COM8005: QUANTITATIVE RESEARCH METHODS IN MEDIA AND COMMUNICATION

Effective Term
Semester B 2024/25

Part I Course Overview

Course Title
Quantitative Research Methods in Media and Communication

Subject Code
COM - Media and Communication
Course Number
8005

Academic Unit
Media and Communication (COM)

College/School
College of Liberal Arts and Social Sciences (CH)

Course Duration
One Semester

Credit Units
3

Level
R8 - Research Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
Nil

Exclusive Courses
Nil

Part II Course Details

Abstract

This course introduces students to quantitative research methods used in media and communication studies such as survey, content analysis, and experiment in offline and online settings. The course will help students understand the scientific fundamentals and ethical principles for conducting empirical research. Students will learn knowledge and skills to design their own research projects, gain hands-on experience on collecting empirical data and apply the analytical techniques to evaluate the data. The course will cover some basic statistical techniques that are frequently used in communication research, but the main focus of the course is on how to conceptualize a research questions and use appropriate and innovative research methods to answer them.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Learn the fundamentals of empirical research	20	x	x	
2	Design and implement data-driven research	40	x	x	x
3	Become proficient in evaluating quantitative research	20	x	x	x
4	Perform basic statistical analyses	20	x	x	x

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Discuss the principles of research design, measurement, and methods	1, 2, 3, 4	
2	Exercises	Identify relevant topics of research	3	
3	Demonstration	Show how research is designed and how data are analysed	1, 2, 3, 4	
4	Project	Present research projects in class	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Participation: students are asked to take part in class discussions and present their work in class	1, 2, 3, 4	20	
2	Four research idea papers related to concept, content analysis, survey, and experiment	1, 2, 3, 4	40	
3	Final Research Proposal	1, 2, 3, 4	40	

Continuous Assessment (%)

100

Examination (%)

0

Minimum Continuous Assessment Passing Requirement (%)

0

Minimum Examination Passing Requirement (%)

0

Assessment Rubrics (AR)

Assessment Task

Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Contribution to class discussions and feedbacks to fellow classmates

Excellent

(A+, A, A-) Active, enthusiastic, and timely involvement

Good

(B+, B, B-) Sufficient participation

Fair

(C+, C, C-) Moderate participation

Marginal

(D) Inadequate participation

Failure

(F) Little to no participation

Assessment Task

Idea Papers (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Evidence of a) quality of the ideas (originality and significance), b) appropriateness and logical coherence of the design c) appropriateness of the analysis, and d) presentation skill

Excellent

(A+, A, A-) Comprehensive command of the research project in all facets.

Good

(B+, B, B-) Sufficient command of the research project in all facets.

Fair

(C+, C, C-) Moderate command of the research project in all facets.

Marginal

(D) Basic command of the research project in all facets.

Failure

(F) Little indication of command of the research project in all facets.

Assessment Task

Final Paper (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Evidence of a) quality of the ideas (originality and significance), b) appropriateness and logical coherence of the design c) appropriateness of the analysis, and d) presentation skill

Excellent

(A+, A, A-) Comprehensive command of the research project in all facets.

Good

(B+, B, B-) Sufficient command of the research project in all facets.

Fair

(C+, C, C-) Moderate command of the research project in all facets.

Marginal

(D) Basic command of the research project in all facets.

Failure

(F) Little indication of command of the research project in all facets.

Assessment Task

Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Understanding of concepts and principles of scientific research.

Excellent

(A+, A, A-) 90-100% understanding

Good

(B+, B) 60-89% understanding

Marginal
(B-, C+, C) 45%-59% understanding

Failure
(F) Less than 45% understanding

Assessment Task
Idea Papers (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion
Ability to design a quantitative communication research

Excellent
(A+, A, A-) Demonstrate excellent ability to design a quantitative communication research and to present it appropriately.

Good
(B+, B) Good indication of the ability to design a quantitative communication research and to present it appropriately.

Marginal
(B-, C+, C) Limited ability to design a quantitative communication research and to present it appropriately.

Failure
(F) No demonstration of the ability to design a quantitative communication research and to present it appropriately.

Assessment Task
Final Paper (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion
Design and present a research proposal

Excellent
(A+, A, A-) Strong evidence of ability to integrate on principles, knowledge and skills of conducting research in media and communication in publishable quality.

Good
(B+, B) Some indication of the ability to integrate on principles, knowledge and skills of conducting research in media and communication in publishable quality.

Marginal
(B-, C+, C) Limited ability to integrate on principles, knowledge and skills of conducting research in media and communication in publishable quality.

Failure
(F) Fail to demonstrate the ability to integrate on principles, knowledge and skills of conducting research in media and communication in publishable quality.

Part III Other Information

Keyword Syllabus

Communication research, media research, research methods, quantitative research methods, survey, content analysis, experimental study, empirical research, statistical analysis

Reading List

Compulsory Readings

	Title
1	Zhou, S., Beasley, B., & Sloan. W. D. (Eds.). (2022). Research methods in communication. Northport, AL: Vision Press.
2	American Psychological Association. (2022). Publication manual of the American psychological association. PrintINC.
3	Hayes, A. F. (2005). Statistical methods for communication science. Mahwah, NJ: Lawrence

Additional Readings

	Title
1	Neuendorf, K. A. (2017). The content analysis guidebook. Sage.
2	Wolf, C., Joye, D., Smith, T. E., Smith, T. W., & Fu, Y. C. (Eds.). (2016). The SAGE handbook of survey methodology. Sage.
3	Saldana, J. (2011). Fundamentals of qualitative research. Oxford university press.
4	Gubrium, J. F., Holstein, J. A., Marvasti, A. B., & McKinney, K. D. (Eds.). (2012). The SAGE handbook of interview research: The complexity of the craft. Sage Publications.
5	Druckman, J. N., Greene, D. P., Kuklinski, J. H., & Lupia, A. (Eds.). (2011). Cambridge handbook of experimental political science. Cambridge University Press.