

City University of Hong Kong
Course Syllabus

offered by Department of Media and Communication
with effect from Semester A 2017/18

Part I Course Overview

Course Title: Quantitative Research Methods in Media and Communication

Course Code: COM8005

Course Duration: One semester

Credit Units: 3

Level: R8

Arts and Humanities

Proposed Area: Study of Societies, Social and Business Organisations
(for GE courses only) Science and Technology

Medium of Instruction: English

Medium of Assessment: English

Prerequisites: None
(Course Code and Title)

Precursors: None
(Course Code and Title)

Equivalent Courses: None
(Course Code and Title)

Exclusive Courses: None
(Course Code and Title)

Part II Course Details

1. Abstract

The course aims to:

introduce students to quantitative research methods used in media and communication studies such as survey, content analysis, and experiment in offline and online settings. The course will help students understand the principles and fundamentals for conducting empirical research in media and communication, and the scientific approach to solving problems; discover knowledge and techniques to design a research project; gain hands-on experience on collecting data; and apply the analytical techniques to conduct empirical research. The course will cover some basic statistical techniques that are frequently used in media and communication research, but the main focus of the course is on how to conceptualize a research problem and use appropriate and innovative research methods to solve the problem.

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.	Discover and explain the principles and fundamentals for conducting research in media and communication	30%	√	√	
2.	Demonstrate the ability to conduct literature review for research projects in media and communication	30%	√	√	
3.	Evaluate and analyze research reports using the knowledge and skills of quantitative research methods	10%	√		
4.	Conduct quantitative research in media and communication using appropriate and innovative research methods	30%	√	√	√

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

TLA	Brief Description	CILO No.				Hours/week(if applicable)
		1	2	3	4	
Lectures	Lectures on the principles and fundamentals for conducting research in media and communication	✓				3 weeks
Discussion	Class discussions on readings about quantitative research methods		✓	✓		Throughout the class
Analysis	Critique and analysis of research reports using quantitative research methods		✓	✓		Throughout the class
Research	Conducting quantitative research on selected issues in media and communication using appropriate methods				✓	Throughout the class

4. Assessment Tasks/Activities (ATs)

Assessment Tasks/Activities	CILO No.				Weighting*	Remarks
	1	2	3	4		
Continuous Assessment: <u>100%</u>						
Quizzes and class exercises - examines on key principles and skills of quantitative research methods in media and communication	✓				20%	
Research Project: individual or group research project of selected issues using quantitative methods		✓			20%	
Class discussions and presentations			✓		10%	
Term paper that integrates on principles, knowledge and skills of conducting research in media and communication in publishable quality	✓	✓	✓	✓	50%	
Examination: <u>NA</u> % (duration: _____, if applicable)						
* The weightings should add up to 100%.					100%	

5. Assessment Rubrics

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Quizzes and class exercises - examines on key principles and skills of quantitative research methods in media and communication	Understanding of concepts and principles of scientific research.	90-100% understanding	75-89% understanding	60-74% understanding	45%-59% understanding	Less than 45% understanding
Research Project: individual or group research project of selected issues using quantitative methods	Ability to design a quantitative communication research	High	Significant	Moderate	Basic	Not even reaching marginal levels
Class discussions and presentations	Ability to evaluate quantitative research design and analyses.	High	Significant	Moderate	Basic	Not even reaching marginal levels
Term paper that integrates on principles, knowledge and skills of conducting research in media and communication in publishable quality	Analyze and present data in oral presentation and in written report	Strong	Significant	Moderate	Basic	Not even reaching marginal levels

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

Communication research, media research, research methods, quantitative research methods, survey, content analysis, experimental study, empirical research, statistical analysis

2. Reading List

2.1 Compulsory Readings

1.	Roger D. Wimmer & Joseph R. Dominick (2005). <i>Mass Media Research, an Introduction</i> (8th ed.). Wadsworth Publishing Company.
2.	Earl Babbie (1990). <i>Survey Research Method</i> (2nd ed.). Wadsworth
3.	Daniel Riffe, Stephen Lacy, & Frederick Fico (2005) <i>Analyzing Media Messages, Using Quantitative Content Analysis in Research</i> (2nd ed.). Lawrence Erlbaum Associates.
4.	Guido H. Stempel, David. H. Weaver, & Cleveland G.Wilhoit (2003). <i>Mass Communication Research and Theory</i> . Boston: Allyn and Bacon.
5.	Barrie Gunter (2000). <i>Media Research Methods: Measuring Audiences, Reactions and Impact</i> . London; Thousand Oaks, Calif: Sage Publications.
6.	Alan Bryman (2008). <i>Quantitative Data Analysis with SPSS Release 14, 15 & 16 for Windows: A Guide for Social Scientists</i> , Routledge.

2.2 Additional Readings