

COMM 1030 RESEARCH METHODS IN COMMUNICATION (3 credit hours)

Elmira College

SPRING 2025

Required Text:

1. Gerianne Merrigan; Carole Huston. *Communication Research Methods* (4th ed.). Oxford University Press;
2. Joann Keyton. *Communication Research: Asking Questions, Finding Answers*. McGraw-Hill Education.

Supplemental readings will be included to illustrate or expand on textbook readings.

Pre-requisites: STAT 1100 Introduction to Statistics

Course Description

Research methods in communication is a fundamental course that covers the basic theories and practices of conducting research in the field of communication. Students will learn about different research designs and data collection methods commonly used in communication studies, such as surveys, experiments, content analysis, and interviews. In addition, this course will introduce the foundational concepts and essential stages of conducting research projects in communication studies. Students will learn the key principles of defining research subjects, developing hypotheses, and choosing appropriate methodologies for their research projects. Upon completion of the course, students will have a solid understanding of the research process in communication studies, and will be able to apply their knowledge and skills to a variety of research projects.

Course Objectives and Goals

- Understand the fundamental knowledge of conducting research in the field of communication.
- Identify and evaluate different research designs and data collection methods commonly used in communication studies.
- Master the foundational concepts and essential stages of conducting research projects.
- Develop critical thinking and analytical skills in evaluating research findings in communication studies.
- Apply knowledge and skills to conduct and design research projects in communication studies.

Evaluation of Performance

Your grade will be based upon your performance on exams, assignments, and participation.

Class Participation	10%
4 Assignments	10%
2 Quizzes	10%

2 Research Projects	30%
Midterm Exam	20%
Final Presentation	20%
Total	100%

Grades will be assigned as follows:

A 93% and above	B- 80 - 82%	D+ 67 - 69%
A- 90 - 92%	C+ 77 - 79%	D 63 - 66%
B+ 87 - 89%	C 73 - 76%	D- 60 - 62%
B 83 - 86%	C- 70 - 72%	F 59% or below

Withdrawal Policy: Please see Elmira College Bulletin for information on this policy.

Academic Honesty: Please read the section on Academic Honesty in the [Code of Conduct](#). Briefly, academic dishonesty includes: cheating, fabrication, facilitating academic dishonesty, and plagiarism. Ask if you have any questions on whether something constitutes as academic dishonesty. All work must be original and new. Past assignments from current or other courses will not be accepted. Academic dishonesty will not be tolerated. It will result in zero on the assignment, and a report will be filed with the school. Continued practice will result in failure of the class. Institutional penalties may also apply with repeated acts of academic honesty.

Student Responsibility:

- It is your responsibility to keep track of assignments and due dates.
- You should ask questions concerning assignments and lectures, if you need any clarifications.
- If you are struggling in class, have concerns, and/or unsure about expectations, please stop by during office hours or make an appointment for another time.

Tentative Schedule of Topics

<u>Topic</u>	<u>Materials</u>	<u>Tasks & Evaluations</u>
Introduction to Communication Research	Chapter 1	
Communication Research Paradigms: Quantitative and Qualitative Approaches	Chapter 2	Assignment 1
Ethics and Research	Chapter 3	
Research Designs Overview	Chapter 4	Quiz 1
Research Subjects Selection	Chapter 5	
Research Questions and Hypotheses	Chapter 6	
Research Method Selection	Chapter 7	
Data Collection Methods: Surveys, Experiments, Content Analysis	Chapter 8	Assignment 2
Analyzing Communication Data: Quantitative Methods	Chapter 9	
Analyzing Communication Data: Qualitative Approaches	Chapter 10	
Observational Research in Communication	Chapter 11	Research Project 1

Searching: Traditional Documentation & Computerized Resources	Chapter 12	Midterm Exam
Communication in Interpersonal Contexts: Theories and Methods	Chapter 13	Assignment 3
Group Communication and Research Strategies	Chapter 14	
Public Communication and Persuasion	Chapter 15	
Mass Communication: Theories and Empirical Studies	Chapter 16	Quiz 2
Intercultural Communication Research	Chapter 17	
Digital and Social Media Research	Chapter 18	
Mixed Methods in Communication Research	Chapter 19	Assignment 4
Interviews and Focus Group	Chapter 20	
Data Analysis	Chapter 21	
Critical Research	Chapter 22	
Ethnography	Chapter 23	
Discourse Analysis: Interpreting & Evaluating Language-in-Use	Chapter 24	Research Project 2
Rhetorical Criticism	Chapter 25	Final Presentation