

Title: Communication Research-II
Code: DMC-311
Semester: 6th
Rating: 3 Credit Hours

DMC-311: Communication Research-II

3 Cr. Hrs

Course Description:

This course focuses on qualitative research methods and various techniques exclusively used in social media research. The skills in data retrieval, research process and analysis strategies for social media will be taught.

Learning Outcomes:

The student will be able to

- Get the skills in understanding of qualitative research process.
- Learn the research process for different social media platforms.
- Develop the skills in data retrieval for social media research.

Course Contents:

1. Qualitative research methods; aims and philosophy
2. Field observation
3. Focus groups
4. Intensive interviews
5. Data analysis in qualitative research
6. Combining qualitative and quantitative data
7. Qualitative content analysis
8. Data Analysis in quantitative research
9. Writing qualitative research
10. Social media research; goals and challenges
11. Conceptualizing & designing social media research
12. Research questions for social media research
13. Big Data
14. Collection & storage of data for social media research
15. The Role of APIs
16. Data Storage, Curation and Preservation
17. Qualitative approaches to social media data
18. Quantitative approaches to social media data
19. Twitter as method: Using Twitter as a tool to conduct research
20. Instagram
21. Facebook as a Research Tool in the Social and Computer Sciences
22. Analytical Tools for social media research
23. Social Media Users' Views on the Ethics of Social Media Research
24. Online Quantitative Survey Research
 - 24.1 Overview of Online Quantitative Research
 - 24.2 Web Survey Systems
 - 24.3 Designing Online Surveys
 - 24.4 Working with Panels and Databases
 - 24.5 Running an Online Survey and Summary
25. Qualitative Research
 - 25.1 Overview of Online Qualitative Research
 - 25.2 Online Focus Groups
 - 25.3 Bulletin Board Groups and Parallel IDIs
 - 25.4 Other Online Qualitative Methods and Summary of
 - 25.5 Online Qualitative Research
26. Social Media
 - 26.1 Participatory Blogs as Research Tools

- 26.2 Online Research Communities/MROCs
- 26.3 Blog and Buzz Mining
- 26.4 Other Social Media Topics and Summary
- 27. Research Topics
 - 27.1 Specialist Research Areas
 - 27.2 Website Research
 - 27.3 Research Techniques and Approaches
 - 27.4 The Business of Market Research

Suggested Readings:

- Berger, A. A. (2020). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. London: Sage.
- Sloan, L. & Quan-Haase, A. (2017). The SAGE Handbook of Social Media Research Methods. London: Sage
- Alasuutari, P., Bickman, L., Brannen, J. (2008). The SAGE Handbook of Social Research Methods. London: Sage
- Dominick, J. & Wimmer, D. R. (2013). Mass Media Research: An Introduction. London: Cengage Learning
- Newman, W.L. (2013). Social Research Methods: Qualitative and Quantitative Approaches. NY: Allyn and Bacon
- Sarantakos, S. (2013), Social Research (4th Edition). London: McMillan Theories of Communication. London; Sage Publications
- McQuail, D. (2005). Mass Communication Theory: An introduction. London: Sage

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.