



## UNIVERSITI TEKNOLOGI MARA

### COM723: COMMUNICATION RESEARCH SEMINAR

<b>Course Name (English)</b>	COMMUNICATION RESEARCH SEMINAR <b>APPROVED</b>
<b>Course Code</b>	COM723
<b>MQF Credit</b>	4
<b>Course Description</b>	The aim of this course is to expose students the two major paradigms (types) in research methodology: quantitative and qualitative. Students will also learn how to write research proposal for both types of researches concerning with issues in communication, mass communication, and media studies. Students will be taught on the steps of writing research proposal such as identifying problems and writing the problem statement or statement of research problems, formulating research questions, research objectives, scope and significances of study, conceptualization and Operationalization of concepts or variables, writing literature review, determining research designs, data collection techniques, data analyzing, writing research reports, and strategies to achieve validity and reliability
<b>Transferable Skills</b>	Skills in administering and conducting academic and applied researches.
<b>Teaching Methodologies</b>	Lectures, Lab Work, Seminar/Colloquium, Presentation, Computer Aided Learning, Supervision
<b>CLO</b>	<p>CLO1 Demonstrate understanding of the relationship between theory, concepts, methods and applications of communication research</p> <p>CLO2 Construct research problem and design quantitative and qualitative research by applying and adapting theory, concepts, processes and methods of communication research</p> <p>CLO3 Display the skills in using Quantitative software (SPSS) and Qualitative software (NVIVO) for quantitative and qualitative data analysis and deduce findings from the analyses</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. 1. Science and Research</b> 1.1) a. Alternatives to Social Research 1.2) b. How Science Works 1.3) c. Quantitative and Qualitative Social Research 1.4) d. Steps in the Research Process 1.5) e. Why Conduct Social Research?	
<b>2. 2. Scientific Methods</b> 2.1) a. Dimensions of Research 2.2) b. Purpose of research 2.3) c. Cases of study 2.4) d. Points in research 2.5) e. Techniques in data collection	
<b>3. 3. Theory and Research</b> 3.1) a. Concept of theory 3.2) b. Social Theory versus Ideology 3.3) c. The Parts of Social Theory 3.4) d. Aspects of Theory 3.5) e. The Dynamic Duo	

<p><b>4. 4. The Meanings of Methodology</b></p> <p>4.1) a. The Three Aspects  4.2) b. Positivist Social Science  4.3) c. Interpretive Social Science  4.4) d. Critical Social Science  4.5) e. Feminist and Postmodern Research</p>
<p><b>5. 5. The Literature Review and Ethical Concerns</b></p> <p>5.1) a. The Literature Review  5.2) b. Ethics in Social Research</p>
<p><b>6. 6. Research design and Qualitative and Quantitative Measurement</b></p> <p>6.1) a. Triangulation  6.2) b. Qualitative and quantitative orientation  6.3) c. Qualitative and quantitative design issues  6.4) d. Why Measure?  6.5) e. Quantitative and Qualitative Measurement  6.6) f. Parts of the Measurement Process  6.7) g. Reliability and Validity  6.8) h. A guide to Quantitative Measurement  6.9) i. Index Construction  6.10) j. Scales</p>
<p><b>7. 7. Qualitative and Quantitative Sampling</b></p> <p>7.1) a. Nonprobability Sampling  7.2) b. Probability Sampling</p>
<p><b>8. 8. Experimental Research</b></p> <p>8.1) a. Research Questions Appropriate for an Experiment  8.2) b. A Short History of the Experiment in Social Research  8.3) c. Random Assignment  8.4) d. Experimental Design Logic  8.5) e. Internal and External Validity  8.6) f. Practical Considerations  8.7) g. Results of Experimental Research: Making Comparisons  8.8) h. A Word on Ethics</p>
<p><b>9. 9. Survey Research</b></p> <p>9.1) a. Research Questions Appropriate for a Survey  9.2) b. A History of Survey Research  9.3) c. The Logic of Survey Research  9.4) d. Constructing the Questionnaire  9.5) e. Types of Survey: Advantages and Disadvantages</p>
<p><b>10. 10. Nonreactive Research and Secondary Analysis</b></p> <p>10.1) a. Nonreactive Measurement  10.2) b. Content Analysis  10.3) c. Existing Statistics/Documents and Secondary Analysis  10.4) d. Issues of Inference and Theory Testing</p>
<p><b>11. 11. Analysis of Quantitative Data</b></p> <p>11.1) a. Dealing with Data  11.2) b. Results with One Variable  11.3) c. Results with Two Variables  11.4) d. More than Two Variables  11.5) e. Inferential Statistics</p>
<p><b>12. 12. Field Research</b></p> <p>12.1) a. Research Questions Appropriate for Field Research  12.2) b. A Short History of Field Research  12.3) c. The Logic of Field Research  12.4) d. Choosing a Site and Gaining Access  12.5) e. Relations in the Field  12.6) f. Observing and Collection Data  12.7) g. The Field Research Interview  12.8) h. Leaving the Field  12.9) i. Ethical Dilemmas of Field Research</p>
<p><b>13. 13. Historical-comparative research</b></p> <p>13.1) a. A Short History of Historical-Comparative Research  13.2) b. Research Questions Appropriate for Historical-Comparative Research  13.3) c. The Logic of Historical-Comparative Research  13.4) d. Steps in a Historical-Comparative Research Project  13.5) e. Data and Evidence in Historical Context  13.6) f. Comparative Research  13.7) g. Equivalence in Historical-Comparative Research  13.8) h. Ethics</p>

**14. 14. Analysis of Qualitative Data**

- 14.1) a. Comparing Methods of Data Analysis
- 14.2) b. Coding and Concept Formation
- 14.3) c. Analytic Strategies for Qualitative Data
- 14.4) d. Other Techniques

<b>Assessment Breakdown</b>	<b>%</b>
Continuous Assessment	100.00%

<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Final Test	Final Test	30%	CLO1
	Individual Project	Instrument construction, instrument validation and presentation	20%	CLO3
	Individual Project	Research Proposal	30%	CLO2
	Test	Mid-term Test	20%	CLO1

<b>Reading List</b>	This Course does not have any book resources
<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	This Course does not have any other resources