

## **BSCS 302: Research Methods-I (3 Cr. Hrs)**

### **Course Objectives:**

The basic objectives of this course are to:

- Give an insight into the basic principles of scientific research and its significance in the mass media
- Sensitize the students with methods, techniques and other relevant concepts for investigating media-related phenomena in contemporary society
- Make the students aware about the importance and efficacy of a specific research method in any area

### **Learning Outcomes:**

After studying this course, the students will be able to:

- Critically review a published empirical research and address ethical and practical issues
- Demonstrate an understanding of the significant risk and ethical issues raised by the conduct of media research
- Recognise and reflect on the strengths and limitations of different research methodologies
- Comprehend the evident and dormant links between theory and practice

### **Course Contents:**

#### **1. Understanding Scientific Research**

1.1. Meaning, Purpose, Function of Research

1.2. Concepts of Research in Mass Communication

#### **2. Elements and Scope of Research**

2.1. Concepts

2.2. Variables

2.3. Levels of Measurement

2.4. Rating Scales

2.5. Hypotheses

### **3. Research Process**

3.1. Basic steps involved in Research Process

3.2. Characteristics of Scientific Methods

### **4. Research Approaches**

4.1. Basic/Applied

4.2. Descriptive/Exploratory

4.3. Action/Social Impact

4.4. Deductive/Inductive

4.5. Qualitative/Quantitative

### **5. Sampling and Sampling Techniques**

### **6. Quantitative Research Methods Overview**

### **7. Survey Research Method**

7.1. Aim and Basic Tenets

7.2. Types of Survey (Descriptive & Analytical)

7.3. Advantages and Disadvantages

### **8. Longitudinal and Cross-Sectional Research Method**

8.1. Aim and Development

8.2. Types of Longitudinal Research Designs

8.3. Appropriate Analysis for Longitudinal Studies

### **9. Experimental Research Method**

9.1. Overview and Aims

9.2. Pure and Quasi Experiments

9.3. Advantages and Disadvantages

## **10. Observational Research**

## **11. Ethics in Research**

## **12. Academic Writing and Formatting for Beginners**

### **Teaching Methodology:**

- Lectures
- In-Class Activities
- Written Assignments

### **Assessment:**

- Midterm Assessment
- Formative Assessment: (Classroom participation, Attendance, Assignments and Presentations, Attitude and Behavior, Hands-on Activities, Short Tests, Quizzes etc.)
- Final Assessment

### **Recommended Readings:**

Bertrand, I., & Hughes, W. P. T. (2005). Media research methods: audiences, institutions, texts.

Lowery, A. S., & De Fleur, M. (1988). *Milestones in Mass Communication Research*. Longman Inc 95, Church Street, White Plains, NY 10601.

Martin, M. (2000). *The Research Process: A Complete Guide and Reference for Writers*. Boston: McGraw Hill.