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

Recommended:


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
<table>
<thead>
<tr>
<th>Course Assignments &amp; Evaluation</th>
<th>Due Dates</th>
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<tbody>
<tr>
<td>In-Class Activities – 10%</td>
<td>End of each class</td>
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<tr>
<td>Article Review (4-5 pages) – 5%</td>
<td>2-Feb</td>
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<tr>
<td>Research Method Presentation (Small Group) – 8%</td>
<td>16-Feb through 30-Mar</td>
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<td>Online Survey Instrument – 7%</td>
<td>23-Feb</td>
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<td>Research Project (70%)</td>
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<td>Topic Proposal – 1%</td>
<td>19-Jan</td>
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<td>Literature Map – 1%</td>
<td>9-Feb</td>
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<tr>
<td>Bibliography – 1%</td>
<td>16-Feb</td>
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<tr>
<td>Codebook – 4%</td>
<td>16-Mar</td>
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<tr>
<td>Research Prospectus – 10%</td>
<td>23-Mar</td>
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<tr>
<td>Data Coding – 5%</td>
<td>6-Apr</td>
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<tr>
<td>First Draft – 10%</td>
<td>13-Apr</td>
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<td>Peer Review – 4%</td>
<td>20-Apr</td>
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<tr>
<td>Final Presentation – 4%</td>
<td>20-27 Apr</td>
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<td>Final Paper (18-24 pages) – 30%</td>
<td>27-Apr</td>
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<td>Total: 100%</td>
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**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, or by texting to 66746 and starting your question with pointlib.

Course Schedule

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

FURTHER READINGS

Action Research


Advertising Research


Applied Research Methods


Case Study Research


Conflict Analysis

Content Analysis


Cross-Cultural Research

Discourse Analysis


Ethics in Research


Ethnography


Experimental Research


Feminist Methods in Social Research

Focus Group


Grounded Theory


Information and Communication Technologies Research


Indigenous Research
Interviewing


Internet Research Methods


Marketing Research


Mass Communication Research Methods


**Media Research**


**Mixed Methods Research**


**Narrative Method**


**Participant Observation**

**Public Relations Research**

**Qualitative Research Methods**


Quantitative Research Methods


Reliability and Validity in Research


Research Design


Sampling Techniques


Social Network Analysis


Social Research


Statistical Methods


**Survey Research**


**Visual Analysis Methods**


