

**THIRD SEMESTER**  
**JMH 501Media Research Methods**

**Total = 60 hrs**

**Course Objectives**

1. Research is central to all media activity, whether carried out in commercial, public or academic contexts. This course aims to bring together the theoretical and practical elements of research in the media.
2. Students will be exposed to various research methodologies, both quantitative and qualitative, as they affect the changing media landscape and its evaluation.
3. Students will be exposed to different theoretical paradigms of media research, analysis of competing frameworks for defining the media as object of study,
4. And to debate on issues such as research ethics, intellectual property, effective communication of research findings and cultural sensitivity, among others.
5. Enabling the students to understand the applicability of various statistical tools in media research along with data analysis through SPSS & Excel

**Course Outcomes**

1. Demonstrate knowledge of research literacy
2. Demonstrate a sound knowledge of basic research methods
3. Demonstrate an understanding of the significant risk and ethical issues raised by the conduct of media research
4. Demonstrate a working knowledge of the theories and frameworks through which media are analyzed and understood
5. Demonstrate a academic skill to formulate the theories
6. Demonstrate familiarity with research into media audiences and users

**Unit – I**

Definition, elements of research, scientific approach, communication research, basic and applied research. Theory and research- constructs, concepts and variables. Levels of measurement, measurement scales, reliability and validity.

**10hrs**

**Unit – II**

Methods of communication research: census method, survey method, observation method, case studies, content analysis, descriptive research, historical method, experimental research, longitudinal studies, correlation designs. Print and electronic media research.

**14hrs**

**Unit – III**

Sampling methods: probability and non-probability sampling methods. Tools of data collection: primary and secondary sources, questionnaire and interview schedules, field studies, focus groups, public opinion polls, pre-election and exit polls.

**14hrs**

**Unit – IV**

Data analysis techniques, coding and tabulation, statistical analysis: measures of central tendency and dispersion. Parametric and non-parametric, testing hypothesis, tests of significance – SPSS and other statistical packages.

**12hrs**

## Unit – V

Writing research proposals, Preparation and presentation of research reports: graphs, tables.  
Ethical perspectives of mass media research, trends in communication research.

10hrs

### Books recommended:

1. Roger D Wimmer & Joseph R Dominick (1987). Mass Media Research: An Introduction, Wadsworth Publishing Company, United States.
2. Ralph O. Nafziger & David M. White (1968). Introduction to Mass Communication Research, Louisiana State University Press, United States.
3. Robert B. Burns (2000). Introduction to Research Methods, Sage Publications Ltd, United States.
4. Krishnaswamy O R (2008). Methodology of Research in Social Sciences, Himalaya Books, India.
5. Guido Hermann Stempel & Bruce H. Westley (1989). Research Methods in Mass Communication, Prentice Hall, United States.
6. Chaudhary C.M (2009). Research Methodology, RBSA Publishers, Rajasthan.
7. usanna Horning Priest (2009). Doing Media Research: An Introduction, Sage Publications, London.
8. David L. Altheide (1996). Qualitative Media Analysis, Sage Publications, New York.
9. Barrie Gunter (2000). Media Research Methods: Measuring Audiences, Reactions and Impact, Sage Publications, New York.
10. Agarwal B L (2006). Basic Statistics, New Age International (P) Ltd Publishers, New Delhi.
11. Bower J.W. & Courtright J.A. (1983). Communication Research Methods, Pearson Scott Foresman, United States of America.
12. Shearon A. Lowery & Melvin L. DeFleur (1994). Milestones in Mass Communication Research, Pearson publishers, United States.