

## **MC-812 Research Methods for Communication**

### **Course Description**

- This course is designed to enable students to conduct qualitative and quantitative research employing methods commonly used in communication research. The course focus on choosing and designing research based on the research ideas that they have. The topics will emphasize theory-research linkages and the process through which an abstract construct is observed and tested. The course will also give students an opportunity to apply and peer review elements of a research process.

### **Course Objectives**

- Provide students with an in-depth understanding of the steps in a research process and their interactive nature.
- Provide students with a greater grasp of the specific elements of the selected methods of quantitative research.
- Guide the students to apply and critique specific techniques of communication research.

### **Learning Outcomes**

- Differentiate among various elements of the methods of research methods and techniques used for studying communication.
- Explain techniques of research involved in formulating research questions, identifying and conceptualizing theoretical constructs and converting them into observable variables and theoretical hypotheses into operational ones.
- Apply and evaluate basic elements of a research process.

### **Course Content**

- **Introduction to Research Methods**
- **Research Ethics**
- **Conducting Literature Review**
- Conceptualization to Operationalization
- Qualitative Research Methods
- Data Analysis for Qualitative Methods
- Quantitative Research Methods
- Data Analysis for Quantitative Methods

- Mix Method Approach

## References

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