KOM 5113: Communication Research Methods
(Third Face-2-Face Meeting)

Siti Zobidah Omar, Ph.D.
zobidah@upm.edu.my
Second Semester (May), 2017/2018
Findings, conclusion, implication & recommendation

**Finding:** Medium used to get information

- TV: 80%
- Newspapers: 65%
- Radio: 52%
- Individuals: 40%
- Internet: 38%
Conclusion:

According to the study, TV is the medium sort by majority of the respondents to get information, or Eight out of 10 respondents select TV as their main source of information, or
TV is the medium that has or carry a lot of information, or
TV is the most trusted medium, or
TV has higher credibility than other media, or
TV has bigger and wider audience, or
TV is an influential medium
- **Implication:**
  Other media are not as influential as TV

- **Recommendation:**
  If you intend to run a campaign or try to influence the people using the mass media, you should use TV
Report writing

- Should start early, not necessarily after data analysis and improve along the way
- Avoid using first personal pronouns (I, me my, we) - use third person
- Use commonly used format of report writing: *introduction* (background, statement of problem, research questions, objectives, justification etc), *literature reviews*, *methodology*, *findings & discussion*, and *conclusion*
For thesis and dissertation, follow the required format – must learn and practice

Follow the technical writing requirement of citing references, bibliography, tables, graphs figures and other visuals

Be consistent with a particular style of reference format; APA, MLA, in-house

References: eg. WorldCat.org
Begin some discussion on the table, figure before the tables and other displays are shown, then elaborate on main finding – not repeating what is shown in the table, figure

Number all tables and displays and include or refer to them in writing

Labels all tables and other displays with meaningful title and be consistent in format
- Use active rather passive voice
- Keep language simple and direct to the point
- Check the grammar and language i.e. American or British English, Bahasa Melayu, Bahasa Indonesia
- Acknowledge the references cited in format recommended (name, year)
- Write coherently, good transitions and use of sub-topics to connect ideas smoothly
Use accurate spelling, punctuations and other writing elements, number the pages
Get someone to proof read and edit the report
Ensure the title convey the overall research
Bibliography, appendixes, additional tables and additional information are done correctly
The report is the image of the research and the researcher(s)
Research ethics

- Confirming to the standards of conduct of a given profession or group
- A matter of agreement among members
- Need to know what is considered ethical and unethical, proper and improper
- Be aware of the general agreement shared by the researchers in conducting research
Voluntary participation
- no one should be forced to participate
- informed consent
- get their co-operation

No harm to the participants
- never injure participants physically, psychologically and morally
- Anonymity
  - cannot identify a given response with a given respondent

- Confidentiality
  - not to make the responses and respondents known to public
- Institutional Review Board
  - to protect the right and interest of those involved in conducting research

- Professional code of ethics
  - learn and know what is acceptable and unacceptable, the limits and the consequences
  - an obligation to belong and claim to belong to the group or profession
Writing research proposal

- Should include the followings:
  - title of research
  - some scenario of the research background
  - the importance of research
  - statement of problems, research questions, general and specific objectives or hypotheses
  - key concepts and variables
- some pertinent literatures and related theory
- methodology or research design – data collection method(s)
- population and sampling procedures
- data processing and analysis
- research schedule and key milestone
- research personnel and research costs
- expected outcomes and their importance
Work backwards for time schedule, begins with expected completion time
Identify key milestones that are achievable
Indicate key team meetings and workshops
The research team members must be given specific tasks or justify their presence
List the roles of research assistant(s)
- Research budget should include:
  - equipment, software, upgrading, stationerries
  - salary, traveling and lodging
  - support services for data collection and processing, secretarial helps
  - communication – telephones, faxes, stamps
  - overheads, per diem, honorarium, tokens
  - contingency (10 – 15% of total)
That's all... Thank You.