

COM2103: COMMUNICATION RESEARCH METHODS

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Communication Research Methods

Subject Code

COM - Media and Communication

Course Number

2103

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

EN3506 Quantitative Communication Research Methods

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to train students to discover and apply the basic logic, concepts, and methods of data collection in the field of media and communication research. By the end of this course, students should be able to design and conduct empirical projects to collect both quantitative and qualitative data, perform statistical and interpretative analysis, write up the reports, and present the findings in a professional manner. They should also be able to make sense of existing research reports and evaluate the validity of their knowledge claim.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Discover and demonstrate knowledge of key quantitative and qualitative research methods	20	x		x
2	Determine and apply appropriate quantitative and qualitative research methods to media and communication contexts	30	x	x	
3	Perform statistical and interpretative analysis of the data and describe and explain the results	20	x	x	
4	Design research projects using specific methods	20		x	x
5	Present the findings in a professional manner	10	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	Lecture	Students will engage in lectures on principles of scientific research, data collection methods and analysis, research ethics	1, 3, 5	3 hours/week x 10
2	Tutorials	Students will engage in discussions on selection of research topics, review of relevant literature, formation of hypothesis, execution of research projects and interpretation of analysis results	1, 2, 4	1 hour/week x 4
3	Group presentations	Students will present their findings from research projects	1, 2, 3, 4, 5	3 hours/week x 2

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	Quizzes on conceptualization, operationalization, and interpretation of quantitative and qualitative research and research ethics	1, 2, 3	40	-	No
2	Exercises on research design, data collection and analysis	1, 2, 3, 4	25	-	No
3	Research report and oral presentation of Final Project	3, 4	25	-	No
4	In-Class Discussion and Project Participation	1, 2, 3, 4, 5	10	-	Yes

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Final Project (Written report)

Criterion

Clarity of research questions and hypothesis; Significance of issues; Capacity to understand the issues discussed; Capacity to design the research project and apply specific methods to explore the issues; Writing quality

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not reaching the marginal level

Assessment Task

Final Project (Oral presentation)

Criterion

ability to explain in detail and with accuracy methods of inquiry useful in analysing the research topic; present the clear idea and solid analysis with data collected; Presentation quality.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not reaching the marginal level

Assessment Task

Assignments

Criterion

Ability to understand the questions and conduct solid quantitative analysis; Submit assignments on time

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not reaching the marginal level

Assessment Task

In-class discussion and group participation

Criterion

Good attitude to contribute to group project; Actively participate in class activities

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not reaching the marginal level

Assessment Task

Quiz

Criterion

Ability to understand the qualitative and quantitative research methods

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not reaching the marginal level

Additional Information for AR

Research Report and Presentation Portfolio:

- Clear statement of research purpose, previous research, and questions under study;
- Specific description of methodological details such as study population, measurement, sampling procedure, and data collection process;
- Appropriate use of statistical and interpretative analyses
- Accurate interpretation of results
- Discussions of the academic and practical implications of the findings

Part III Other Information

Keyword Syllabus

Scientific paradigm, communication research design, quantitative methods, qualitative methods, statistical and interpretative analyses, research ethics, research reports

Reading List

Compulsory Readings

Title	
1	Wimmer, Roger D., and Joseph R. Dominick (2011). Mass Media Research: An Introduction. CA: Thomson/Wadsworth.

Additional Readings

Title	
1	Agresti & Finlay (1997). Statistical Methods for the Social Sciences. New Jersey: Prentice Hall, Inc.
2	Earl Babbie (2007). The Basics of Social Research (4th ed.). Thomson Wadsworth.