COM5104: RESEARCH METHODS FOR COMMUNICATION AND NEW MEDIA

Effective Term
Semester A 2025/26

Part I Course Overview

Course Title
Research Methods for Communication and New Media

Subject Code
COM - Media and Communication
Course Number
5104

Academic Unit
Media and Communication (COM)

College/School
College of Liberal Arts and Social Sciences (CH)

Course Duration
One Semester

Credit Units
3

Level
P5, P6 - Postgraduate Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
Nil

Exclusive Courses
Nil

Part II Course Details

Abstract

This course is designed to provide training on research methods in communication and new media. It aims to:

1) examine basic concepts of communication research;

2) introduce specific data collection methods such as survey, content analysis, experimental design and qualitative methods;

3) practice statistical techniques including sampling, descriptive and inferential analyses;

4) oral and written presentation of research results.

By the end of the course, students are expected to be able to read and evaluate professional and academic research reports; design and implement research projects; perform statistical data analysis; write up research reports; and present research findings in a professional manner.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Design and execute simple yet rigorous research for academic, marketing, or other purposes; and deliver oral presentations and written reports on the research findings.	40	x	x	
2	Conduct a range of basic quantitative analyses with statistical software and understand the key concepts of research methods.	30	x	x	
3	Critically evaluate and discuss various kinds of published research findings.	30	x	x	x

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 real-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.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	On the main concepts and principles in research design and statistical analysis	1, 2, 3	2 (for 13 weeks)
2	In-class exercises	In-class exercises with students working on real data sets.	2	1 (for 7 weeks)
3	Group discussions	Group discussions on research projects and existing studies	1, 3	1 (for 3 weeks)

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Research proposal development	1, 2	15	Students will form into groups and propose a research study to address a specific research problem using publicly available quantitative data. Students will be allowed to use Gen AI for brainstorming, QA, and coding.	Yes
2	Research paper and presentations	1, 2	25	Students will work in groups on research projects investigating important issues in the area of communication. Students will present their research findings in class. Students will be allowed to use Gen AI for brainstorming, QA, and coding.	Yes
3	In-Class Quiz	2, 3	20	Two quizzes will be conducted to test students' understanding of the class contents.	No

Continuous Assessment (%)

60

Examination (%)

40

Examination Duration (Hours)

2

Assessment Rubrics (AR)

Assessment Task

Research proposal development * (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

a) Originality;
b) Logical coherence and clarity;
c) Appropriateness of the designed items; and
d) Participation in the group research activities

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Research paper and presentations * (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

a) Quality of the ideas – originality, significance, etc.
b) Appropriateness and logical coherence of the arguments and hypotheses;
c) Appropriateness of the analysis and the interpretations of the results;
d) Format, style, writing and length of paper; and
e) Presentational skills

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Quizzes (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Understanding basic concepts and procedures of conducting research

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair
(C+, C, C-) Moderate

Marginal
(D) Basic

Failure
(F) Not even reaching marginal levels

Assessment Task
Examination (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion
Comprehensive understanding of the research project design and implementation

Excellent
(A+, A, A-) High

Good
(B+, B, B-) Significant

Fair
(C+, C, C-) Moderate

Marginal
(D) Basic

Failure
(F) Not even reaching marginal levels

Assessment Task
Research proposal development * (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion
a) Originality;
b) Logical coherence and clarity;
c) Appropriateness of the designed items; and
d) Participation in the group research activities

Excellent
(A+, A, A-) Very high levels of originality, logical coherence and clarity with academic rigor. Dedicated contribution to the group activity.

Good
(B+, B) Moderately satisfactory levels of originality, logical coherence and clarity with academic rigor. Active contribution to the group activity.

Marginal
(B-, C+, C) Minimum satisfactory levels of originality, logical coherence and clarity with academic rigor. Minimum contribution to the group activity.

Failure

(F) Unsatisfactory levels of originality, logical coherence and clarity with academic rigor. Inadequate contribution to the group activity.

Assessment Task

Research paper and presentations * (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

a) Quality of the ideas – originality, significance, etc.;
b) Appropriateness and logical coherence of the arguments and hypotheses;
c) Appropriateness of the analysis and the interpretations of the results;
d) Format, style, writing and length of paper; and
e) Presentational skills

Excellent

(A+, A, A-) Very high levels of academic quality of research output, including the research paper and oral presentation.

Good

(B+, B) Moderately satisfactory levels of academic quality of research output, including the research paper and oral presentation.

Marginal

(B-, C+, C) Minimum satisfactory levels of academic quality of research output, including the research paper and oral presentation.

Failure

(F) Unsatisfactory levels of academic quality of research output, including the research paper and oral presentation.

Assessment Task

Quizzes (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Understanding basic concepts and procedures of conducting research

Excellent

(A+, A, A-) Very high level of understanding of basic concepts and procedures of conducting research.

Good

(B+, B) Moderately satisfactory level of understanding of basic concepts and procedures of conducting research.

Marginal

(B-, C+, C) Minimum satisfactory level of understanding of basic concepts and procedures of conducting research.

Failure

(F) Unsatisfactory level of understanding of basic concepts and procedures of conducting research.

Assessment Task

Examination (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Comprehensive understanding of the research project design and implementation

Excellent

(A+, A, A-) Very high level of comprehensive understanding of the research project design and implementation

Good

(B+, B) Moderately satisfactory level of comprehensive understanding of the research project design and implementation

Marginal

(B-, C+, C) Minimum satisfactory level of comprehensive understanding of the research project design and implementation

Failure

(F) Unsatisfactory level of comprehensive understanding of the research project design and implementation

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Additional Information for AR

* Weighting of the different criteria and other details will be given to the students during the class.

Part III Other Information

Keyword Syllabus

Quantitative research method, sampling, survey, content analysis, experiment, descriptive statistics, inferential statistics, hypothesis-testing, secondary analysis, statistical software

Reading List

Compulsory Readings

	Title
1	Babbie, Earl (2020). The Practice of Social Research, (15th edition). Boston, MA: Cengage Learning

Additional Readings

	Title
1	Agresti Alan (2018). Statistical Methods for the Social Sciences (5th edition). Boston, MA: Pearson
2	Wimmer Roger D., & Dominick, Joseph R. (2014). Mass Media Research: An Introduction (10th edition). Boston, MA: Wadsworth Cengage Learning
3	Merrigan Gerianne & Huston, Carole L. (2019). Communication Research Methods (4th edition). New York: NY: Oxford University Press
4	Bhattacherjee Anol (2012), Social Science Research: Principles, Methods and Practices available for download at http://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1002&context=oa_textbooks
5	Imai, Kosuke (2017). Quantitative Social Science: An Introduction. Princeton: NJ: Princeton University Press