



UNIVERSITI TEKNOLOGI MARA

COM566: COMMUNICATION RESEARCH AND METHODS

Course Name (English)	COMMUNICATION RESEARCH AND METHODS APPROVED
Course Code	COM566
MQF Credit	4
Course Description	This course will teach students various aspects of communication research methods including skills in analyzing and interpreting the data. Beside the text book, this course will also depend on lecturer's notes and other source of references. The students will also need to prepare a research proposal related to their research interest. After completing the proposal, they need to conduct a group research project based on the best individual proposal. The students also need to present and submit the research report.
Transferable Skills	Capability in conducting an academic or applied communication research
Teaching Methodologies	Lectures, Presentation, Computer Aided Learning
CLO	CLO1 Demonstrate understanding of the basic concepts, and theory of communication research methods CLO2 Analyze and interpret quantitative data using appropriate statistical tools and operation CLO3 Relate concepts, theories and techniques of communication research in actual research activities/projects CLO4 Display the ability to conduct an actual communication research project
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Research 1.1) 1.1 Researcher and novice researcher 1.2) 1.2 Development and goals of mass media research 1.3) 1.3 Media research and scientific method 1.4) 1.4 Sectors of research 1.5) 1.5 Research procedures	
2. Elements of Research 2.1) 2.1 Concepts, constructs and variables 2.2) 2.2 Qualitative & quantitative research 2.3) 2.3 Measurement 2.4) 2.4 Reliability and validity	
3. Writing Proposal & Thesis Writing Format (APA) 3.1) 3.1 Preparing research proposal 3.2) 3.2 Chapters, topics and sub-topics for academic writing	
4. Sampling 4.1) 4.1 Population & sample 4.2) 4.2 Sampling procedures 4.3) 4.3 Sample size 4.4) 4.4 Sampling error	
5. Qualitative Research 5.1) 5.1 Aims & philosophy 5.2) 5.2 Mixed methods research 5.3) 5.3 Data analysis 5.4) 5.4 Qualitative research methods	

6. Content Analysis 6.1) 6.1 Characteristics of content analysis 6.2) 6.2 Uses of content analysis 6.3) 6.3 Steps in content analysis
7. Survey Research 7.1) 7.1 Advantages & disadvantages 7.2) 7.2 Questionnaire design 7.3) 7.3 Survey techniques
8. Experimental Research 8.1) 8.1 Conducting the experimental research 8.2) 8.2 Experimental research designs
9. Longitudinal Research 9.1) 9.1 Types of longitudinal studies
10. Introduction to Statistics & Hypothesis Testing 10.1) 10.1 Data distribution 10.2) 10.2 Summary statistics 10.3) 10.3 Testing hypothesis 10.4) 10.4 Error type 1 and 2
11. Statistical Procedures 11.1) 11.1 Nonparametric statistics 11.2) 11.2 Parametric statistics 11.3) 11.3 SPSS application 11.4) 11.4 Data analysis and interpretation
12. Research Applications 12.1) 12.1 Newspaper & Magazine 12.2) 12.2 Electronic Media 12.3) 12.3 Advertising 12.4) 12.4 Public Relations
13. Research Report Writing 13.1) 13.1 Academic writing guidelines
14. Research Report Presentation 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Conducting a study based on a best proposal in group (group of 4 - 5 people), - collecting data, analyzing data, report the finding and discuss the finding	20%	CLO1 , CLO2 , CLO3 , CLO4
	Individual Project	Preparing the proposal, chapter 1, 2, and 3 of the thesis writing	30%	CLO1 , CLO3 , CLO4
	Test	n/a	10%	CLO1 , CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> Wimmer, R.D. & Dominick, J. R. (2011), <i>Mass media research: An introduction</i>, 9th ed Ed., Wadsworth Cengage Learning Singapore
	Reference Book Resources	<ul style="list-style-type: none"> Rubin, R. B., Rubin, A.M, & Haridakis, P.M. 2000, <i>Communication research: Strategies and sources</i>, 7th ed Ed., Wadsworth Cengage Learning Boston, MA Weerakkody, N. 2011, <i>Research methods for media and communication</i>, Oxford University Press Australia Cooper, Harris 1998, <i>Synthesizing research: A guide for literature reviews</i>, 3rd ed Ed., Sage Publications

Article/Paper List	This Course does not have any article/paper resources
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Other References	This Course does not have any other resources
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