Introduction to the Course

KOM5113: Communication Research Methods (PJJ)

Second Semester (February), 2017/2018

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

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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 Assignment 30%
- Second Assignments 20%
  - Proposal Presentation 10%
- Final Exam 40%
First Assignment (30%)

1a) Problem Statement (15%)

Select a Research Topic. Write 5-8 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
1b) Literature Review (15%)

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: 6th April 2018
Guidelines:

• Length of 1st assignment: 10 - 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
2\textsuperscript{nd} 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
   e) Research Framework
   f) 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: 11th May, 2018
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 Proposal ppt: 3rd Face-to-face
Guidelines for 2nd Assignment:

• Length of a research proposal 25-35 pages including References
• Explanation of methods must reflect the topic and objectives of research
• No plagiarism.
Guidelines for 2nd 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.
Final Semester Exam (40%)

- Subjective questions
- Answer FOUR questions
- Question one is compulsory
- Will be given six questions. Choose four questions to answer
- Duration of exam: Three hours
Reminders of Plagiarism

- Students are not allowed to plagiarise.
- 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