

Survey of Doctoral Programs in Communication: Updated Report for 2003-2004 Graduates

A Supplemental Report 2004 Annual Surveys of Journalism & Mass Communication

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August 12, 2005

Executive Summary

- In academic year 2003-2004, the population of 97 doctoral programs in the United States granted 532 degrees. This represents a 3.9% increase in number of degrees awarded over the previous year, the highest rate of growth experienced by the field in four years.
- The 97 programs is an increase of one program over 2002-2003.
- Of these 532 doctoral degrees granted in 2003-2004, 402 were awarded to domestic students, while 121 degrees were awarded to students from outside the U.S. Nine of the degrees were not classified by nationality of the recipient.
- Of the domestic graduates of doctoral programs, 59.7% were women in 2003-2004, up slightly from the previous year.
- The percentage of doctoral degrees granted to domestic students who were members of racial or ethnic minorities in 2003-2004 was 20.4%, about the same as the previous year.
- Twenty-nine Black students received doctoral degrees in 2003-2004, down from 36 a year earlier. Nine of these 29 graduates came from a single institution, Howard University.
- For the third consecutive year, the number of Hispanics receiving doctoral degrees remained unchanged at 11.
- In 2003-2004, 23.1% of doctoral degrees were awarded to people outside of the United States, down just a percentage point from a year earlier.
- The lack of change in the racial and ethnic makeup of the graduates of the nation's doctoral programs in communication presents a significant obstacle to efforts at diversification of the faculties of the nation's journalism and mass communication programs.

Background

The *Annual Survey of Journalism & Mass Communication Enrollments* has provided data over the years on enrollments and number of degrees granted by doctoral programs that are specifically linked to undergraduate journalism education. The 2004 enrollment survey found that 1,545 students were enrolled in the 42 doctoral programs offered by journalism and mass communication programs. Those same programs granted an estimated 211 degrees in the 2003-2004 academic year.

The 42 doctoral programs offered by journalism and mass communication programs are not the only doctoral programs in the broad field of communication. In fact, the count is somewhat misleading. In the 2003 *Annual Survey of Journalism & Mass Communication Enrollments*, participating programs listed 43 doctoral programs. Two of the programs that listed doctoral programs in 2003, the University of Hawaii and Southern Illinois University (Carbondale), did not list the programs in 2004, though they continue to exist. In both cases, the degree is housed in a related unit. At the University of Hawaii, the reporting unit is the College of Business Administration. At Southern Illinois University, all graduate programs are now housed in the College of Mass Communication and Media Arts, of which the School of Journalism is a unit. In 2003, the administrators included enrollments from both of these units in their reports. In 2004, they did not.

The reverse is true for Regent University. In 2003, the Department of Journalism completed the enrollment survey and did not include a doctoral program. In 2004, the enrollment report was filed for the School of Communication and the Arts, and the doctoral program was included.

Clearly, the *Annual Survey of Journalism & Mass Communication Enrollments* under-reports doctoral enrollments and degrees granted in programs in communication.

To address this problem, a separate survey of doctoral programs in the field of communication was conducted in 2001-2002 under the auspices of the *Annual Surveys of Journalism & Mass Communications* to learn about enrollments in all doctoral programs in communication.¹ The specific goal of the project, funded by a grant from the John S. and James L. Knight Foundation, was to determine the racial and ethnic characteristics and gender of the students enrolled in doctoral programs in 2001-2002 and who had completed their studies in communication doctoral programs during the 2000-2001 academic year. Graduates of communication doctoral programs make up a significant component of the labor pool—or pipeline—for journalism and mass communication faculties around the country. Faculties are likely to become more diverse only if the labor pool is diverse.

¹Lee B. Becker, Jisu Huh, Tudor Vlad and George L. Daniels, "2001-2002 Survey of Doctoral Programs in Communication: Examining the Pipeline to Journalism & Mass Communication Faculties," is available on the web at www.grady.uga.edu/annualsurveys/aejmc2002/doctoralreport.pdf

Each year since, the data on students enrolled in doctoral programs in the broad field of communication have been gathered to track trends in these enrollments. This report covers degrees granted in academic year 2003-2004.²

Methodology

Defining the population of doctoral programs in the field of communication is problematic, as no comprehensive list exists. New programs are announced almost each year. Many of the programs are small. The authorization for some of them is shared by more than one unit on campus.

For the 2001-2002 survey, the population of schools was identified through two sources: (1) the *Annual Survey of Journalism & Mass Communication Enrollments* and (2) the National Communication Association's (NCA) Index of Doctoral Programs in Communication.³ Data from those sources were then supplemented by data gathered as part of the Integrated Postsecondary Education Data System (IPEDS). IPEDS is the core postsecondary education data collection program of the National Center for Education Statistics (NCES). It is a system of surveys designed to gather data from all primary providers of postsecondary education, including universities and colleges, as well as from institutions offering technical and vocational education beyond the high school level.

Reporting of data for the IPEDS surveys is mandatory for all institutions that receive, are applicants for, or expect to be applicants for federal financial assistance as defined in the Department of Education regulations implementing Title VI of the Civil Rights Act of 1964, or defined in any Education Department regulation implementing Title IX of the Education Amendments of 1972.

For 2003-2004, as in 2001-2002 and 2002-2003, data on doctoral programs in communication were taken exclusively from IPEDS. Because all universities in the United States receiving federal funds are required to file data as part of the IPEDS project, use of the IPEDS reports should be comprehensive across time. In any given year, however, a doctoral program may grant no degrees and thus not be included in the IPEDS count.⁴

IPEDS data on academic year 2003-2004 were gathered from the NCES web site in the summer of 2005 via a new *Dataset Cutting Tool*, a search and filtering mechanism that enables the web site user

²Reports for 2002 and 2003 are available on the web site of the Annual Surveys of Journalism & Mass Communication, www.grady.uga.edu/annualsurveys.

³www.natcom.org/ComProg/gpdhtm/gpindexdocst.htm. This web page later was replaced with a new graduate program search tool (www.natcom.org/ComProg/gpdhtm/Scripts/GradDir2.htm). The URL for the NCA list now is [www.natcom.org/ComProg/GPDHTM/Doctoral Programs Master List.pdf](http://www.natcom.org/ComProg/GPDHTM/Doctoral%20Programs%20Master%20List.pdf).

⁴Universities are supposed to enter a 0 in this case, but there is no way to guarantee that the cell in the electronic form was not simply left blank.

to customize and download the desired data. The *Completions* data can be filtered by degree award level (doctoral, masters, and bachelors award level) and by major number, which classifies up to two (dual) majors.

The broadly defined communication field includes 34 CIP codes.⁵ Under the 1990 CIP Codes, only 14 CIP classifications defined the communication field. In the 2004 report, communication was defined using all the subfields of CIP general code 09, "Communications," and 10, "Communications Technologies." The subfield of 23, "English Language and Literature/Letters" called "Speech and Rhetorical Studies" (23.1001) was also used. The broad classification categories remained unchanged from the 1990 CIP Code, although many of the individual CIP codes within the category did change.

Findings

In 2003-2004, the IPEDS data contain 100 different entries for doctoral programs (**Table 1**) in communication, based on the CIP 10, 11 and 23.1001 codes. These filings are for those who received their degrees in the July 1, 2003, to June 30, 2004, period. As the table shows, the most common classification was "Communication Studies/Speech Communication and Rhetoric," accounting for 43 of the programs. The second largest classification, consistent with past years, was "Speech and Rhetorical Studies," with 20 programs. Eleven programs were classified as "Mass Communication/Media Studies," and six were classified as "Journalism" (an unchanged CIP code).⁶

In 2002-2003, the IPEDS data contained 94 different listings. "Communication Studies/Speech Communication and Rhetoric," and "Speech and Rhetorical Studies," were the dominant listings that year as well.

The 100 IPEDS filings in 2003-2004 do not represent 100 unique universities or even 100 distinct programs. For example, the University of Texas at Austin reported data using four different CIP codes. At some universities, a single CIP filing represents more than one program; at some universities, graduates of a single program are filed with different CIP classifications.

In 2003-2004, according to the IPEDS data filings, 532 doctoral degrees were granted in the broad field of communication. A year earlier, this figure had been 512.

In **Table 2** the 100 doctoral programs for which IPEDS data were reported in 2003-2004 are merged with the IPEDS listings for the previous years. Also included in the table are units reporting

⁵NCES began requiring its revised "CIP Code 2000" filings with its Winter 2004 data collection cycle. Changes in the CIP Code system may have altered the way an institution filed for academic year 2003-2004. The changes to the CIP codes are summarized in the **Appendix 1**.

⁶Doctoral degree programs do not exist under all 34 CIP codes. Some of the codes may be used only at other degree levels.

doctoral programs in the *Annual Survey of Journalism & Mass Communication Enrollments*, programs identified from the NCA list, and programs included in the 2001 Doctoral Survey.⁷ Lack of data for some of these programs can be due to the absence of graduates for the academic years mentioned.

The Illinois Institute of Technology had not filed IPEDS data using the communications CIP codes in previous years and has been added to the listing in Table 2.

One of the programs listed in Table 2, at SUNY Albany, has not reported degree recipients using the communications CIP codes in the years this has been monitored. The program is interdisciplinary with Sociology, and it is likely degree recipients are filed with a Sociology CIP code. If this program is eliminated from the count, a total of 97 doctoral programs in the broad field of communication can be identified. This is one more than was identified in 2002-2003. These 97 programs are listed in **Appendix 2**. Only programs using a communication CIP code or expected to do so in the future are included.

The IPEDS filings for academic year 2003-2004 are reflective of the transition to the new 2000 CIP code system. Use of the new codes was optional for the 2003-2004, with the first mandatory year being academic year 2004-2005.

Due to the elimination of some CIP codes and the addition of others in the 2000 configuration, institutions seem to be in the process of analyzing the new codes to determine which ones best characterize their degree programs. As a result, several universities have changed, added, or eliminated certain codes during their individual filing process. Because the new codes are not mandatory for another year, it is likely that there will continue to be some shifting of CIP codes as schools adjust.

Table 3 shows the number of degrees granted by the communication programs in 2003-2004, broken down by CIP code and race/ethnicity. Howard University reported granting doctoral degrees to nine individuals identified as Black, Non-Hispanic, in the federal filings, using two different CIP codes, for "Communication Studies/Speech Communication and Rhetoric" (1 degree recipient) and for "Communication, Journalism and Related Programs" (8 degree recipients). This is of a total of 29 Black degree recipients for the whole field. **Table 4** shows the number of degrees granted in the communications field broken down by CIP code and gender.

Table 5 summarizes these data on race/ethnicity and gender for the communication doctoral programs for academic years 2000-2001 through 2003-2004. The table shows estimates for 2000-2001 based both on the survey of doctoral programs (supplemented with IPEDS estimates if necessary) and based only on IPEDS reports.

The percentage of degree recipients who were female has been nearly constant for the last three years. The percentage of students classified as "White" also is relatively unchanged. The percentage of

⁷The NCA listing was based in part on the 2003 report from this project. See Jisu Huh, Lee B. Becker, Tudor Vlad, Nancy R. Mace and Hugh J. Martin, "Survey of Doctoral Programs in Communication: Updated Report for 2001-2002 Graduates," available on the web at <http://www.grady.uga.edu/annualsurveys/Doctoralsurvey/doc02sum.htm>.

degrees earned by students from outside the U.S. also was less than one percentage point lower in 2003-2004 than a year earlier. Among domestic students, gender and race/ethnic classifications also have remained nearly constant. Only 29 Black students received communication degrees in 2003-2004, down from 36 a year earlier. Only 11 students classified as "Hispanic" received doctoral degrees in communication in 2003-2004, the same number as a year earlier. Given that the Hispanic population in the U.S. is growing so dramatically at present, the lack of growth in this category is particularly striking. Three Native Americans received doctoral degrees in communication in 2003-2004, down from four a year earlier. The number of Asian-Pacific Islanders who earned doctoral degrees was 21 in 2003-2004, up from 13 a year earlier.

Closing Comments

The best estimate is that 97 doctoral programs in the broad field of communication are offering degrees at present. The estimate now seems relatively stable. Perhaps another program or two will be identified in the next years or so using the IPEDS filings. New programs might well be started. It seems unlikely, however, that the number of doctoral programs is going to increase quickly.

The number of students completing doctoral degrees in communication has increased each year since 2000-2001, and the rate of growth in 2003-2004 was 3.9%, the highest rate recorded during the relatively short time period for which data are available.

Clearly women now make up a majority of these graduates. Among domestic students, the female-to-male ratio is slightly higher than it is among all students. The pool of female graduates should help to change the nature of faculties, which are still disproportionately male.

Among domestic graduates, however, nearly eight in 10 are classified as "White." This figure has not changed markedly in the four years for which data have been gathered. The pool of graduates is not sufficient to bring about change in the racial and ethnic characteristics of journalism and mass communication faculties.

The graduates are a more diverse group if non-U.S. citizens are included. Only about six in 10 of the doctoral degree recipients are "White, Domestic" students. The number of non-U.S. graduates so far has not been adversely affected by the restrictions on visas and other consequences of the 2001 terrorist attacks in the U.S. Many of the 2003-2004 graduates were in their programs at the time of those restrictions, however, so the next several years are going to be crucial in terms of assessing the impact of these changes on doctoral education in the field.

A decline in the diversity of cultural perspectives would be a serious threat to these programs. The evidence is that there is already too little of it.