

**Department of Journalism and Mass Communication
Islamic University of Science and Technology
Syllabus for PhD Course Work**

Course Code: JMC901C

RESEARCH METHODOLOGY

Credits: 04

Course Objectives:

This course aims to acquaint research scholars with the latest trends of communication research and equip them with the necessary skills to carry relevant scientific research.

Unit I INTRODUCTION TO RESEARCH

- Research: Meaning, functions, types (pure, applied, qualitative, quantitative, empirical, behavioural, experimental, descriptive, historical)
- Communication Research: Definition, Need & Approaches.
- Research design –definition, purpose and types
- Media Research – Need Assessment, formative and summative research, audience research, TRPs, etc.

Unit II STEPS OF RESEARCH

- Research problem/research statement
- Pretesting and pilot study
- Literature review & its significance
- Variables (Meaning, Types)
- Hypothesis, meaning, types and need

Unit III RESEARCH METHODS & TOOLS

- Surveys: Meaning, Relevance, Types. Media specific methods such as exit polls, opinion pools, telephone/SMS surveys, Online pools, etc.
- Content analysis
- Experimental methods,
- Case study, Focus group discussion, Interviews, Observation method
- Tools of research: Questionnaire, Interview Schedule- Preparation and administration, diary method, field notes and internet-based tools
- Sampling: Meaning, needs & Types of Sampling (Probability & Non-probability). Universe of Study
- Scaling techniques

Unit IV RESEARCH WRITING

- Statistical methods of analysis-basics
- Tabulation, graphic and diagrammatic representation
- Computer applications in research,
- Introduction to SPSS software
- Ethical considerations in research, Plagiarism
- Research report-writing, aids for writing a research report: citation, indexing, bibliography, footnotes, endnotes, glossary, and appendix
- Referencing styles