Faculty of Economics and Political Science

Research Techniques for Journalists

Information :

Course Code :	PMM 205	**Level**	:	Undergraduate	**Course Hours :**	3.00- Hours

Department :	Department of Political Mass Media

Area Of Study :

This course teaches how to extract data and information out of the biases and framing found in articles, how to evaluate a source, how to cruise through social media to locate credible data and how to utilize such information in the research work. In addition, to satisfy the needs of the fast-paced media environment, students are taught shortcuts and techniques to locate quick information that would help in building their journalistic pieces.

Course Goals:
˝Identify the impact of cultural and technological determinants on mass communication research.
˝Relate theory to practice.
˝Formulate research questions and hypotheses.
˝Identify independent and dependent variables
˝Organize elements of a research paper
˝Collect and analyze data.
˝Use statistical software.
˝Analyze the reliability and validity of research.
˝Integrate research ethics into the research process.
˝Assess published journal articles for research methodology used.

Description :

This course teaches how to extract data and information out of the biases and framing found in articles, how to evaluate a source, how to cruise through social media to locate credible data and how to utilize such information in the research work. In addition, to satisfy the needs of the fast-paced media environment, students are taught shortcuts and techniques to locate quick information that would help in building their journalistic pieces.

Course outcomes :

a.Knowledge and Understanding: :

1 -	Explain research terms.
2 -	Identify research methodologies used in the field of mass communication.
3 -	Describe the research process.
4 -	Recognize the different forms of research questions.
5 -	Compare qualitative and quantitative research methodologies.

b.Intellectual Skills: :

1 -	Explain the relationship between theory and research.
2 -	Describe and compare the predominant research methods in journalism, media, and communication.
3 -	Plan a research through selecting a timely research topic with an identifiable sample.
4 -	Analyze the research results.

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c.Professional and Practical Skills: :	
1 -	Propose a research study.
2 -	Justify decisions about the methodology, including sampling and the measurement instruments.
3 -	Conduct a social science research in the field of mass communication.
4 -	Use computer-assisted data collection techniques.
5 -	Employ statistical research software in analyzing research results.
d.General and Transferable Skills: :	
1 -	Use computers and the Internet.
2 -	Work in a team environment.
3 -	Translate to and from other languages.
4 -	Apply practical and professional problem solving.

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction and Syllabus	3	1	
Research in social sciences	3	1	
Elements of a research paper	3	1	
Identifying variables in a research	3	1	
Data Collection: Conceptualization and Development of Measures	3	1	
Data Collection: Methods of Gathering Information	3	1	
Midterm Exam		1	
Using statistical software	3	1	
Research reliability and validity	6	2	
Sampling and statistical inference	3	1	
Using statistical software	3	1	
Data Analysis	6	2	
Final Exam		1	

Teaching And Learning Methodologies :

Data show and computer in lectures
Demonstration videos
Group discussion
Research Paper
Computer-assisted research
Statistical software

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Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Coursework (Attendance, Participation, Assignments, Research)	30.00		To assess understanding, theoretical and practical knowledge.
Final Exam	40.00	15	To assess knowledge and analytical skills
Midterm Exam	30.00	7	To assess professional skills

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