



蘇州大學
Soochow University

COM 210 Communication Research Methods

Summer 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email:TBA

COURSE OBJECTIVES

This course is designed to provide students with a solid foundation in the research methods used in the field of communication. By combining theoretical concepts with practical applications, students will gain a thorough understanding of the research process. Throughout the course, students will learn about the key stages involved in conducting research projects, including defining subjects, hypotheses, and selecting appropriate methodologies. Additionally, students will work collaboratively in groups to complete a research project using both traditional and computerized resources. By the end of the course, students will be equipped with the knowledge and skills necessary to independently conduct research in the field of communication.

Upon Completion of this Course, students will be able to:

1. Understand the principles and concepts of research methods in communication studies
2. Assess and compare different research designs and methodologies frequently employed in communication studies and determine the most suitable approach
3. Be able to work collaboratively in groups to design and execute a research project in the field of communication
4. Understand the importance of ethics in communication research, including how to adhere to ethical principles
5. Be able to apply the knowledge and skills gained from this course in various real-life situations

PREREQUISITES



N/A

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
Quizzes	20 Points
Midterm	20 Points
Research Project	30 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Berger, Arthur A, *Media and Communication Research Methods*, SAGE Publications, 2019.

Stephen M. Croucher; Daniel Cronn-Mills, *Understanding Communication Research Methods*, Routledge, 2022.

Recommended (Optional) Texts or Other Materials:

None.

COURSE TOPICS

MODULE	TASKS
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Module 1	<p>Topics: Topic 1: Introduction to Communication Research Topic 2: The Research Process Topic 3: Search Strategy and Source of Information Topic 4: Searching: Traditional and Computerized resources</p> <p>Assessments: Quiz#1</p>
Module 2	<p>Topics: Topic 5: Analyzing Methodology in Research Article Topic 6: The Research Process: Application and Exercise Topic 7: Introduction to Qualitative Research Methods Topic 8: Introduction to Quantitative Research Methods</p> <p>Assessments: Quiz#2</p>
Module 3	<p>Topics: Topic 9: Ethics in Communication Research Topic 10: Research Design: An Overview Sampling Topic 11: Defining subject Topic 12: Data Collection</p> <p>Assessments: Midterm</p>
Module 4	<p>Topics: Topic 13: Evaluating Research—Warrants Topic 14: Hypotheses and Research Questions Topic 15: Research Method Selection Topic 16: Ethnography and Interviewing</p> <p>Assessments: Research Project</p>
Module 5	<p>Topics: Topic 17: Focus Groups Topic 18: Content Analysis and Discourse Analysis Topic 19: Descriptive Statistics and Inferential Statistics Topic 20: Experimental Design and Mixed methods</p> <p>Assessments: Final Exam</p>

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.



Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors



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and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.