

**University of Arkansas - Fort Smith**  
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**General Syllabus**

**MCOM 39003 Communication Research Methods**

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite: MCOM 22203 Communication Theory

Effective Catalog: 2018-2019

**I. Course Information**

**A. Catalog Description**

Reviews research methods most commonly used in communication research. Practical experience in determining an appropriate research method following the assumptions of a chosen methodology to conduct research for a communication problem of their choosing.

**B. Additional Information - None**

**II. Student Learning Outcomes**

**A. Subject Matter**

Upon successful completion of this course, the student will be able to:

1. Distinguish between commonly used mass media research methods.
2. Identify which findings exist in the published literature on a phenomenon.
3. Collect objective and accurate data that permit tenable scientific inference.
4. Analyze the collected data to reach appropriate conclusions.
5. Interpret the findings and identify their implications.

**B. University Learning Outcomes (ULO)**

This course enhances student abilities in the following areas:

**Analytical Skills**

**Critical Thinking Skills:** Students will draw conclusions and/or solve problems associated with levels of data, research variables, and research method(s) of choice.

**Communication Skills (written and oral)**

Students will communicate effectively and interpret data and best practices associated with research choices.

### **Ethical Decision Making**

Students will recognize and analyze ethical dilemmas associated with research procedures, implementation, and design.

### **III. Major Course Topics**

- A. Scientific method
- B. Validity / Reliability
- C. Concepts and constructs
- D. Levels of measurement
- E. Research ethics
- F. Sampling
- G. Methods used in mass media / communication research
- H. Data analysis