Introduction to the Course

KOM5113: Communication Research Methods (PJJ)

Second Semester (February), 2013/2014
By: Assoc. Prof. Dr. Siti Zobidah Omar
Lecturer

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Room: Department of Communication,
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Course requirement

Required text:

PJJ module

Other readings:


- Other related books
Course objectives

• Understand the processes involved in conducting research
• Able to prepare a research proposal
• Able to conduct a research
• Understand a research report
After completing this course, the student should be able to:

• Explain the meaning of research
• Identify the steps in a research process
• Explain the steps in research process
• Identify a research problem
• Develop measurements for research variables
• Describe the meaning, rationale and steps involves in sampling
• Choose appropriate data gathering method
• Identify appropriate data analysis procedure
• Interpret findings and write research report.
Course content

• Introduction to research: definition, purpose, importance and types
• Steps and processes in conducting research
• Choosing a topic of research
• Problem statement, Research Questions and Research Objectives
• Significant and Limitation of the study
• Definition of keywords
• Literature reviews and past research
• Theory and research framework
• Population and sampling procedures
• Conceptualization, operationalization and measurement
• Research instrument development
• Reliability and validity
• Indexes and scales
• Data collection techniques
• Data processing and analysis
• Research report writing
• Research ethics
Course evaluation

- First Assignment 20%
- Second Assignments 20%
  - Proposal Presentation 10%
- Mid-Semester Exam 20%
- Final Exam 30%
First Assignment (20%)

Students are requested to write a Literature Review on the topic that they had selected. In this essay (Literature review), it should consist of:

a) Introduction (including the objectives of the study)
b) Sub-topic on each of the objectives
c) Related theory/theories
d) Research framework
e) Research hypothesis (if any)
f) Conclusion

Date of submission: 14th April 2014
Guidelines:

• Length of 1st assignment: 20-25 pages including References
• References – (20-30 references)
• Type written – double space
• References – using APA style
• Must be an academic writing
• **No plagiarism** - All assignments have to go through the ‘Turn-it-in’ process.
• Please submit on time
2nd Assignment (20% + 10%)

- Student are requested to write a **full research proposal**. Please follow the research proposal guidelines provided.

- Proposal should consist of Introduction, Literature Review and Methodology (see details):

  i) **Introduction**
  
  a) Background of the study  
  c) Problem Statement  
  d) Research Questions  
  e) Research Objectives  
  f) Significant of the study  
  g) Limitation of the study  
  h) Definition of keywords
ii) Literature Review

a) Introduction
b) Background of the research issue
c) Topic according to objectives
d) Theory
c) Research Framework
d) Hypothesis (if any/optional)

iii) Methodology

a) Research Design
b) Location and subjects of the study
c) Population and sampling procedures
d) Research instruments
e) Operationalization of the variables
f) Pre-test
g) Validity and reliability of the instrument
h) Data collection procedure
i) Data analysis and statistical significant

Date of submission: 12th May 2014
2nd Assignment (20% + 10%)

- Student are requested to present their research proposal in class (10%) during 3rd Face-to-face. Failure to do so, marks (10%) will automatically be deducted.

- The proposal, type-written (20%)

Date of submission: 12th May 2014
Guidelines for 2\textsuperscript{nd} Assignment:

• Length of a research proposal 25-35 pages including References
• Explanation of methods must reflect the topic and objectives of research
• \textbf{No plagiarism}. All assignments have to go through the ‘Turn-it-in’ process.
• Explanation of methods must reflect the topic and objectives of the study
Guidelines for 2\textsuperscript{nd} Assignment:

• Current Literatures, proposed instruments, etc.
• References - priority given are from Journals, academic books
• Academic writing, follow APA style in citing others’ work.
• Please submit on time.
Mid-Semester Exam (20%)

- Subjective questions
- Answer two questions
- Question one is compulsory
- Will be given three questions. Choose two questions to answer
- Duration of exam: Two hours
Final Semester Exam (30%)

- Subjective questions
- Answer three questions
- Question one is compulsory
- Will be given five questions. Choose three questions to answer
- Duration of exam: Two hours
Reminders of Plagiarism

• Students are not allowed to plagiaries
• Please refer to ‘Turn-it-in’ or ‘Viper’ software
• Zero marks [0] will be given to those students who are caught doing so.
Other related matters

• Turn-it-in
• APA Style of referencing
• WorldCat
• Blog: drotsspss
Journals

• Journal provided in Easy Proxy (UPM’s Library)
• Journal of Communication
• Journal of Media Research
• Other related Journals
Journals

- Jurnal Komunikasi (UKM)
- Jurnal Pengajian Media (UM)
- Jurnal Pertanika (UPM)
- Jurnal Teknologi Sains Sosial (UTM)
- Other related Journals
- Google Scholars
Books:


