

Minnesota State University Moorhead

COMM 319: Communication Research Methods

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Research in communication studies employs a variety of empirical methods to generate theories about human communication phenomena. This class introduces students to social-scientific methodologies including quantitative and qualitative approaches. Students are expected to both critically evaluate research and perform original research related to the discipline.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Human and Social Scientific Inquiry.
2. Paradigms.
3. Logic and Theory Development.
4. Ethics of Communication Research.
5. Conceptualization & Operationalization.
6. Sampling.
7. Survey Design.
8. Experimental Design.
9. Quantitative Text Analysis.
10. Tests of Difference and Association/Quantitative Data Analysis.

D. LEARNING OUTCOMES (General)

1. To familiarize you with various research methodologies and the assumptions, advantages and limitation of each.
2. To familiarize you with the steps in conducting research.
3. To stimulate your thinking about philosophical and ethical issues and problems that confront communication researchers.
4. To understand the process of research report writing.
5. To familiarize you with basic statistical procedures (e.g., mean, mode, standard deviation, t-test, correlation).
6. To help you become a more critical reader of social scientific research.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted