

COM 401 Applied Communication Research

Credit Hours: 3

In-Class Instructional Hours: 3

Labs: 0

Field Work: 0

Catalog Description:

Prerequisite. COM 301, Junior/Senior Standing

Applied research techniques in communication fields; students do original research using content analysis, focus groups, and/or surveys

Reasons for Revision:

(Fall 2005) This course (formerly COM 401 Communication Theory and Research) was last revised in 1988. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. This revision narrows the focus of this course to that of communication research, which has been the focus as the course has been taught in recent years. The department may develop a new separate course dealing with communication theory. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

Student Learning Outcomes:	Course Content References:	Assessment:
On completion of this course, students will be able to: 1. Explain the purpose of various research methodologies and their application for communication disciplines	I, II, III, VII	1. Exams, papers, applied projects, presentations
2. Develop answerable research questions	IV, V, VI	2. Exams, papers, applied projects, presentations
3. Design and implement research study using one of several methodologies (such as content analysis, focus groups and surveys)	IV, V, VI	3. Exams, papers, applied projects, presentations
4. Critically evaluate scholarly research articles and applied research reports	I, II, III	4. Exams, papers, applied projects, presentations

Course Content:

- I. Communication research
 - A. Process
 - B. Concepts
 - C. Elements
- II. Ethical issues in research
 - A. Ethical theories
 - B. Human subjects
 - C. Research reporting
- III. Types of applied research
 - A. Qualitative
 - B. Quantitative
- IV. Focus groups
 - A. Definition
 - B. Scope and uses
 - C. Examples
 - D. Development and implementation
- V. Surveys
 - A. Definition
 - B. Scope and uses
 - C. Examples
 - D. Development and implementation
- VI. Content analysis
 - A. Definition
 - B. Scope and uses
 - C. Examples
 - D. Development and implementation
- VII. Applications
 - A. Public relations
 - B. Advertising
 - C. Journalism
 - D. Broadcasting
 - E. Internet

Resources:

Classic Scholarship in the Field

Lowery, S.A., & DeFleur, M.L. (1995). *Milestones in mass communication research* (3rd ed.). White Plains NY: Longman.

Frey, L.R., Botan, C.H., & Kreps, G.L. (1999). *Investigating communication: An introduction to research methods* (2nd ed.). Boston: Allyn & Bacon.

Contemporary Scholarship in the Field

Babbie, Earl R. (2004). *The Practice of Social Research* (10th ed.). Belmont CA: Wadsworth

Baxter, L.A., & Babbie, E.R. (2003). *The basics of communication research*. Belmont CA: Wadsworth.

Berger, A.A. (2000). *Media and communication research methods: An introduction to qualitative and quantitative approaches*. Thousand Oaks CA: Sage.

Berk, K.N., & Carey, P.M. (2003). *Data analysis with Microsoft Excel: Updated for Office XP*. Pacific Grove CA: Duxbury.

Creswell, J.W. (2002). *Research design: Qualitative, quantitative, and mixed-methods approaches*. Thousand Oaks CA: Sage.

Daymon, C., & Holloway, I. (2002). *Qualitative research methods in public relations and marketing communications*. London: Routledge.

Jenson, K.B. (ed.). (2002). *Handbook of media and communication research: Qualitative and quantitative research methodologies*. London: Routledge.

Kerlinger, F.N. (2000). *Foundations of behavioral research* (4th ed.). New York: Holt, Rinehart & Winston.

Keyton, J. (2001). *Communication research: Asking questions, finding answers*. New York: McGraw-Hill.

Rubin, R.B. (1999). *Communication research: Strategies & sources*. Belmont CA: Wadsworth

Wimmer, R. & Dominick, J. (2003). *Mass Media Research* (7thed). Belmont CA: Wadsworth.

Periodicals

Communication Research

Journal of Advertising Research

Journal of Broadcasting and Electronic Media

Journal of Communication

Journal of Public Relations Research

Journalism and Mass Communication Quarterly

Journalism Quarterly

Web Journal of Mass Communications Research

Electronic and/or Audiovisual Resources

www.prsa.org (Public Relations Society of America)