

Syllabus

1. Course Title, style, and credit:

Research Methods for Media Studies (x)lecture, () Discussions ()practice], 2 credit

2. Appropriate grade level and Eligible Departments:

(x)1, (x)2, (x)3, (x)4, ()5: (x)School of Cultural Sciences, (x) All Departments, (x) Other

3. Lecturer(s): Kumiko Aoki

Contacts to the lecturer (e-mail address, Tel and Fax numbers, and the office):

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4. Time:

A combination of lectures, seminars, presentations and discussions will be held twice per month for 3 hours (from 13:00-16:00) on Friday. This will amount to a total of 24 hours that is almost equivalent to 90min x 15 times lectures.

5. Place:

NIME R&D Building 8F, Seminar Room

6. Prerequisites and Styles

In this class, students will learn quantitative and qualitative research methodologies of social sciences. This class serves as the foundation of dissertation research and it is recommended that students should take this class within a year upon entrance to the program. Furthermore, English is a fundamental skill required for students who take this course, besides the lecture will be held in English if there were foreign students.

7. Contents:

This class aims to make students fully understand conceptualization in their own studies and guide them in the process of conducting dissertation research. Though it mainly deals with quantitative approach to research, it also touches upon qualitative approach. The class will also teach the ways to conduct literature reviews which are critical in students' dissertation research.

8. Course objectives:

After this class, students should be able to:

1. think the process of dissertation research realistically and concretely;
2. learn how to gather information for literature reviews and how to write literature reviews;
3. conceptualize research frameworks, select variables, and operationalize them; and
4. understand the way to set hypotheses and ways to analyze data.

9. Schedule:

- (1) Understanding proper attitudes and critical issues in dissertation research.
- (2) Learning the process of social scientific inquiries and the ways of conducting literature reviews.

- (3) Understanding the importance of conceptualization and conceptual definitions and conceptualizing own research frameworks.
- (4) Understanding the principles of operationalization.
- (5) Understanding different kinds of variables and clarifying variables in own research.
- (6) Understanding the basic principles of measurement and the relationship between measurement and data analyses.
- (7) Understanding reliability and validity of research.
- (8) Understanding principles of survey methodology.
- (9) Understanding the basic principles of sampling and different sampling methods.
- (10) Understanding basic principles of hypotheses testing.
- (11) Understanding different data collection methods including experiments and surveys.
- (12) Understanding the basic principles of data analyses.
- (13) Understanding the use of SPSS for data analyses and hypotheses testing.
- (14) Understanding how to interpret the results of SPSS data analyses.
- (15) Understanding report writing techniques.

10. Lecture materials and readings

- Krathwohl, D.R. (2004). *Methods of Educational and Social Science Research: An Integrated Approach*. Waveland Printing, Inc.
- Nachmias, D. & Nachmias, C.F. (1999). *Research Methods in the Social Sciences*. Worth Publishers.
- Somekh, B. & Levin, C. (2004). *Research Methods in the Social Sciences*. Sage Publications.
- Maxim, P.S. (1999). *Quantitative Research Methods in the Social Sciences*. Oxford University Press.
- McIntyre, L.J. & McIntyre, L. (2003). *Need to Know: Social Science Research Methods*. McGraw-Hill Humanities/Social Sciences/Languages.

11. Grades:

Students must complete and submit homework which is given in every class. Course grade is determined based on the homework and participation in class.

12. Notes

None.