



Journalism and Mass Communication 658 – Fall 2022  
COMMUNICATION RESEARCH METHODS

Concepts & Questions Assignment:

Deliverables: (1) 4-page, double-spaced, paper per group (October 13)  
(2) 5-minute presentation to the class of your concepts & questions assignment (Oct 13)

For this assignment, you need to define a general topic that you are interested in conducting research about and:

- Conduct a literature review about the problem (What do we already know about this issue). Google scholar is a good starting point to search for relevant literature, as well as more specialized databases available through the library system (e.g. Communication & Mass Media Complete). Summarize previous research on the question you are interested in answering. Cite the work reviewed.
- Pose the research question that will be answered by your study.
- Develop a conceptual definition of the different elements in your research question.
- If possible, pose hypothesis (expectations) about the relation between the concepts.
- Develop an operational definition of the concepts used, including the possible indicators that would be employed to measure the concept. Identify the data you plan to use to examine these concepts.
- Specify the unit of analysis that will be employed in your research.