

Research Methods

Course # MDIA 4080

6 Credits

Course Description

The course examines a range of social science research methods and approaches with emphasis on their application to the context of media and communications, and discusses research as means of social inquiry. It focuses on research design; data collection, quantitative and qualitative data analysis, the critical appraisal and evaluation of primary and secondary research and understanding of ethics from communication and media research perspective.

Course Learning Outcomes

At the conclusion of this course, students will be able to:

- Analyse ethnographic research methods and key approaches to interviewing human participants
- Apply appropriate research methods to design research projects
- Explain the role of research within various forms of communication practice
- Explain the ethical implications of research practices and the external environment within which social research is conducted
- Define the key research and research-interpretation skills for work in public communications, advocacy, development and creative industries
- Explain how research informs professional communications practice

Course Assessments and Grading

Item	Weight
Participation in On-Line (Moodle) forum.	15%
Assignment 1: Literature Review	20%
Assignment 2: Summary of research methodologies and methods	15%
Assignment 3: Presentation of research project	15%
Assignment 4: Research Proposal	35%