**ASSUMPTION UNIVERSITY**

**ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS**

**DEPARTMENT OF ADVERTISING**

**COURSE OUTLINE 1/2017**

**Course Code and Title:** CA3011 Communication Arts Research

**Total Credits:** 3 Credits (3-0-6)

**Type of Course:** Major Required Course

**Prerequisite(s):** BG 1301 Fundamentals of Statistics

**Lecturer(s):** Dr. Parichart Wongweeranonchai and A. Chulamani Chantarawandi

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**Website:** www.caadworkshop.wixstie.com/adtest

**Office:** 7th floor, Albert Laurence School of Communication Arts

**Assumption University of Thailand envisions itself as**

* an international community of scholars;
* enlivened by Christian inspiration;
* engaged in the pursuit of Truth and Knowledge;
* serving human society, especially through the creative use if interdisciplinary approaches and cybertechnology

**Assumption University of Thailand envisions its graduates as**

* healthy and open-minded persons, characterized by personal integrity, an independent mind, and creative thinking;
* professionally competent, willing to exercise responsible leadership for economic progress in a just society;
* able to communicate effectively with people from other nations and to participate in globalization

**Albert Laurence School of Communication Arts envisions itself as**

* a community of professionals in the field of communication arts;
* inspired through the pursuit of learning through service;
* engaged in the pursuit of excellence

**Albert Laurence School of Communication Arts envisions its graduates as**

* creative thinking with high personal integrity;
* professionally competent who are also ethically sound and socially responsible;
* flexible to the changes in the communication industry

**Course Description**

Principles and methods of research process, framework, and methodology, including application of methods in research for development of projects in communication campaign.

**Course Objectives**

1. To familiarize students with the knowledge of basic research procedure and techniques.
2. To introduce students to the applications of research in various areas of mass communications, namely advertising, public relations, print and electronic media.
3. To introduce students to the ethical considerations in research.

**References**

Hansen, A., & Machin, D. (2013). *Media and Communication Research Methods*. Basingstoke: Palgrave Macmillan.

Wimmer, R. & Dominick, J. (2011). *Mass Media Research: An Introduction* (9th ed.). Belmont, CA:

Thompson Wadsworth.

**Marks Allocation**

Assignment 40%

Quiz 10%

Midterm Examination 25%

Final Examination 25%

Total 100%

**Grading System**

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| --- | --- | --- | --- |
| A 90 – 100 | B 75 – 79 | C 60 – 64 | F 0 – 49 |
| A- 85 – 89 | B- 70 – 74 | C- 55 – 59 |  |
| B+ 80 – 84 | C+ 65 – 69 | D 50 – 54 |  |

This class is a major-required course. Students will **need a final grade of “C”** or higher to pass the class. Those who receive the final grade of “C-” or lower would be required to retake the course.

**Class Time:**

Section 741 – Monday 10.30-13.30 hrs. at CA 0506 A. Chulamani C.

Section 742 – Wednesdays 10.30-13.30 hrs. at CA 0406 Dr. Parichart W.

Section 743– Wednesdays 13.30-16.30 hrs. at CA 0406 Dr. Parichart W.

Section 744 − Thursdays 10.30-13.30 hrs. at CA 0601 Dr. Parichart W.

**Attendance**

1. Students who miss **three classes** before mid-term examination for three-hour classes will get a W for this course immediately.
2. Students can be late for **no more than 15 minutes**. Being late twice is equal to one absence.

**Class Policy:**

1. Proper uniform is required in class, or attendance will not be checked.
2. Examination contents are based on textbook and class assignment.
3. Students must accompany the textbook/ reading materials to every class.
4. Students are required to check posts on the course web site on a regular basis.
5. Using a mobile phone, a computer notebook, and other communication devices (e.g., ipad, Tablet, etc.) during a lecture is not allowed.

**Submission of Assignments**

1. Students must submit each assignment in class on the due date.
2. Students must submit each assignment will the student’s full-name, ID number, project title, course name, and instructor’s name.
3. Any assignment submitted later than the due date is considered “late” and will receive at most 50% of the grade that the student will receive for that particular assignment.

**Plagiarism and Ethical Policy**

1. Students are expected to maintain a high level of responsibility with respect to academic honesty.
2. Plagiarism—an academic dishonesty, which includes copying another student’s work or the submission of a work which is not entirely his or her own—can result in disciplinary actions following the University regulations.

**Tentative Course Schedule**

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| --- | --- | --- | --- |
| **Week** | **Date** | **Contents** | **Teaching & Learning Activities** |
| 1 | Aug 7,9,10, 2017 | * 1. Introduction to the Course   2. What is Research?   3. Academic and Private Research | - Lecture  - Discussion |
| 2 | Aug 14,16,17, 2017 | 2.1 The Development of Mass Media Research  2.2 Characteristics of the Scientific Method  2.3 Research Procedures | - Lecture  - Discussion  -In-class Exercise:  Write the research procedures. |
| 3 | Aug 21,23,24, 2017 | * 1. Selecting a Research Topic   2. Determining Topic Relevance   3. Stating a Hypothesis or Research Questions | - Lecture  - Discussion  - In-class Exercise: Develop the research questions. |
| 4 | Aug 28,30,31, 2017 | Elements of Research:  4.1 Independent Variable & Dependent Variable  4.2 Levels of Measurements  4.3 Measurement Scales  4.4 Reliability and Validity | - Lecture  - Discussion  - In-class Exercise:  Analyze the levels of measurements and the measurement scales. |
| 5 | Sep 4,6,7, 2017 | Survey Research 1:  5.1 Types of Surveys  5.2 Mode of Data Collection in Surveys  5.3 Advantages and Disadvantages of Survey Research  **Quiz on Elements of Research: Levels of Measurement, Measurement Scales (10%)** | - Lecture  - Discussion  - Quiz  - In-class Exercise:  Analyze the type of research. |
| 6 | Sep 11,13,14, 2017 | Survey Research 2:   * 1. Constructing Questions   2. Questionnaire Design   **Assignment I: Survey Research Article Analysis (10%)** | - Lecture  - Discussion  - Group Presentation  - In-class Exercise:  Develop the questions |
| 7 | Sep 18,20,21, 2017 | * 1. Population and Sample   2. 7.Types of Sampling Procedures   **Assignment II: Questionnaire Design (10%)** | - Lecture  - Discussion  - Group Presentation  - In-class Exercise: Select the samples and the sampling procedures. |
| 8 | Sep 25,27,28, 2017 | * 1. General Problems in Survey   2. Dealing with Data: Computer and analysis software | - Lecture  - Discussion  - In-class Exercise: Analyze SPSS data. |
| **Midterm Examination Period: October 2-10, 2017** | | | |
| 9 | Oct 11, 12, 16, 2017 | * 1. Quantitative and Qualitative Research Differences   2. Ethics and the Research Process   9.3 Specific Ethical Problems | - Lecture  - Discussion  -In-class Exercise:  1. Review QT and QL research articles.  2. Analyze the ethical problems. |
| 10 | Oct 18, 19, 30, 2017 | 10.1 Focus Groups  10.2 Advantages and Disadvantages of Focus Groups | - Lecture  - Discussion  -In-class Exercise:  Analyze the types of focus groups |
| 11 | Oct 25, Nov 2, 6, 2017 | * 1. In-depth Interviews   2. Advantages and Disadvantages of In-depth Interview | - Lecture  - Discussion  -Advising for Assignment III |
| 12 | Nov 1,9, 13, 2017 | 1. Problems in Qualitative Research   **Assignment III: Qualitative Research Article Analysis (10%)** | - Group Presentation  -Discussion |
| 13 | Nov 8, 13,16, 2017 | 1. Basic Steps in Focus Group Research | - Lecture  -Advising for assignment IV (research questions &transcript) |
| 14 | Nov 15,20,23, 2017 | 1. Data Analysis in Qualitative Research | - Lecture  -Advising for assignment IV (data analysis) |
| 15 | Nov 22,30, Dec 4, 2017 | 1. Factors Help Build Credibility in Qualitative Research   **Assignment IV: Qualitative Research Result Report (10%)** | - Lecture   * + Group Presentation |
| **Final Examination Period: December 6-21, 2017** | | | |

**\*\* Last Day to Withdraw with “W” via Internet: November 23, 2017 \*\***

**Assignment Information**

Assignment I: Quantitative Research Analysis (10%)

* Read and analyze ONE journal article in media and communication related areas using survey method.
* Identify the research objective or question or hypothesis of the selected research.
* Analyze the research method (population, sample, method (survey)**.**
* Summarize the research results.
* Present your work.

Quiz on Elements of Research: Levels of Measurement, Measurement Scales (10%)

* Multiple-choice quiz in class

Assignment II: Questionnaire Design (10%)

* Design question items for the given research objectives.
* Print out and submit the questions.

Assignment III: Qualitative Research Analysis (10%)

* Read and analyze ONE journal article in media and communication related areas using focus group or in-depth interview method.
* Identify the research objective or question.
* Analyze the research method (participants, type of sampling, materials, procedure, how long, questions, etc.)**.**
* Summarize the research results.
* Present your work.

Assignment IV: Qualitative Research Report (10%)

* Write one qualitative research report using the focus group or in-depth interview method.
* The required topics are research questions, methodology (participants , type of sampling, materials, procedure, how long, questions, etc.), and results.

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