



Journalism and Mass Communication 658 – Fall 2022
COMMUNICATION RESEARCH METHODS

Data and Methods Assignment:

Deliverables: (1) 4-page, double-spaced, paper per group (November 17)
(2) 5-minute presentation to the class of your data and methods assignment (Nov 17)

You have already identified the question you want to study and have made a review of relevant literature. Now for this assignment you need to:

- Select an existing survey dataset or propose a method of data collection to answer the research question/s and or hypotheses posed. Justify your choice.
- Operationalize your design. This entails:
 - Finalize your study design (include units of analysis, observation, time, sampling)
 - Finalize the measures to be employed or developed (questionnaire for surveys or experiments, coding schemes for content analysis, types of links in social network analysis, interview protocols for in-depth interviewing). Have them in the format in which they are available or will be administered (e.g. online or paper and pencil survey).
 - Finalize any additional material that your mode of observation requires, for example the manipulation material in an experiment; or access to databases for content analysis.
- As you operationalize your design you might find that your research question is slightly modified. This is normal and you don't need to panic but do keep it in mind the changes for your final write up.
- If your group wants to run this by me before the deadline we can set an appointment to do this.

Another way to think about this assignment is that on November 17 you should be ready to start analyzing your data. Ideally, your team should have a plan for analyzing one of the available survey datasets or the experimental, content, interview, or network data your team collected; this means that all the pieces to answer your research questions/hypotheses need to be in place.