

JOUR 489 - Mass Comm. Research
Spring 2008
Monday, Wednesday, Friday (Milton Hall Room # 163)
2:30 – 3:45 PM

Instructor: Dr. Hwiman Chung
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Tel: (O) 646-1539 (H) 522-4815 (Until midnight)

Office Hour:
Monday & Wednesday: 10:00 – 1:30
'Walk-Ins' always welcome.

Course Overview and Course Objective

Jour 489 is not designed to provide you with a general competence in research methods – such competence can be developed only through advanced study and extensive experience. However, the student, through an acquaintance with a variety of procedures, can;

- (1) conduct elementary research
- (2) better evaluate the current communication research available

Hopefully, the student will learn something about what kinds of questions can be investigated through empirical research, and, equally important, to ask intelligent questions about published research reports.

Therefore, JOUR 489 will be an introductory course intended to give students a basic understanding of how to conduct and evaluate research in mass communication area.

Included in this introduction will be consideration of operationalizing and measurement (e.g., nominal, ordinal, interval, ratio), and use of some nonparametric and parametric statistical techniques appropriate to these levels of measurement, e.g., descriptive statistics, measures of independence (chi-square), difference test (t-test, ANOVA), and of association (Pearson correlation and Spearman's correlation). Our goal is to develop an understanding of a "family" of testing procedures.

The main objectives of this course are;

- help students understand the distinctions and relationships between quantitative and qualitative research, and between reality, theory, and data.
- help students become a more informed consumer of mass communications research data
- help students enhance their critical reasoning skills and firm up their skeptical quotient with regard to such data
- help students better evaluate current mass communication research articles
- and finally, help students conduct simple, yet meaningful, research

Text Book and Required Materials:

- Main text: Roger D. Wimmer and Joseph R. Dominick, *Mass Media Research*, 6th or 7th Ed.

Text book is the most traditional book regarding mass comm. research. It focuses on practical and theoretical point of mass comm. research and covers almost every topics related to mass media researches. Especially, it explains difficult concepts very easily so students who don't have any experience regarding advertising research can easily understand.

- The supplementary book is for statistics. Interpreting the results of advertising research needs some understanding about statistics. This book is easiest book for beginners or novices in terms of advertising research. Especially, this book explains statistics in beginners' point of view. I will hand-out copies of this book necessary to the course.

Course Requirements**Exams (3 * 100 = 300 points)**

There will three examinations in this course. Examinations will cover materials presented in lectures. Exam 1 and 2 will not be cumulative. Exam 3 may include cumulative materials in the sense that some questions may call on materials from earlier in the semester. In general, they will consist of multiple choices, short answer, and some analytical problems. The format of each exam will be discussed in class prior to the exam.

Research Projects (200 points):

There will be two projects to students in this class.

1. Writing a research report

Each student will have to do a written research report which consists of four different parts (research proposal, literature review, method, final research paper). Each part will be worth **25 points**. More on this assignment will be discussed in the class.

2. Participating in research project.

We will probably be involved in a class research project (I am thinking 'Content Analysis' or 'Focus Group Interview'). All students in this class have to work with me throughout the semester. You will do data gathering, data coding, content coding, and data entry for both 'Content Analysis' or 'Experiment'. These works will worth **100 points**.

Grading:

Grades will be assigned on a curve based on cumulated scores from three exams, individual research paper, and class participation.

Points available in the course are:

Research Projects	40 % (100 points for written reports, 100 points for research works)
Examination #1	20 % (100 points)
Examination #2	20 % (100 points)
Final Comprehensive Exam	20 % (100 points)
Class Participation	5 % (extra points)

Class Attendance:

Class Attendance Policy: If you miss class up to 10 times without any prior notice, you will automatically get “D” for this class. If you miss class more than 15 times, you will automatically get “F” for this class.

Class attendance will be checked randomly throughout the semester.

One more thing I want you to do for the class is “Read textbook before you come to the class.”

Course Schedule (Course schedules are based on the textbook, 7th edition)

Date	Topic	Reading	Assignment
Jan. 16	Course Introduction. Ms. Porter or Dr. Lamonica will hand-out course syllabus to students		
21 – 23	Science and Research	Ch. 1	
28 - 30	Research Procedures & Ethics Research Elements (Concepts, Constructs, etc.)	Ch. 2, 4 Ch. 3	
Feb. 4–6	Sampling Exam #1 Review	Ch. 5	Proposal Due
Feb 11	Exam #1 (From Ch. 1 to Ch. 5)		
13 – 18	Qualitative Research	Ch. 6	
20 – 25	Content Analysis	Ch. 7	
27 – Mar.3	Survey Research	Ch. 8	
Mar 5 - 10	Longitudinal Research	Ch. 9	
10 – 12	Experimental Research	Ch. 10	Literature Review

Due on March 12

17	Exam #2 Review		
19	Exam #2 (Ch. 6 thru Ch. 10)		
24 – 28	Spring Break		
31 - Apr 2	Introduction to Data Analysis	Ch. 11 & Handouts	
Apr. 7	Introduction to Normal Curve, Sampling Distribution	Handouts	Method Due on 7
9 - 14	Hypotheses Testing	Ch. 12	
16 – 21	Basic Statistics	Ch. 13	
23	Research in Print & Electronic Media	Ch. 13, 14	
25	Research in Advertising, PR Research in Media Effects	Ch. 15, 16, 17	Final Research Paper Due on May 4
28	Final Exam Review and Wrap up for the future		
May 7	Final Exam from 1:00-3:00 at Room 163		

*** Students with Disabilities:**

If you have or believe you have a disability and would benefit from any accommodations, you may wish to self-identify by contacting the Services for Students with Disabilities (SSD) Office located at Garcia Annex (phone: 646-6840). If you have already registered, please make sure that your instructor receives a copy of the accommodation memorandum from SSD within the first two weeks of classes. It is your responsibility to inform either your instructor or SSD representative in a timely manner if services/accommodations provided are not meeting your needs.

If you have a condition which may affect your ability to exit safely from the premises in an emergency or which may cause an emergency during class, you are encouraged to discuss any concerns with the instructor and/or Ms. Jane Spinti, SSD Coordinator. Feel free to call Ms. Elva Telles (EEO/ADA and Employee Relations Director) at 646-3333 and /or Section 504 of the Rehabilitation Act of 1973. All medical information will be treated confidentially.