Introduction to the Course

KOM5113: Communication Research Methods (PJJ)

Second Semester (February), 2016/2017

By: Assoc. Prof. Dr. Siti Zobidah Omar
Name: Assoc. Prof. Dr Siti Zobidah Omar

Tel: 03 – 8946 8797 / 89471851 (Off.)
H/P: 012-2377529
Fax: 03 - 8948 5950
E-mail: zobidah@upm.edu.my

Room: Department of Communication, Faculty of Modern Languages and Communication, Universiti Putra Malaysia
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
Other course objectives:

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

Select a Research Topic. Write 4-5 pages of the Research Problem Statement, Research Questions and Research Objectives. It should consist of:

a) Topic of Research
b) Introduction (1 page)
c) Write-up on Problem Statement (2-3 pages)
d) Research Questions (half page)
e) Research Objectives (half page)
   - General Objective
   - Specific Objectives

Date of submission: 27th March 2017 (Wk 5)
Second Assignment (10%)

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 2017 (Wk 8)
Guidelines:

• Length of 2nd assignment: 15-20 pages including References
• References – (20-30 references or more)
• 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
3rd 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
b) Problem Statement
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 Report: 13th May, 2017
3rd 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 Proposal ppt: 3rd Face-to-face
Guidelines for 3rd Assignment:

- Length of a research proposal 25-35 pages including References
- Explanation of methods must reflect the topic and objectives of research
- **No plagiarism.** All assignments have to go through the ‘Turn-it-in’ process.
Guidelines for 3rd 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: drotspss
• BAS
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 Humanika (UTM)
- Other related Journals
- Google Scholars
Books:


All the best ...

See you in 2 F-2-F