

Syllabus:  
**Research Methodology  
in  
Mass Communication Research JRMC 8010**  
**Fall Semester 2009**

3 Credits  
2:30-5:30 p.m. Wednesdays  
205 Journalism Building

**Instructor**

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Office Hours: 10-12 Wednesday or by appointment

**Official Class Description**

Quantitative and qualitative methodologies of mass communication research, with emphasis on the research process, concepts and issues of research design, and methods of data collection. Topics introduced include measurement, sampling, focus groups and interviewing, survey and experimental design, and data analysis.

**Overview**

Mass Communication Research (JRMC 8010) is an introductory course in the methodologies employed in the field of mass communication research. Students will have the opportunity to learn about the research process, approaches to mass communication research, data analysis, applications of mass communication research, and social issues relating to mass communication research, including the ethics of that research. No prior knowledge of the subject matter is assumed.

**Required Text**

Wimmer, Roger D., and Dominick, Joseph R. (2006). *Mass Media Research, An Introduction* (8<sup>th</sup> Edition), Thomson Wadsworth Publishing Co.: Belmont, CA.

**Recommended Texts**

Cronk, Brian C. (2006). *How to Use SPSS* (4<sup>th</sup> or 5<sup>th</sup> Edition), Pycszak Publishing: Glendale, CA.

Jensen, Klaus Bruhn (2002). *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies*, Routledge: London.

## Evaluation

Midterm Exam: 25%  
Final Exam: 40%  
Class Project Reports: 35%

## Class Project

Students will become a research team and will design and conduct a survey using multiple modes of contact. The team will develop a questionnaire, define a population, determine sampling procedures, and conduct the interviews.

In addition, the team will break into groups that will analyze data gathered from the class project and analyze at least one archived data set. Each class member will write a report based on the analysis.

## Schedule of Readings

Date	Topic	Required Reading Wimmer and Dominick	Recommended Readings (Chapters)
Aug. 19	Introduction to Research		
Aug. 26	Formulating Research Questions	Chapter 1	Jensen 1-3
Sept. 2	Measurement	Chapter 2	
Sept. 9	Sampling	Chapter 4	
Sept. 16	Survey Research	Chapters 7, 8	
Sept. 23	Experimental Design	Chapter 9	
Sept. 30	Naturalistic Observation	Chapter 5	Jensen 4, 5
Oct. 7	Midterm Examination		
Oct. 14	Content Analysis	Chapter 6	Jensen 7, 8
Oct. 21	Data Analysis	Chapter 10	Cronk, 1
Oct. 28	Data Analysis II	Chapters 11, 12	Cronk, 2-4
Nov. 4	Ethics of Research	Chapter 3	
Nov. 11	Research Context I	Chapters 13-15	Jensen 13-15
Nov. 18	Research Context II	Chapters 16-17	Jensen 16
Dec. 2	Team Research Reports		
Dec. 14	Final Exam (3:30-6:30)		

### **Additional Scheduling Comments**

The course syllabus is a general plan for the course. The instructor may find it necessary to make and announce deviations to the schedule.

While attendance will not be monitored formally, students are expected to attend class, to take notes, and to participate in the class discussions.

Make-up exams will be given only in circumstances where, due to the student's ill health or to death in the immediate family, it is impossible for the student to attend the regular session.

### **University Honor Code and Academic Honesty Policy**

Students should be familiar with the Academic Honesty Policy (A Culture of Honesty): Preamble, available at [www.uga.edu/ovpi/academic\\_honesty/preamble.htm](http://www.uga.edu/ovpi/academic_honesty/preamble.htm).

All academic work for this class must meet the standards contained in "A Culture of Honesty." Each student is responsible to inform herself or himself about those standards before performing any academic work for this class.

This means that you must do the interviews for the survey project with the assigned person, you must do your own work in writing the research report, and you must properly credit materials taken from other sources.