

BSCS402: Research Methods-III (Tools and Analysis Skills) (3 Cr. Hrs)

Course Objectives:

The core objectives of this course are to:

- Enable students to independently design and carry out a research study for a specific research question of their choice
- Design and select a suitable Analytical Method for different types of research questions
- Demonstrate ability to manage and cite multiple sources effectively

Learning Outcomes:

By the end of the semester, students will be able to:

- Utilize different tools and strategies to produce an original academic research paper in field of media studies
- Incorporate new techniques and ways of developing, expressing their ideas and efficiently expounding their argument clearly, precisely and adhering to the conventions of international scholarly community of academicians
- Communicate their research and intellectual work to the community

Course Contents:

1. Scientific Thinking in Research

2. Problem Definition and Topic Selection

2.1 Select a tentative research problem that will be subsequently developed into a research proposal

2.2 Know and use library reference sources and services

3. Secondary data and Literature Review Techniques using Boolean Search

4. Sample size determination using G-Power software

5. Demonstrate an understanding of naturalistic fieldwork

5.1 Identify and briefly describe five data gathering techniques: observation, interviewing, document collection, participation, and artifact collection

5.2 Identify and briefly describe four data recording techniques: field notes, photographs and photocopying, sound recording, and videotaping

6. Qualitative data analysis using NVIVO

7. Advanced data analysis using SPSS, AMOS and Process Macros

8. Understanding referencing, flagging potential referencing problems, practicing manual and digital referencing using EndNote X9

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:

American Psychological Association (2019). Publication manual of the American Psychological Association (7thed.). Washington, DC:

Best, J. W. & Kahn, J. V. (2006). Research in Education (10th ed.). Boston, MA: Allyn& Bacon.

Cone, J. D. & Foster, S. L. (1993). Dissertations and theses from start to finish: Psychology and related fields. Washington, DC: American Psychological Association.

Hoyle, R. H. (1995). *Structural equation modeling: Concepts, issues, and applications*. Sage.

McMillan, J. H. & Schumacher, S. (2010). Research in education (7th ed.). Boston: Pearson.

Morgan, G. A. & Griego, O. V. (1998). *Easy use and interpretation of SPSS for Windows: Answering research questions with statistics*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc.