



UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code COMM-504	Course Title Research Methods in Media and Communication	Credits (ECTS) 10
Department Communications	Semester Spring	Prerequisites None
Type of Course Required	Field Media and Communications	Language of Instruction English
Level of Course 2 nd Cycle	Year of Study 1 st	Lecturer(s) Dr Stelios Stylianou
Mode of delivery Face-to-face	Work Placement N/A	Co-requisites N/A

Objectives of the Course:

The general aim of the course is to introduce students to the methodology of social science research. Particular emphasis is given to principles of study design and methods used in communications and media research.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Contrast the prevalent epistemological foundations of social research
2. Apply basic rules of causality, predominantly in non-experimental designs
3. Formulate research questions appropriate for scientific research
4. Formulate and conceptually evaluate theories and hypotheses
5. Conceptualize and operationalize abstract concepts
6. Do simple and moderately complex sampling design
7. Design measurement operations for the most widely used methods of measurement (predominantly, surveys, in-depth interviews, and content analysis)
8. Do basic to intermediate quantitative data analysis (including statistical control and hypothesis testing)
9. Do basic qualitative data analysis
10. Design simple to moderately complex research projects

Course Content:

Epistemological Foundations
Levels and Units of Analysis

Idiographic and Nomothetic Explanations Causality The Cycle of Scientific Method Research Questions, Theories and Hypotheses Conceptualization Operationalization and Levels of Measurement Sampling Qualitative Measurement Qualitative Data Analysis Survey Research Experiments Content Analysis Statistical Analysis Research Project Design

Learning Activities and Teaching Methods:

Interactive lectures, lab sessions

Assessment Methods:

Four written assignments, mid-term exam, final exam

Required Textbooks/Reading:

Authors	Title	Publisher	Year
Earl Babbie	The Practice of Social Research (11/e)	Wadsworth	2007
Various	Selected Readings (reading package prepared by the instructor)		

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year
Becker, Howard S.	<i>Tricks of the Trade</i>	University of Chicago Press	1998
Cohen, Louis and Lawrence Manion	Research Methods in Education	Routledge	1994
Denzin, Norman K. and Yvonna S. Lincoln. (eds.)	Handbook of Qualitative Research	Sage	2000
Krippendorff, Klaus	Content Analysis: an Introduction to its Methodology	Sage	2003
Kvale, Steinar	InterViews: An Introduction to Qualitative Research in Interviewing	Sage	1996
Κυριαζή, Νότα	Η Κοινωνιολογική Έρευνα: Κριτική Επισκόπηση των Μεθόδων και των Τεχνικών	Ελληνικά Γράμματα	1999

Ragin, Charles C.	The Comparative Method: Moving Beyond Qualitative and Quantitative Strategies	University of California Press	1987
Ragin, Charles C	Constructing Social Research	Pine Forge Press	1994
Ragin, Charles C. and Howard S. Becker (eds)	What is a Case? Exploring the Foundations of Social Inquiry	Cambridge University Press	1992
Riffe, Daniel, Stephen Lacy, and Frederick G. Fico	Analyzing Media Messages: Using Quantitative Content Analysis in Research	Lawrence Erlbaum Associates	2005
Schutt, Russell K	Investigating the Social World	Pine Forge Press	2004
Titscher, Stefan, Michael Meyer, Ruth Wodak, and Eva Vetter	Methods of Text and Discourse Analysis	Sage	2000
Weber, Robert P.	Basic Content Analysis	Sage	1990