

ROWAN UNIVERSITY CURRICULUM PROPOSAL

(1)

PROPOSAL TITLE: Communication Studies Research Methods

CHECK APPROPRIATE: UNDERGRADUATE GRADUATE 3 SEMESTER HOURS

SPONSOR(S): Kenneth Albane and Cindy Corison

DEPARTMENT/TELEPHONE # Communication Studies / 4243

CHECK ONE: COURSE MINOR PROGRAM CONCENTRATION SPECIALIZATION
 ACHIEVEMENT CERTIFICATE CERTIFICATION PROGRAM MAJOR PROGRAM

<p>Step #1 (Department)</p> <p><input checked="" type="checkbox"/> Approved (Date) <u>10/9/97</u></p> <p><input type="checkbox"/> Not Approved (Date)</p> <p style="text-align: center;"><u><i>Edward J. STM</i></u> Dept. Curriculum Chr.</p> <p style="text-align: center;"><u>11/7/97</u> Reviewed (Date)</p> <p style="text-align: center;"><u><i>Edward J. STM</i></u> Dept. Chr.</p>	<p>Step #2 (Receipt)</p> <p style="text-align: center;"><u>SCC# 97-98-211</u></p> <p style="text-align: center;"><u>11-7-97</u> Date Received Senate</p> <p style="text-align: center;"><u><i>[Signature]</i></u> Senate Curriculum Chr.</p>	<p>Step #3 (School)</p> <p>Reviewed Date: _____</p> <p><input checked="" type="checkbox"/> Recommend to Approved</p> <p><input type="checkbox"/> Recommend NOT to Approve</p> <p>Forward for Open Hearing:</p> <p><input checked="" type="checkbox"/> WITHOUT Reservations</p> <p><input type="checkbox"/> WITH Reservations:</p> <p>Comments:</p> <p style="text-align: center;"><u><i>[Signature]</i></u> School Committee Chr.</p>
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Step #4 (Academic Dean): Recommended NOT Recommended Conditionally Recommended (See Comments)

Comments:

Dean Signature/Date: *[Signature]* 10/14/97

Step #5 (Senate Curriculum Committee): Open Hearing Date: 3/3/98 Approved by Curriculum Committee Date: _____

Returned to Sponsor(s) for the following reason:

Step #6 (Senate) Date announced/voted on at Senate: 3/5/98 If voted on Approved NOT Approved

Date forwarded to Executive Vice President/Provost: _____

Senate Curriculum Committee chair Signature/Date: *[Signature]* 3/5/98

Step #7 (Executive Vice President/Provost): Date Received _____

Approved

NOT Approved If no, reasons are as follows:

Student Credit Hours _____

Faculty Load Hours _____

Equalized Credit Hours _____

Official Copy & Approval Sheet Filed (Date) _____

Executive Vice President/Provost Signature _____

[Signature] 4/14/98

Registrar

Date Approved Course Description Received _____

Hegis Taxonomy and Course Number Assigned 1506 350

Date/Signature of Registrar 4-21-98 *[Signature]*

Notification Forward:

Senate Curriculum Committee Chairperson

Department Chairpersons

Academic Dean(s)

Registrar

Sponsor(s)

Transmittal 4/24/98

Details:

- A. Course Title: Communication Studies Research Methods
- B. Sponsors: Drs. Kenneth Albone and Cindy Corison
- C. Credit Hours: 3 semester Undergraduate
- D. Course Level: Junior (300 level)
- E. Prerequisites: Communication Theory
- F. Suggested time and scale of implementation: Fall 1998 (if approved in time) or Spring 1999.
Initially to be offered once every two years.
Class size suggested at 20-25.
- G. Curricular Effect: One course in a major requirement bank of courses.
Elimination of the course Psychology of Communication
- H. Adequacy of the present staff, resources, space needs: Current faculty members can cover the the course presently for any one of three reasons. First, every four years one Interpersonal Communication class and one Communication Theory class would be replaced with two Communication Studies Research Methods classes. Since many classes of Interpersonal Communication and Communication Theory are presently offered each academic year, impact on curriculum would be minimal. Second, Communication Studies Research Methods can replce the recently eliminated Psychology of Communication course. Third, one less Public Speaking course could offered or an adjunct hired to teach it once every two years. Classroom space is available. Resources which may be needed would include acquiring software for analyses of data that could be available to students via the computer labs. Presently the Communication Studies department has acquired Diction 4.0 for text analysis. Other programs such as SPSS and Systat are already available. CommSearch 95, a communications journal database, is being installed soon online. Internet resources and Web sites are available.
- I. Recommended Library Resources: See attached form.
- J. Short-term Evaluations: None.

Rationale:

Currently, a general research methods course in communication studies is not offered. An undergraduate research methods course in communication studies is needed for three reasons. First, it is essential that students in communication studies understand how their discipline's knowledge is generated. Second, students will learn how to think critically about issues pertinent to communication and will learn how to investigate these issues in order to explain, predict, and

control communication. Third, students will discover that they are responsible for the quality and quantity of knowledge about the process of communication.

Essence of the Course:

- A. Objectives: As a result of taking this course, students will be able to: 1) Understand the research process in the field of communication, 2) Describe various perspectives from which research in communication may take place, 3) Apply various methods in conducting communication research, 4) Conduct a complete research project, and 5) Realize the ethical concerns in the process of conducting research in communication.
- B. Topical Outline/Content: See attached Example.
- C. Evaluation and Grading Procedure of Students: To include but not limited to 1) Essay and objective exams to allow students to express knowledge regarding the objectives, 2) an extensive research project, perhaps covering a series of papers (e.g. Literature review, Methods, Data collection and analysis, Discussion), including using proper ethical guidelines, 3) Oral reports of research projects, 4) evaluations of in-class discussions focusing on current research in the field, and 5) assigned problems and exercises.
- D. Course Evaluation: 1) Periodic student evaluations, 2) Program Reviews, 3) Curricular Evaluations, and 4) Participation in assessment of college goals when appropriate.

Results of Consultations:

Both the Psychology and Sociology departments wrote letters of support for this course. See attached letters. As specifically pointed out by the chair of the Sociology department, it is important to introduce students to research methods as part of their educational experience.

Additional Information:

Texts available: Research in Speech Communication by Tucker, Weaver, and Berryman-Fink; Mass Media Research: An Introduction by Wimmer and Dominick; Communication Research: Issues and Methods by Anderson; Communication Research: Strategies and Sources by Rubin and Rubin (Supplemental); Contemporary Communication Research Methods by Smith; Communication Research Methods by Bowers and Courtright; Research Methods for Communication Science by Watt and Van Den Berg; and the APA Manual for Publications.
Web Sites: National Communication Association and regional communication associations.

COMMUNICATION STUDIES RESEARCH METHODS

TOPICAL OUTLINE (Example Only)

- Week 1 Introduction to Quantitative Research
- Week 2 Current Research Problem Areas, including but not restricted to:
- Communication Support Systems
- Intercultural Relationships
- Intergroup Communication
- Communication Context
- Marriage Relationships
- Computer-mediated Communication
- Compliance-gaining
- Health Communication
- Week 3 Concepts and Variables in Research
Constructs, operationalization, scales of measurement
- Week 4 Research Designs
Sampling, Control, Extraneous Variables, Design types
- Week 5 Research Process
Problem selection, literature review, hypotheses, data collection,
Analysis, interpretation, discussion, internet resources
- Week 6 Research Ethics
Human subjects, risk, APA guidelines
- Week 7 Research Reports
APA Format
- Week 8 Research Methods: Discourse Analysis
E.G., Burke's Pentad, Rhetorical Sensitivity
- Week 9 Research Methods: Content Analysis
Introduction to Diction 4.0, software content analysis tool
- Week 10 Research Methods: Descriptive Analysis
E.G., Case study, Participant-observer, Single Subject research
- Week 11 Research Methods: Correlational Analysis
E.G., Pearson's product-moment, Spearman's rho
Introduction to SPSS
- Week 12 Research Methods: Parametric Tests
E.G., t-tests, ANOVA's, regression
- Week 13 Research Methods: Nonparametric Tests
E.G., Mann-Whitney U, Wilcoxon T, Chi-square
- Week 14 Oral Reports of Student Research Projects
- Week 15 FINAL WEEK - TEST

Catalog Course Description:

Hegis number: 15063xx 3 S.H.

Communication Studies Research Methods

This course introduces the student to quantitative research methods used in communication studies. Students will learn about research procedures, identification and definition of variables, sampling methods, and basic statistical methods such as discourse analysis, correlational analysis, parametric and nonparametric tests, and descriptive techniques. Students will become familiar with current communication studies research and will design and complete a research project.

Prerequisite: Communication Theory

ROWAN

UNIVERSITY OF NEW JERSEY

Answer

0091 256-4870

Fax: 0091 256-4892

November 3, 1997

Dr. Ken Albone
Communications Department
Rowan University of New Jersey
Glassboro, NJ 08028

Dear Ken:

I have reviewed the course proposal entitled "Communication Studies Research Methods" that you wrote with Cindy Corison. The topical outline makes it clear that this is a solid course in research methodology and data analysis in communication research. This course will not have a negative impact on the "Statistics and Research Methods" courses in psychology. While some overlap is unavoidable the application of the methods would be very different in communication research. I know that you could teach both, but I don't know if any of us in psychology could. I did not know that communication researchers used APA format and research ethics guidelines, but upon reflection that does make sense.

I see no problems with the proposal. You have my unqualified support.

Yours truly,



John Frisone, Psychology Department Chair

To: Ken Albone, Communications
From: Ted Tannenbaum, Sociology
Date: October 27, 1997
Regarding: Course: Communications Study

I've shared the course proposal with members of the sociology department which teach Sociological Research and Statistics. The course will make an important contribution to the communications curriculum. Any course which introduces students to some research methods and some techniques to qualitatively and quantitatively analyze data is crucial to student learning. We support the proposal.