



UNIVERSITI TEKNOLOGI MARA

COM569: COMMUNICATION RESEARCH METHODS

Course Name (English)	COMMUNICATION RESEARCH METHODS APPROVED
Course Code	COM569
MQF Credit	4
Course Description	This course will teach students various concepts, theories, processes and techniques of quantitative and qualitative communication research methods including skills in organizing, processing, analyzing the data and interpreting the findings. Beside the recommended text, this course will also depend on lecturer's notes and other sources of references. The students will also need to prepare a research proposal related to their topic or research problem and prepare a set of instruments for data collection. After completing the proposal and instrument, students will need to collect, organize, process, analyze the data and interpret the findings. Finally, students will learn in writing up the findings, discussion and conclusion. Students will also need to present and submit the research report.
Transferable Skills	Research and measurement and evaluation skills
Teaching Methodologies	Lectures, Case Study, Presentation, Computer Aided Learning
CLO	<p>CLO1 Demonstrate knowledge and understanding of basic concepts, theories, processes and techniques of communication research methods (C3, LO1)</p> <p>CLO2 Display skills in preparing the research proposal by applying the concepts, theories, processes, and techniques of communication research (A5, LO2)</p> <p>CLO3 Display ability to solve issues and challenges in quantitative and qualitative Communication research using appropriate data analysis tool (A5, LO6)</p> <p>CLO4 Demonstrate self-directed learning through planning and conducting an actual research in the field of Communication and Media (A5, LO7)</p>
Pre-Requisite Courses	No course recommendations
Topics	<p>1. 1. Introduction to Research</p> <p>1.1) 1.1 Researcher and Novice Researcher</p> <p>1.2) 1.2 Development and Goals of Mass Media Research</p> <p>1.3) 1.3 Media Research and Scientific Method</p> <p>1.4) 1.4 Sectors of Research</p> <p>1.5) 1.5 Research Procedures</p> <p>1.6) 1.6 Determining the Topic, Problem Statement, Research Questions, Research Objectives and Research Hypotheses</p> <p>2. 2. Elements of Research</p> <p>2.1) 2.1 Concepts, Constructs and Variables</p> <p>2.2) 2.2 Qualitative & Quantitative Research</p> <p>2.3) 2.3 Qualitative & Quantitative Measurement</p> <p>2.4) 2.4 Reliability and Validity (Qualitative & Quantitative)</p> <p>3. 3. Research Ethics</p> <p>3.1) 3.1 Theories of ethic</p> <p>3.2) 3.2 Ethical principles</p> <p>3.3) 3.3 Specific ethical problems</p> <p>3.4) 3.4 Ethics in data analysis and reporting</p> <p>3.5) 3.5 Ethics in online research</p> <p>4. 4. Proposal Writing and Thesis Writing (Technical and Format)</p> <p>4.1) 4.1 Preparing Research Proposal</p> <p>4.2) 4.2 Chapters, Topics and Sub-Topics for Academic Writing (Thesis Writing)</p> <p>4.3) 4.3 Application of formatting software (Microsoft, Mandalay of End Note)</p>

5. 5. Sampling 5.1) 4.1 Population & Sample 5.2) 5.2 Sampling Procedures 5.3) 5.3 Sample Size 5.4) 5.4 Sampling Error
6. 6. Quantitative Content Analysis 6.1) 6.1 Characteristics 6.2) 6.2 Advantages & Disadvantages 6.3) 6.3 Uses 6.4) 6.4 Steps
7. 7. Survey Research 7.1) 7.1 Characteristics 7.2) 7.2 Advantages & Disadvantages 7.3) 7.3 Questionnaire Design 7.4) 7.4 Survey Techniques
8. 8. Experimental Research 8.1) 7.1 Characteristics and types 8.2) 8.2 Advantages & Disadvantages 8.3) 8.3 Conducting the Experimental Research 8.4) 8.4 Experimental Research Designs
9. 9. Qualitative Research Methods 9.1) 9.1 Aims & philosophy 9.2) 9.2 Characteristics, types and Advantages and Disadvantages. 9.3) 9.3 Field Observation 9.4) 9.4 Intensive Interviews 9.5) 9.5 Focus Group 9.6) 9.6 Case Studies 9.7) 9.7 Ethnography 9.8) 9.8 Qualitative Content Analysis
10. 11. Qualitative Data Analysis 10.1) 11.1 Preparing the data (transcript, note, memo, pictures, audio, video, etc.) 10.2) 11.2 Coding the Data – Open Coding, Axial Coding and Selective Coding (application of software – ag. ATLAS TI or NVIVO) 10.3) 11.3 Reliability and Validity 10.4) 11.4 Data Management and Analysis and Interpretation
11. 12. Quantitative Data Analysis (Research Application) 11.1) 12.1 Descriptive Statistics: Analysis, Interpretation and Report Writing 11.2) 12.2 Inferential Statistics: Hypotheses Testing, Interpretation and Report Writing 11.3) 12.2.1 T-Statistics 11.4) 12.2.2 Analysis of Variance (ANOVA) 11.5) 12.2.3 Correlation 11.6) 12.2.4 Chi-Square
12. 13. Research Report Writing 12.1) 13.1 Academic writing guidelines (Thesis format) 12.2) 13.2 Writing the Qualitative research 12.3) 13.3 Writing the Quantitative research
13. 14. Research Report Presentation 13.1) 14.1 Research Report Presentation
14. 10. Instrument Construction & Validation 14.1) 10.1 Instrument Construction 14.2) 10.2 Instrument Validity/ Credibility 14.3) 10.3. Instrument Reliability/ Conformity

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Test	Final Test- MCO	30%	CLO3
	Individual Project	Instrument construction and validation	20%	CLO4
	Individual Project	Research Proposal	30%	CLO2
	Test	Mid term test	20%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> Wimmer, R.D. & Dominic, J.R. 2014, <i>Mass Media Research: An Introduction</i>, 12 Ed., Wadsworth New York
	Reference Book Resources	<ul style="list-style-type: none"> Baxter, L.A. & Babbie, E 2010, <i>The Basic of Communication Research</i>, Thomson Singapore Coakes, S.J. & Steed, L.G. 2007, <i>SPSS: Analysis Without Anguish Using SPSS Version 17 for Window</i>, John Wiley Brisbane Newman, W.L. 2011, <i>Social Research Methods: Qualitative and Quantitative Approaches</i>, 7th Ed., Pearson Boston Sparks, G.G. 2013, <i>Media Effects Research</i>, 4th Ed., Wadsworth Boston, MA

Article/Paper List	This Course does not have any article/paper resources
---------------------------	---

Other References	This Course does not have any other resources
-------------------------	---