**CSK 3102 RESEARCH METHODS (CORE)**  
This course explores the nature of communication research and the place of qualitative and quantitative methods in that research. Emphasis will be understanding rationale for survey, textual, experimental, ethnographic, historical and descriptive research methods. It also provides an examination of procedures, strategies and assumptions associated with particular techniques of design and measurement, data collection, data preparation, data analysis and hypothesis testing and the writing of the final report.

***Content :***

1. Introduction

* What is research, Why Research, How is research done
* The objectives and dimensions of research
* Tools of research
* *Library, The internet, Measurements for Communication research, Statistics, Data analysis tools*

1. *Types of research*
2. The research problem

* Finding a problem, stating the problem, identifying sub-problems
* Identify variables (dependent and independent variables).
* Delineating the research problem to explain the relationships expected among variables (research questions or hypotheses).

1. Review of related literature

* Why review the literature, including literature in the research proposal

1. (The research process)

* Planning the research project, the scientific method, Research planning, Data analysis

1. *Conducting research in communication*
2. Research methodology / Principles of Research Design

* Quantitative and qualitative approach

1. Writing the research proposal

Characteristics of a proposal, Weaknesses of proposals

***Learning outcomes:***

*Students will be able to:*

1. Discuss major categories, techniques, and processes of doing research in Communication
2. Examine the use of major experimental methods of Communication research, especially surveys, testing, comparisons and case studies
3. Implement a research project in an area of Communication
4. Present and report on research in an acceptable manner for communication research

**Course assessment:**

Extended coursework essay}

Group presentation} = 30%

Test}

Final Comprehensive Examination = 70%

(End of Semester)

**Instruction methods:**

Lectures

Case Studies

Group Discussion and Class Presentations

Activity Research Work

**References:**

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| [Anthony M. Graziano](http://www.amazon.com/Anthony-M.-Graziano/e/B001IOF6N8/ref=sr_ntt_srch_lnk1?_encoding=UTF8&qid=1282201091&sr=1-1) and Michael L. Raulin. (2009). Research Methods: A Process of Inquiry. (7th Ed.) |
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Donald H. McBurney and Theresa L. White.(2006). [Research Methods, 7th Edition](http://www.amazon.com/Research-Methods-7th-Donald-McBurney/dp/0495092088/ref=sr_1_2?ie=UTF8&s=books&qid=1282201091&sr=1-2)

Donald H. McBurney and Theresa L. White.(2009). [Research Methods (Examples & Explanations Series)](http://www.amazon.com/Research-Methods-Examples-Explanations-McBurney/dp/0495602191/ref=sr_1_4?ie=UTF8&s=books&qid=1282201091&sr=1-4)

Kenneth Bordens and Bruce Barrington Abbott (2007). Research Design and Methods: A Process Approach

Kumar.R. (2010). Research Methodology: A Step-by-Step Guide for Beginners

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