Course Syllabus

offered by Department of Media and Communication
with effect from Semester B 2016/17

Part I   Course Overview

Course Title: Social Science Research Workshop

Course Code: COM8001

Course Duration: One semester

Credit Units: 3

Level: R8

Proposed Area:
(for GE courses only)

☐ Arts and Humanities

☐ Study of Societies, Social and Business Organisations

☐ Science and Technology

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title)   None

Precursors:
(Course Code and Title)   None

Equivalent Courses:
(Course Code and Title)   EN8003

Exclusive Courses:
(Course Code and Title)   None

Part II   Course Details

1.   **Abstract**

The course aims to:

help students identify their implicit theoretical hunches, articulate those ideas into a researchable question, and then relate this question to a certain theoretical framework to discover new knowledge in the relevant context.   It is also designed to help students develop a thesis proposal through practice, discussion, and mutual critique.

2.   **Course Intended Learning Outcomes (CILOs)**

No.	CILOs[#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	*A2*	*A3*
1.	Develop research problems and hypotheses, aiming the discovery of new knowledge in the relevant domain	35%	✓	✓	✓
2.	Analyze the structure, logic, and experience of thesis writing	35%		✓	
3.	Discuss the standard, taste, and innovativeness of scholarship	30%	✓	✓	
		100%			

3.   **Teaching and Learning Activities (TLAs)**

TLA	Brief Description	CILO No.			Hours/week(if applicable)
		1	2	3	
Research proposal	Write research proposal	✓	✓	✓	NA
Analysis	Discuss and analyze "model" work		✓	✓	1.5
Discussion	Discuss the logic and experience of research development		✓	✓	1.5

4.   **Assessment Tasks/Activities (ATs)**

Assessment Tasks/Activities	CILO No.			Weighting*	Remarks
	1	2	3		
Continuous Assessment: <u>100</u>%					
Participation	✓	✓	✓	30%	
Research proposal	✓	✓	✓	70%	
Examination: <u>NA</u>					
				100%	

5. Assessment Rubrics

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
Participation	ABILITY to EXPLAIN in DETAIL and with ACCURACY the principles and methods used in communication research	High	Significant	Moderate	Basic	Not even reaching marginal levels
Design and propose a research project	CAPACITY for SELF-DIRECTED LEARNING to understand the principles of communication research	High	Significant	Moderate	Basic	Not even reaching marginal levels

Part III Other Information

1. Keyword Syllabus

Logic and craft of research.   Writing for social sciences.   Theoretical framework, research conceptualization, and hypothesis development.   Methodology.   Creativity and rigor.

2. Reading List

2.1 Compulsory Readings

1.	Becker, Howard (1986). Writing for Social Scientists. Chicago: University of Chicago Press.
2.	Becker, Howard (1998). Tricks of the Trade: How to Think About Your Research While You're Doing It. Chicago: University of Chicago Press.
3.	Booth, Wayne C., Gregory G. Colomb, & Joseph M. Williams (1995). The Craft of Research. Chicago: University of Chicago Press.
4.	Mills, C. Wright (1959). The Sociological Imagination. New York: Oxford University Press.
5.	Rosenberg, Morris (1968). The Logic of Survey Analysis. New York: Basic.
6.	李金銓 (2004)。超越西方霸權：傳媒與文化中國的現代性。香港：牛津大學出版社。
7.	嚴耕望 (1981)。治史經驗談。台北：商務。
8.	Barzun, J. (1994). Simple and Direct. Chicago: University of Chicago Press.
9.	Barzun, J. & H. F. Graft (1992). The Modern Researcher (3rd ed.). Boston: Houghton Mifflin.
10.	Hammond, Phillip & Robert Bellah (Eds.). (1964). Sociologists At Work. New York: Basic.
11.	Hardt, Hanno (1992). Critical Communication Studies. London: Routledge
12.	Lerner, Daniel & Lyle Nelson (Eds.). (1977). Communication Research: A Half-Century Appraisal. Honolulu: University Press of Hawaii.
13.	Lynd, Robert (1970). Knowledge for What? Princeton: Princeton University Press.
14.	Merton, Robert K. (1966). Social Theory and Social Structure. New York: Free Press.

2.2 Additional Readings

1.	Chapters from Shoemaker, P.J., Tankard, J.W., and Lasorsa, D. (2004). How to Build Social Science Theories. Sage Publications

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