



**Mangalore University**  
**Department of Mass Communication and Journalism**  
**Mangalagangothri – 574 199**

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**Paper – I Research Methodology**

**Hours of Instructions in a Week: 4**

**Assessment:**

<b>Theory Marks</b>	<b>:</b>	<b>70</b>	<b>(Duration of Exam: 3 hrs)</b>
<b>Internal Assessment</b>	<b>:</b>	<b>30</b>	<b>(Test : 10 Marks</b>
			<b>Assignment : 10 Marks</b>
			<b>Seminar : 10 Marks)</b>
<b>Total</b>	<b>:</b>	<b>100</b>	

**Unit – I**

Research – Definition, Concept, Scope, types of Research, origin and development of Media Research, Research procedures, Communication research in print, electronic, advertising and public relations.

**Unit – II**

Elements of Research – types of variables, levels of measurement – Nominal, Ordinal and Interval level, Scaling Techniques – Liker Scale, Thurston Scale, Guttman, Semantic differential scales.

**Unit – III**

Selection of research topic, developing research proposal, review of literature, search engines, e – research.

**Unit – IV**

Research approaches – experimental method, Scientific method, Survey research, Content Analysis, Observation, Focus Groups, Historical, Descriptive research, Qualitative and Quantitative analysis, Case Study.

Data Collection techniques, Construction of Questionnaire, Interview Schedule, Opinion Polls, TRP's.

## Unit – V

Sampling techniques – Probability and Non – Probability method, data analysis techniques, Coding, tabulation, use of computer for data analysis – use of SPSS, Statistical applications – Standard Deviation, Chi Square, ANNOVA and t-Test, Writing Research report.

### Book for Reference

1. Baymon C & Holloway I. (2011) Qualitative Research Methods in Public Relations and Marketing Communications New York, Routledge.
2. Berger A.A (2002): Media and Communication Research Method: An Introduction to qualitative and quantitative approaches, New Delhi Sage.
3. Bryman Alan (2004) Social Research, Methods, Oxford University Press
4. Johari JC (1988) Introduction to the methods of Social Sciences, Sterling Publishers, New Delhi.
5. Krippendroff. K. (2004): Content Analysis: An Introduction to its methodology, New Delhi Sage.
6. Kumar A, (1997) Social Research Method, Amol Publications Pvt. Ltd New Delhi.
7. Laws Sophie (2007) Research for Development: A Practical guide Vistaar Publications, New Delhi.
8. Laws Sophie (2007) Research for Development: A Practical Guide, New Delhi, Vistaar.
9. Merrigan. G. Hustan C.L (2008): Communication Research Methods, Oxford University Press.
10. Thakur Devendra (2009) Research Methodology in Social Sciences, Deep & Deep Publications.
11. Wimmer D. Roger and Dominick R. Joseph (2010): Mass Media Research: An Introduction, Thomson publications.

## Paper II – Review of Literature

**Hours of Instructions in a Week: 3hrs (to be taught by the Guide)**

**Assessment:**

<b>Review Report</b>	<b>:</b>	<b>150 Marks</b>	<b>:</b>	<b>6 Credits</b>
<b>Viva</b>	<b>:</b>	<b>50 Marks</b>	<b>:</b>	<b>2 Credits</b>
<b>Total</b>	<b>:</b>		<b>:</b>	<b>8 (6+2) Credits</b>

1. Survey of relevant literature pertaining to the thrust area of research.
2. Theoretical Developments in the area of research
3. Bibliography to be incorporated to the review report following APA Style

Towards the end of the Ph.D Course work the researcher has undergo a Viva-Voce Exam for 50 Marks.



## Course Title -2

**Research and Publication Ethics (RPE)-** Course for awareness about the publication ethics and publication misconducts.

### About the course

**Course Code: CPE-RPE**

### **Overview**

- This course has total 6 units focusing on basics of philosophy of science and ethics, research integrity, publication ethics, Hands-on-sessions are designed to identify research misconduct and predatory publications. Indexing and citation databases, open access publications, research metrics (citations, h-index, Impact Factor, etc.) and plagiarism tools will be introduced in this course.

### **Pedagogy**

- Class room teaching, guest lectures, group discussions and practical sessions

### **Evaluation**

- Continuous assessment will be done through tutorials, assignments, quizzes and group discussions. Weightage will be given for active participation. Final written examination will be conducted at the end of the course.

### Syllabus in detail

#### **THEORY**

#### **01 • PHILOSOPHY AND ETHICS (3 hrs.)**

1. Introduction to philosophy: definition, nature and scope, concept, branches
2. Ethics: definition, moral philosophy, nature of moral judgements and reactions

#### **02 • SCIENTIFIC CONDUCT (5hrs.)**

1. Ethics with respect to science and research
2. Intellectual honesty and research integrity
3. Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP)
4. Redundant publications: duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data

#### **03 • PUBLICATION ETHICS (7 hrs.)**

1. Publication ethics: definition, introduction and importance
2. Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.
3. Conflicts of interest
4. Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types
5. Violation of publication ethics, authorship and contributorship
6. Identification of publication misconduct, complaints and appeals
7. Predatory publishers and journals

## PRACTICE

### 04 • OPEN ACCESS PUBLISHING (4 hrs.)

1. Open access publications and initiatives
2. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies
3. Software tool to identify predatory publications developed by SPPU
4. Journal finder/journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

### 05 • PUBLICATION MISCONDUCT (4 hrs.)

#### A. Group Discussions (2hrs.)

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest
3. Complaints and appeals: examples and fraud from India and abroad

#### B. Software tools (2 hrs.)

Use of plagiarism software like Turnitin, Urkund and other open source software tools

### 06 • DATABASES AND RESEARCH METRICS (7 hrs.)

#### A. Databases (4 hrs.)

1. Indexing databases
2. Citation databases: Web of Science, Scopus, etc.

#### B. Research Metrics (3 hrs.)

1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
2. Metrics: h-index, g index, i10 index, altmetrics

## References

- Bird, A. (2006). *Philosophy of Science* Routledge
- MacIntyre, Alasdair (1967) *A Short History of Ethics*, London.
- P. Chaddah, (2018) *Ethics in Competitive Research: Do not get scooped do not get plagiarized*, ISBN-978-9387480865
- National Academy of Sciences, National Academy of Engineering and Institute of Medicine (2009), *On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition*, National Academies Press.
- Resnik, D.B. (2011), What is ethics in research & why is it important. *National Institute of Environmental Health Sciences*, 1-10. Retrieved from [https://www.niehs.nih.gov/research/resources/bioethics/what\\_is/index.cfm](https://www.niehs.nih.gov/research/resources/bioethics/what_is/index.cfm)
- Beali, J. (2012), Predatory publishers are corrupting open access, *Nature*, 489(7415), 179-179. <https://doi.org/10.1038/4891798>
- Indian National Science Academy (INSA), *Ethics in Science Education, research and Governance* (2019), ISBN: 978-81-939482-1-7. [http://www.insaindia.res.in/pdf/Ethics\\_Book.pdf](http://www.insaindia.res.in/pdf/Ethics_Book.pdf)