

COMS 200: Introduction to Communication Research Methods
Fall 2019
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TEXTBOOK:

Treadwell, D. (2017). *Introducing communication research: Paths of inquiry*. (3rd ed.). Thousand Oaks, CA: Sage Publications, Inc.

COURSE PURPOSE AND LEARNING OBJECTIVES:

The purpose of this course is to study, apply, and evaluate quantitative and qualitative research methods employed in scholarly communication research. Accordingly, upon completion of this course, you should be able to:

1. explain the ways of thinking behind communication research;
2. identify the differences between the research perspectives and paradigms;
3. evaluate the strengths and weaknesses of data sources;
4. develop an annotated bibliography and literature review;
5. describe the standard, proper, and ethical way in which to conduct communication research;
6. discuss the importance of validity, reliability, and credibility in communication research;
7. identify under what conditions, research questions, and study objectives that quantitative/qualitative research are appropriate; and
8. explain how to read, write, evaluate, and critique quantitative/qualitative research reports.

LOC #3: Engage in Communication inquiry

- Interpret Communication scholarship
- Evaluate Communication scholarship
- Apply Communication scholarship
- Formulate questions appropriate for Communication scholarship
- Engage in Communication scholarship using the research traditions of the discipline
- Differentiate between various approaches to the study of Communication
- Contribute to scholarly conversations appropriate to the purpose of inquiry

COURSE REQUIREMENTS:

1. Three exams. You will take three exams that include multiple-choice and open-ended questions. The first two exams are worth 100 points each and the third exam is worth 150 points.

2. Annotated bibliography. Focusing on a topic of your choice, you will annotate peer-reviewed academic journal articles you plan to incorporate into your literature review. This assignment is worth 100 points.

3. Literature review (rough draft). Focusing on a topic of your choice, you will

develop a literature review that includes introduction, rationale, and literature review sections. This assignment is worth 50 points.

4. Peer review feedback. Based on feedback you received from me, you will edit your literature review and submit a peer review draft to your assigned peer review partner. You will read your peer review partner's peer review draft and provide feedback that identifies strengths and areas for improvement that you will submit to your peer review partner and me. This assignment is worth 25 points.

5. Literature review (final draft). Based on feedback you received from your peer review partner and me, you will edit your literature review and submit a final draft. This assignment is worth 250 points.

6. 3 Minute Thesis presentation. You will prepare and deliver a compelling oration on your literature review and its significance that consolidates your ideas so they can be presented to a non-specialist audience. This assignment is worth 50 points.

TENTATIVE SCHEDULE:

Week	Topic	Reading
1	Introduction to COMS 200	
	Getting Started: Possibilities and Decisions	Chapter 1
2	First Decisions: What, Why, How?	Chapter 2
	Ethics: What Are My Responsibilities As A Researcher?	Chapter 3
3	You Could Look It Up: Reading, Recording and Reviewing Research	Chapter 4
	Literature Review & APA Boot Camp	
4	Measurement: Research Using Numbers	Chapter 5
	Exam 1 (Chapters 1-5)	
5	Research Guest Speakers	Research Guest Speakers' Articles/CVs
	Summarizing Research Results: Data Reduction and Descriptive Statistics	Chapter 6
6	Annotated Bibliography Workshop Day	
	Generalizing From Research Results: Inferential Statistics <i>Annotated bibliography due</i>	Chapter 7
7	Sampling: Who, What and How Many?	Chapter 8
	Surveys, Putting Numbers On Opinions	Chapter 9

8	Experiments: Researching Cause and Effect	Chapter 10
	Exam 2 (Chapters 6-10)	
9	Literature Review (Rough Draft) Workshop Day	
	Research Guest Speakers <i>Literature review (rough draft) due</i>	Research Guest Speakers' Articles/CVs
10	Watching and Listening: Qualitative Research for In-Depth Understanding	Chapter 11
	Literature Review (Peer Review) Workshop Day	
11	Literature Review Peer Review Meetings <i>Literature review (peer review draft) due</i>	
	Content Analysis: Understanding Communication Content in Numbers <i>Peer review feedback form due</i>	Chapter 12
12	Research Guest Speakers	Research Guest Speakers' Articles/CVs
	Research Guest Speakers	Research Guest Speakers' Articles/CVs
13	3MT Presentation Workshop Day	
	3MT Presentations <i>3MT visual aid due</i>	
14	Literature Review (Final Draft) Workshop Day	
	Rhetorical and Critical Analyses, And More <i>Literature review (final draft) due</i>	Chapter 13
15	Writing and Presenting Research	Chapter 14
	COMS 200 Review/Debrief	
16	Exam 3 (Chapters 11-14)	