

COMM 3400 – Research Methods (prerequisite COMM 1200)

Course Description COMM 3400 – Research Methods (3 cr.). Application of qualitative and quantitative media research methods including survey research, focus groups, content analysis, and experimental studies. The course prepares students to conduct research for media studies, public relations, and marketing communication programs.

Scenario: Students are to locate supporting information from periodicals for their oral presentation on pre-selected survey topics. Students create a References page (APA) of sources used. Students write down their presentation topic and the associated theses statement on the librarian's instruction research exercise handout before coming to class.

The librarian uses the 2 page research guide as the exercise in class which covers concepts for searching data bases, searching for periodical articles and how to use the cite software specific to the data bases.

LEARNING OUTCOMES (a=audience, b=behavior, c=condition, d=degree of accomplishment)

By identifying keywords from the title and theses statements for the search strategy and **by limiting** the search to document type in the exercise completed (d) during and after the instruction session (c), students (a) will **demonstrate** that they know how to identify keywords and limit their search results in order to narrow their searches further (b).

Following participation in an instruction session covering use of subject related **periodical** databases (c), students (a) will **show** their ability to **select** resources available electronically or locally (d) in order to **show** that they are able to **locate** resources identified through these databases (b).

By correctly **citing** periodical resources (d) following an instruction session covering use of databases (c), students (a) will **show** they are able to **differentiate** between the types of sources found in the **different** databases (b) and use the APA style cite software (c).

Through correctly citing all sources from the databases (d), students (a) will apply their understanding of the appropriate style format for magazine and journal articles from a database (b) following participation in an instruction session covering use of the APA writing style (c).

ASSESSMENT: Completed APA References page

- A audience students
- B behavior 1) select data bases from a subject resource list (communications)
- 2) use selected keywords from presentation title and theses statement to create a search strategy
- 3) apply BOOLEAN operators and truncation
- 4) evaluate resources for suitable use
- 5) keep an active word document at the bottom of the screen and paste bibliographic references onto the word document using the data base specific cite software
- 6) format the bibliographic citations into a References page
- 7) turn in to course instructor for credit

C condition instruction session

D degree of accomplishment

Identify 3-5 keywords

use BOOLEAN operators 3/5 times

use truncation* 3/5 times

cite references correctly 4/5 times

Assessment

- Complete the instructional research guide (exercise hand-out) and turn in
- Create 2-3 search statements using BOOLEAN operators
- Create the Works Cited bibliography

GOALS

- Identify keywords
- Use subject suitable databases
- Use BOOLEAN operators
- Complete and hand in a Works Cited references page