

# Communication 5000: Research Methods

Spring 2010 Syllabus  
January 13 – March 13, 2010

**INSTRUCTOR:** Dr. Ellen Kanervo  
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**COURSE OBJECTIVES:** This course is designed to give graduate students some of the tools they will need in conducting original research for courses, research papers and theses. The course will recognize the breadth covered by a program that encompasses mass, interpersonal, and corporate communication and will attempt to give students an overview of research in these fields. However, its main focus will be on organizing a quantitative research project.

**COURSE DESCRIPTION:** A study of research methodology including library scholarship, quantitative methods, historical and legal research

**TEXTS:** Dominick and Wimmer, *Mass Media Research: An Introduction*, 8<sup>th</sup> edition (**D & W**);  
Patten, *Proposing Empirical Research*, 3<sup>rd</sup> edition (**P**)

**COURSE REQUIREMENTS:** The final grade in this class will be based on homework assignments, a midterm exam, and a 12- to 15-page research proposal. Included in this proposal should be the scope and purpose of the project, a literature review, and the methodology to be used in investigating the problem.

The methodology should include the gathering of quantitative data or analysis of primary literary texts or historical material. It should be analytic in nature and should have as its purpose increasing understanding of problems or issues within the student's chosen communication discipline whether it is interpersonal communication, broadcasting, journalism, public relations, organizational communication, or theatre. Evaluation of this proposal will be based on appropriateness and completeness of the literature review, how well the hypotheses or research questions tie into current theory, practicality of the data gathering technique, and precision of proposed measurements.

**DISABILITIES:** Any student who has a condition that may affect academic performance is encouraged to make an appointment with me or with the coordinator of disability issues, Beulah Oldham, telephone 221-6230, to discuss this matter.

## TENTATIVE CLASS SCHEDULE:

January 13-17      Research Procedures/Variables/Reliability/Validity

	Chapters 1 and 2 <b>(D &amp; W)</b> Part A <b>(P)</b>
January 18-24	Sampling Chapter 4 <b>(D &amp; W)</b> Part F <b>(P)</b> First discussion board posting of hypotheses and variables due Monday, January 18 Second discussion posting of hypotheses/variables due Wednesday, January 20
January 25-31	Survey Research Chapter 7 <b>(D &amp; W)</b> Part B <b>(P)</b>
January 25	Journal article analysis homework due Monday,
February 1-7	Content Analysis Chapter 6 <b>(D &amp; W)</b> Experimental Design Chapter 9 <b>(D &amp; W)</b> Part D <b>(P)</b> Part E <b>(P)</b> Discussion board posting of critique of literature review due Monday, February 1
February 8-14	Qualitative Methods Chapter 5 <b>(D &amp; W)</b>
February 8	Annotated bibliography homework due Monday,
February 15-21	Midterm exam due 8 a.m., Monday, February 15 First discussion board posting of research description due February 17 Second discussion board posting to research descriptions due February 19
	Descriptive Statistics Chapter 10 <b>(D &amp; W)</b> Hypothesis Testing Chapter 11 <b>(D &amp; W)</b>
February 22-28	Final discussion board posting of hypotheses and rationale, including relevant citations, due Monday, February 22

Optional statistical homework due Wednesday,  
February 24  
Basic Statistical Procedures  
Chapter 12 (**D & W**)

March 1-7  
due March 1

First discussion board posting of research proposal

Second discussion board posting to research  
proposals due March 3

Monday, March 8

Final paper due 8 a.m., March 8