

Syllabus

Search

COM2101-01 ( 1ST SEMESTER, 2011 )



Created Date	2011-02-12 13:09:40	Last-Modified	2011-03-03 07:14:35
Course Title	RESERCH METHODS IN MASS COMMUNICATION	Credit	3
Location	YHH112	Time	Tue5,6,Thu4
Instructor	Kim Yong-Chan	Department	사회과학대학 언론홍보영상
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Core Competencies	
Target Students	Sophomores in the School of Communication.
Course Description & Goals	<p>This course is designed to provide you with details about how people ask and attempt to answer questions about mass communication. We will explore methods used by industry professionals and by academics interested in exploring the effects of media products (surveys, experiments, content analyses, qualitative methods, etc.). We will go through all of the important steps of communication research from conceptualizing research problems, reviewing previous literature, deciding the most appropriate research methods for my problems, collecting and analyzing data, and reporting research findings. At the end of semester, you will be equipped with essential knowledge about conducting research that you have to have either as future researcher or critical reviewer.</p>
Prerequisite	None
	<p>Class Participation (10%): If you miss more than two classes without any legitimate reasons, you will lose most of the class participation grade, which will be 10% of your final grade.</p> <p>Assignments (50%): There will be four assignments throughout the semester. The assignments will require putting into practice some of the concepts and</p>

Course Requirements	<p>research methods we are learning.</p> <ul style="list-style-type: none"> <li>• When appropriate, assignments must be typed.</li> <li>• Assignments are due in class on the date specified. Late assignments loose 5 pts per day (on a 100 point scale).</li> <li>• Assignments are to be done individually, not in groups.</li> </ul> <p>Exams (40%): There will be two exams—a midterm and a final. Each of these exams will be a mixture of multiple choice questions, short answer questions and short essays.</p>
Grading Policy	<p>I will use the following scale to assign final grades:                  A+ 97%; A 93%; A-90%; B+87%; B 83%; B- 80%; C+ 77%; C 73%; C- 70%; D+ 67%; D 63%; D- 60%; F below 60%.</p>
Texts & References	<p>Wimmer &amp; Dominick. Mass Media Research 8th Ed.                  (The chapters will be provided through YSCEC)</p>
Instructor's Profile	<p>Associate professor at the School of Communication</p>
TA's Name & Contact Information	<p>Jiyoung Lim (jiyounglim86@gmail.com)</p>
Syllabus in English	<p>NA</p>

Week	Period	Weekly Topic & Contents	Course Material Range & Assignments	Reference
1	2011-03-02 2011-03-07	Introduction What is communication Research	ET Chapter 1 (pp.1-15) 한글교재 1장 전체	(3.2) Spring semester classes begin (3.4 ~ 3.7) Course add and drop period
2	2011-03-08 2011-03-14	How to conduct reserch? Research Ethics	Chapter 1 (pp.16-26, pp.32-40) 한글교재 2장	(3.8) Course add and drop period
3	2011-03-15 2011-03-21	Measurement	Chapter 2 (pp.44-65) 한글교재 3장	
4	2011-03-22 2011-03-28	Validty & Reliability	Chapter 1 (pp.27-32) Assignment 1 Due 한글 교재 3장 (특히 81-87)	
5	2011-03-29 2011-04-04	Gathering data	Chapter 4 (pp.87-111) 한글 교재 4장	(3.30 ~ 4.1) Course withdrawal

6	2011-04-05 2011-04-11	Describing Data	Chapter 10 (pp.255-277)  한글 교재 10장	(4.7) First third of the semester ends
7	2011-04-12 2011-04-18	Research Hypothesis and Null Hypothesis	Chapter 11 (pp.278-291) Assignment 2 Due  한글 교재 11장	
8	2011-04-19 2011-04-25	Midterm Exam		(4.20 ~ 4.25) Midterm Examinations
9	2011-04-26 2011-05-02	Statistical Analysis 1	Chapter 12 (pp.293-318)  한글 교재 12장	(4.26) Midterm Examination
10	2011-05-03 2011-05-09	Statistical Analysis 2	Chapter 12 (pp.293-318)  한글 교재 12장	(5.5) Children`s Day
11	2011-05-10 2011-05-16	Statistical Analysis 3	Chapter 12 (pp.293-318)	(5.10) Buddha`s Birthday (5.16) Second third of the semester ends
12	2011-05-17 2011-05-23	Experiment 1	Chapter 9 (pp.230-253) Assignment 3 Due  한글 교재 12장	
13	2011-05-24 2011-05-30	No Class  (International Communication Association Conference)		
14	2011-05-31 2011-06-06	Survey	Chapter 7 (pp.178-209)  한글교재 6장	(6.6) Memorial Day
15	2011-06-07 2011-06-13	Content Analysis	Chapter 6 (pp.149-174)  한글교재 8장	
16	2011-06-14 2011-06-20	Final Exam	Assignment 4 Due	(6.14 ~ 6.20) Final examinations

## \* Changes in Management of Academic Semester

During the midterm examinations (2021.10.18. - 10.22.) and final examinations (2021.12.13. - 12.17.) period, classes or self-study should be continued unless there is an exam scheduled during the week.

\* According to the University regulation section 57-2, students with disabilities can request special support related to attendance, lectures, assignments, or exams by contacting the course professor at the beginning of semester. Upon request, students can receive such support from

the course professor or from the Center for Students with Disabilities(OSD). The following are examples of types of support available in the lectures, assignments, and exams:

(However, actual support may vary depending on the course.)

[Lecture]

- Visual Impairment: alternative, braille, enlarged reading materials, note-taker
- Physical Impairment: alternative reading materials, access to classroom, note-taker, assigned seat
- Hearing Impairment: note-taker/stenographer, recording lecture
- Intellectual Disability/Autism: note-taker, study mentor

[Assignments and Exam]

- Visual, Physical, Hearing Impairment: extra days for submission, alternative type of assignment, extended exam time, alternative type of exam, arranging separate exam room, and proctors, note-taker
- Intellectual Disability/Autism: personalized assignments, alternative type of evaluation

