). *Designing and conducting mixed methods research*. Los Angeles, CA: Sage.

Plano, C. V. L., & Creswell, J. W. (2009). *The mixed methods reader*. Los Angeles, CA: Sage.

Plowright, D. (2011). *Using mixed methods: Frameworks for an integrated methodology*. London: Sage.

Tashakkori, A., & Teddlie, C. (2010). *Sage handbook of mixed methods in social & behavioral research*. Los Angeles, CA: Sage.

Teddlie, C., & Tashakkori, A. (2009). *Foundations of mixed methods research: Integrating quantitative and qualitative approaches in the social and behavioral sciences*. Los Angeles, CA: Sage.

#### Narrative Method

Andrews, M., Squire, C., & Tamboukou, M. (2009). *Doing narrative research*. Los Angeles, CA: Sage.

Bold, C. (2011). *Using narrative in research*. Los Angeles, CA: Sage.

Elliott, J. (2005). *Using narrative in social research: Qualitative and quantitative approaches*. London: Sage.

Franzosi, R. (2010). *Quantitative narrative analysis*. Thousand Oaks, CA: Sage.

Holstein, J. A., & Gubrium, J. F. (2012). *Varieties of narrative analysis*. Thousand Oaks, CA: Sage.

#### Participant Observation

Spradley, J. P. (2008). *Participant observation*. South Melbourne, Australia: Wadsworth.

#### Public Relations Research

Stacks, D. W. (2011). *Primer of public relations research*. New York: Guilford.

#### Qualitative Research Methods

Berg, B. L., & Lune, H. (2012). *Qualitative research methods for the social sciences*. Boston, MA: Pearson Education.

Bernard, H. R., & Ryan, G. W. (2010). *Analyzing qualitative data: Systematic approaches*. Thousand Oaks, CA: Sage.

Corbin, J. M., & Strauss, A. L. (2009). *Basics of qualitative research: Techniques and procedures for developing grounded theory*. Los Angeles, CA: Sage.

Creswell, J. W. (2013). *Qualitative inquiry & research design: Choosing among five approaches* (3rd ed.). Thousand Oaks, CA: Sage.

Denzin, N. K., & Lincoln, Y. S. (2011). *The Sage handbook of qualitative research*. Thousand Oaks, CA: Sage.

Lindlof, T. R., & Taylor, B. C. (2011). *Qualitative communication research methods*. Thousand Oaks, CA: Sage.

Ritchie, J., & Lewis, J. (2011). *Qualitative research practice: A guide for social science students and researchers*. Los Angeles, CA: Sage.

Silverman, D. (2000). Analyzing talk and text. In N. K. Denzin & Y. S. Lincoln (Eds.), *Handbook of qualitative research* (pp. 821-834). Thousand Oaks, CA: Sage.

#### Quantitative Research Methods

Allen, M., Titsworth, S., & Hunt, S. K. (2009). *Quantitative research in communication*. Los Angeles, CA: Sage.

Treiman, D. J. (2009). *Quantitative data analysis: Doing social research to test ideas*. San Francisco, CA: Jossey-Bass.

Wrench, J. S. (2008). *Quantitative research methods for communication: A hands-on approach*. New York: Oxford University Press.

#### Reliability and Validity in Research

Brinberg, D., McGrath, J. E., & Macgrath, J. E. (1993). *Validity and the research process*. Beverly Hills, CA: Sage.

Carmines, E. G., & Zeller, R. A. (1979). *Reliability and validity assessment*. Beverly Hills, CA: Sage.

Kirk, J., & Miller, M. L. (2005). *Reliability and validity in qualitative research*. Newbury Park, CA: Sage.

Krippendorff, K. (2011). Agreement and information in the reliability of coding. *Communication Methods and Measures*, 5(2), 93-112.

Litwin, M. S. (1995). *How to measure survey reliability and validity*. Thousand Oaks, CA: Sage.

#### Research Design

Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Los Angeles, CA: Sage.

Edmonds, W. A., & Kennedy, T. D. (2013). *An applied reference guide to research designs: Quantitative, qualitative, and mixed methods*. Thousand Oaks, CA: Sage.

Maxwell, J. A. (2005). *Qualitative research design: An interactive approach*. Thousand Oaks, CA: Sage.

Myers, J. L., & Well, A. (2003). *Research design and statistical analysis*. Mahwah, NJ: Lawrence Erlbaum.



Spector, P. E. (1981). *Research designs*. Beverly Hills, CA: Sage.

#### Sampling Techniques

Daniel, J. (2012). *Sampling essentials: Practical guidelines for making sampling choices*. Los Angeles, CA: Sage.

Levy, P. S., & Lemeshow, S. (2009). *Sampling of populations: Methods and applications* (4th ed.). New York, NY: John Wiley & Sons.

#### Social Network Analysis

Prell, C. (2012). *Social network analysis: History, theory & methodology*. Los Angeles, CA: Sage.

Scott, J. (2000). *Social network analysis: A handbook*. London: Sage.

Wasserman, S., & Faust, K. (1994). *Social network analysis: Methods and applications*. New York: Cambridge University Press.

#### Social Research

Babbie, E. R. (2013). *The practice of social research*. Belmont, CA: Wadsworth Cengage Learning.

Bernard, H. R. (2013). *Social research method: Qualitative and quantitative methods*. Thousand Oaks, CA: Sage.

Bryman, A. (2012). *Social research methods* (4th ed.). New York: Oxford University Press.

David, M., & Sutton, C. D. (2004). *Social research: The basics*. London: Sage.

Punch, K. F. (2010). *Introduction to social research: Quantitative and qualitative approaches*. Los Angeles, CA: Sage.

Singleton, R., & Straits, B. C. (2010). *Approaches to social research*. New York: Oxford University Press.

#### Statistical Methods

Agresti, A., & Finlay, B. (2009). *Statistical methods for the social sciences*. Upper Saddle River, NJ: Pearson Prentice Hall.

Berk, R. A. (2004). *Regression analysis: A constructive critique*. London: Sage.

Berkman, E. T., & Reise, S. P. (2012). *A conceptual guide to statistics using SPSS*. Los Angeles, CA: Sage.

Burdess, N. (2011). *Starting statistics: A short, clear guide*. Los Angeles, CA: Sage.

Kremelberg, D. (2011). *Practical statistics: A quick and easy guide to IBM SPSS statistics, STATA, and other statistical software*. Los Angeles, CA: Sage.

Reinard, J. C. (2006). *Communication research statistics*. Thousand Oaks, CA: Sage.

Salkind, N. J. (2007). *Encyclopedia of measurement and statistics*. Thousand Oaks, CA: Sage.

Warner, R. M. (2008). *Applied statistics: From bivariate through multivariate techniques*. Thousand Oaks, CA: Sage.

#### Survey Research

Fink, A. (2006). *How to conduct surveys: A step-by-step guide*. Thousand Oaks, CA: Sage.

Fowler, F. J. (2009). *Survey research methods*. Thousand Oaks, CA: Sage.

Lavrakas, P. J. (2008). *Encyclopedia of survey research methods*. Thousand Oaks, CA: Sage.

Punch, K. F. (2003). *Survey research: The basics*. London: Sage.

Sue, V. M., & Ritter, L. A. (2007). *Conducting online surveys*. Thousand Oaks, CA: Sage.

#### Visual Analysis Methods

Bauer, M. W., & Gaskell, G. (Eds.). (2010). *Qualitative researching with text, image and sound: A practical handbook*. London: Sage.

Hindmarsh, J., Luff, P., & Heath, C. (2009). *Video in qualitative research*. London: Sage.

Margolis, E., & Pauwels, L. (Eds.). (2011). *The SAGE handbook of visual research methods*. Los Angeles, CA: Sage.

Rose, G. (2011). *Visual methodologies: An introduction to the interpretation of visual materials*. London: Sage.

Van Leeuwen, T., & Jewitt, C. (Eds.). (2010). *Handbook of visual analysis*. Los Angeles, CA: Sage.

Wheeldon, J., & Ahlberg, M. (2012). *Visualizing social science research: Maps, methods, & meaning*. Thousand Oaks, CA: Sage.