

## Faculty of Economics and Political Science

### Research Techniques for Journalists

#### Information :

**Course Code :** PMM 205

**Level :** Undergraduate

**Course Hours :** 3.00- Hours

**Department :** Department of Political Mass Media

#### Area Of Study :

This course teaches how to extract data and information out of the biases and framing found in articles, how to evaluate a source, how to cruise through social media to locate credible data and how to utilize such information in the research work. In addition, to satisfy the needs of the fast-paced media environment, students are taught shortcuts and techniques to locate quick information that would help in building their journalistic pieces.

#### Course Goals:

- Identify the impact of cultural and technological determinants on mass communication research.
- Relate theory to practice.
- Formulate research questions and hypotheses.
- Identify independent and dependent variables
- Organize elements of a research paper
- Collect and analyze data.
- Use statistical software.
- Analyze the reliability and validity of research.
- Integrate research ethics into the research process.
- Assess published journal articles for research methodology used.

#### Description :

This course teaches how to extract data and information out of the biases and framing found in articles, how to evaluate a source, how to cruise through social media to locate credible data and how to utilize such information in the research work. In addition, to satisfy the needs of the fast-paced media environment, students are taught shortcuts and techniques to locate quick information that would help in building their journalistic pieces.

#### Course outcomes :

##### **a. Knowledge and Understanding: :**

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|-----|--|
| 1 - | Explain research terms.  |
| 2 - | Identify research methodologies used in the field of mass communication. |
| 3 - | Describe the research process.   |
| 4 - | Recognize the different forms of research questions.                     |
| 5 - | Compare qualitative and quantitative research methodologies.             |

##### **b. Intellectual Skills: :**

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| 1 - | Explain the relationship between theory and research.  |
| 2 - | Describe and compare the predominant research methods in journalism, media, and communication. |
| 3 - | Plan a research through selecting a timely research topic with an identifiable sample.         |
| 4 - | Analyze the research results.  |

**c. Professional and Practical Skills: :**

1 -	Propose a research study.
2 -	Justify decisions about the methodology, including sampling and the measurement instruments.
3 -	Conduct a social science research in the field of mass communication.
4 -	Use computer-assisted data collection techniques.
5 -	Employ statistical research software in analyzing research results.

**d. General and Transferable Skills: :**

1 -	Use computers and the Internet.
2 -	Work in a team environment.
3 -	Translate to and from other languages.
4 -	Apply practical and professional problem solving.

**Course Topic And Contents :**

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction and Syllabus	3	1	
Research in social sciences	3	1	
Elements of a research paper	3	1	
Identifying variables in a research	3	1	
Data Collection: Conceptualization and Development of Measures	3	1	
Data Collection: Methods of Gathering Information	3	1	
Midterm Exam		1	
Using statistical software	3	1	
Research reliability and validity	6	2	
Sampling and statistical inference	3	1	
Using statistical software	3	1	
Data Analysis	6	2	
Final Exam		1	

**Teaching And Learning Methodologies :**

Data show and computer in lectures
Demonstration videos
Group discussion
Research Paper
Computer-assisted research
Statistical software

**Course Assessment :**

Methods of assessment	Relative weight %	Week No	Assess What
Coursework (Attendance, Participation, Assignments, Research)	30.00		To assess understanding, theoretical and practical knowledge.
Final Exam	40.00	15	To assess knowledge and analytical skills
Midterm Exam	30.00	7	To assess professional skills