

CSK 3102: RESEARCH METHODS (CORE)

This course explores the nature of communication research and the place of qualitative and quantitative methods in that research. Emphasis will be understanding rationale for survey, textual, experimental, ethnographic, historical and descriptive research methods. It also provides an examination of procedures, strategies and assumptions associated with particular techniques of design and measurement, data collection, data preparation, data analysis and hypothesis testing and the writing of the final report.