

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

Instructor Information:

Title	Name	Office hours	
Associate Professor	Dalia Osman Ibrahim Osman		

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:

- "Ádentify the impact of cultural and technological determinants on mass communication research."
- "ÆRelate theory to practice.
- **AFormulate research questions and hypotheses.
- "Ádentify independent and dependent variables
- Anganize elements of a research paper
- "ÁCollect and analyze data.
- ÁUse statistical software.
- "Ánalyze the reliability and validity of research."
- "Ántegrate research ethics into the research process."
- "Ássess 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: :

- 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: :

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					