

Details of courses offered in Semester 2, 2022/23

Faculty of Social Sciences The University of Hong Kong

Last update: December 1, 2022

Course Code	Course Title	Level (RPG/TPG)	Pre-requisites	Class Dates	Class Time	Venue	Course Syllabus URL	Contact Information (Name & Email)	Remarks (e.g. Please specify if the medium of instruction is NOT English)
IHSS6002	Direct Reading on East Asian Culture	RPG	Nil	To be arranged	To be arranged	To be arranged	https://www.hkihss.hku.hk/en/teaching/courses-offering-in-2022-23/	Ms. Hilson Ng hilsonng@hku.hk	/
JMSC6055	Research methods for media studies	RPG, TPG	Nil	Jan 18 - Apr 26, 2023 (Wednesdays)	09:30 - 12:20	EH201	Course outline of last year is attached.	Mr. Jason Hui tyhui@hku.hk	There's a enrolment quota. JMSC students have priority to take this course. Outside students could be admitted if places are available.
SOCI6008	Modern Theory and Sociological Analysis	RPG	Nil	Jan 16 - Apr 29, 2023 (Thursdays)	16:30 - 18:20	CPD-2.42	https://sociology.hku.hk/courses/	Ms. Connie Ko socioirpg@hku.hk	Mainly for RPg of Social Sciences and Humanities.
SOCI6012	Classical Social Theory	RPG	Nil	Jan 16 - Apr 29, 2023 (Thursdays)	13:30 - 15:20	CPD-LG.18	https://sociology.hku.hk/courses/	Ms. Connie Ko socioirpg@hku.hk	Mainly for RPg of Social Sciences and Humanities.
SOCI7010	Quantitative Research Methods	RPG	Nil	Jan 16 - Apr 29, 2023 (Tuesdays)	16:39 - 18:20	LE2	https://sociology.hku.hk/courses/	Ms. Connie Ko socioirpg@hku.hk	/
PSYC6025	Postgraduate Seminar in Scientific Writing for Psychology	RPG	Bachelor degree, Psychology major	Jan 17 - Apr 25, 2023 (Tuesdays)	14:30 - 18:20	LE8	https://psychology.hku.hk/research-degrees-mphil-phd/	Miss Coral Yip rpsyc@hku.hk	/
PSYC7023	Postgraduate Seminar in Developmental Psychology	RPG	Bachelor degree, Psychology major	Jan 19 - Apr 27, 2023 (Thursdays)	16:30 - 17:50	CPD-LG.07	https://psychology.hku.hk/research-degrees-mphil-phd/	Miss Coral Yip rpsyc@hku.hk	There's a enrolment quota. PSYC students have priority to take this course. Outside students could be admitted if places are available.
PSYC6011	Conceptual and Methodological Issues in Psychological Research II	RPG	Bachelor degree, Psychology major	Jan 20 - Apr 28, 2023 (Thursdays)	12:30 - 15:20	CPD-3.41	https://psychology.hku.hk/research-degrees-mphil-phd/	Miss Coral Yip rpsyc@hku.hk	(i) All students of PSYC6011 must be available for attending all classes of the course in person as there will be practice exercises for applying R in each class, and face-to-face interactions are most effective for learning in the course. (ii) There's a enrolment quota. PSYC students have priority to take this course. Outside students could be admitted if places are available.

JMSC6055 - Research methods for media studies
JMSC2008 - Media research: an introduction

Spring 2021 Wednesday 0930-1220 (Eliot Hall Room 201)
Dates of class: Jan 20, 27; Feb 3, 10, 24; Mar 3, 17, 24, 31; Apr 7, 14, 21

Instructors: King-Wa Fu
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Office hours: by email appointment
Teaching Assistant: Ms. Lily Hu (EH116)

Introduction

What should you do if you are asked by your boss to design a phone survey on a hot topic in town? How can you analyze media coverage of an election campaign? Ever wondered how to assess the impact of WeChat use on interpersonal communication? If your answer is yes to any of the above, this course is designed for you.

This course is offered for journalism or non-journalism major students (both undergraduate and postgraduate levels) who are interested in researching media contents, communication processes, or media “prosumer”. The course covers qualitative and quantitative methods in media research, including content analysis, survey, semi-structural interview, secondary data analysis, and experimental methods. This course also covers a series of hand-on training of software package SPSS for quantitative data analysis.

The goal of the course is to develop an introductory level of proficiency that enables students to understand basic approaches to conducting media research, aiming to help students prepare themselves for perusing an advanced research degree as well as careers in media and communication business, consultancy, government and policy research – any field where research skills are required and appreciated.

Intended learning outcomes

By the end of this course, you will be able to:

1. Describe and outline major media research concepts.
2. Apply the media research concepts to guide your thinking and analysis on the media.
3. Identify research questions by referring to media concepts.
4. Define and outline steps of major research methodologies.
5. Formulate research plan with research methodologies.
6. Collect and analyze empirical data to address specific research questions.
7. Interpret research data for specific research inquiries.
8. Organize your research plan and research findings.

Course outline

- Introduction (1 week)
- Process of research (1 week)
- Quantitative content analysis (2 weeks) – procedures, reliability, and validity, concepts and variables
- Survey (3 weeks) – sampling, questionnaire design, validation, and panel design
- Measuring media use (1 week)
- Experimental designs (2 week)
- Qualitative research methods (1 week)
- Student presentations (1 week)
- Assigned reading (2-3 papers every week)
- SPSS training (10 classes): Basic navigation x 2, Evaluating Means, Correlation and Association between categorical variables, Linear Regression x 2, Logistic Regression, and ANOVA/ ANCOVA
- Lesson plan: lecture (first hour), in-class activity (second hour), and SPSS class (third hour)

Assessment:

Your assessment consists of: SPSS weekly worksheets (25%, due date: next session), research proposal (25%, due date: Mar 17), final presentation and paper (50%, due date: April 21 and April 28 respectively). Each intended learning outcomes is used as assessment criteria for your works.

Attendance requirements and academic honesty

Attendance and reading required texts before each class are mandatory. Plagiarism is considered as serious offence and the offender will be dropped from the class with a failing grade. Please check HKU guideline of plagiarism <http://www.hku.hk/plagiarism/>.

The instructor reserves the right to change the assignments, the week to week schedule of class content, and any other aspects of the course.

All assignments submitted to Moodle will be considered final, and no subsequent changes will be accepted. Each student is solely responsible for ensuring their submissions are complete, correct and relevant to the assignment.

All assignments must be completed and turned in to pass a course, regardless of a student's overall grade average.

References

Encyclopedia of Communication Research Methods
HKU Library: http://find.lib.hku.hk/record=TN_cdi_credito_entries_24219720

Handbook of Social Media Research Methods

HKU Library: http://find.lib.hku.hk/record=TN_cdi_askewsholts_vlebooks_9781473987975

Analyzing media messages: using quantitative content analysis in research / Daniel Riffe, Stephen Lacy, Frederick G. Fico.

HKU Library:

http://find.lib.hku.hk/record=TN_cdi_informaworld_taylorfrancisbooks_9781410604125

Wimmer, Roger D., Dominick, Joseph R. (1997) Mass media research: an introduction. 9th edition. Wadsworth.

HKU Library: http://find.lib.hku.hk/record=HKU_IZ21425998340003414

Jensen, Klaus Bruhn. (2002) A handbook of media and communication research: qualitative and quantitative methodologies. London; New York: Routledge.

HKU Library: http://find.lib.hku.hk/record=HKU_IZ21403849990003414

Required readings

Process of research

Bouma, G., Ling, R. (2004) Selecting a problem and Selecting variables (Chapter 3 and 4, pp.25-52) in *The Research Process* (5th edition). Oxford University Press. New York

Babbie, E. (2011) Two Logical System Revisited (pp.44-61) in *The Basics of Social Research* (5th edition). Wadsworth Cengage Learning. Australia

Questions: What are the essential steps to start a research project? How to develop your research questions and define your variables? What is the logic behind?

Quantitative content analysis I

Hansen et al, (1998) Chapter 5 “Content Analysis” (p.91-129) in *Mass Communication Research Methods*. Basingstoke, Hampshire: Macmillan,

Entman, Robert. 1993. Framing: Towards Clarification of a Fractured Paradigm. *Journal of Communication*, 43:51-58.

Semetko, H. A., & Valkenburg, P. M. (2000). Framing European politics: A content analysis of press and television news. *Journal of Communication*, 50(2), 93-109.

<http://www3.interscience.wiley.com/journal/119035797/abstract>

Questions: How to conduct content analysis step-by-step? How to distinguish “good” or “bad” quality of content analysis? What is media framing theory? How was the theory used as conceptual framework to guide the research questions raised by Semetko & Valkenburg (2000)?

Quantitative content analysis II

McCombs, M.E., and D.L. Shaw. (1972) The Agenda-Setting Function of Mass Media. *Public Opinion Quarterly*, Vol. 36 p. 176-187

Carlyle, K. E., Slater, M. D., & Chakroff, J. L. (2008). Newspaper coverage of intimate partner violence: Skewing representations of risk. *Journal of Communication*, 58(1), 168-U144. <http://www3.interscience.wiley.com/journal/119392351/abstract?CRETRY=1&SRETRY=0>

W. James Potter, Deborah Levine-Donnerstein. Rethinking validity and reliability in content analysis. *Journal of Applied Communication Research*. Vol. 27, Issue. 3, 1999

Questions: What is agenda-setting theory? How was it deployed to be a conceptual framework in McCombs & Shaw's study (1972)? What was the theoretical framework used in Carlyle et al (2008)? How to address validity and reliability issues in content analysis study?

Survey Research I

Shoemaker & McCombs (2002), Survey Research In Anders Hansen (editor) *Mass communication research methods*, SAGE, London. p.379-401

Full Report: Generation M2: Media in the Lives of 8- to 18-Year-Olds (Please read the summary and methodology parts) <http://www.kff.org/entmedia/8010.cfm>

Pew Internet & American Life Project (Please pick a study and read its summary and methodology) <http://www.pewinternet.org/>

Questions: How to design a survey study? How to sample subjects? How to develop measurements? What are the major problems when designing survey study?

Survey Research II

Neuman W.L. (2011) Survey Research (Chapter 10, p.313-357). In *Social Research Methods: Qualitative and Quantitative Approaches* (7th edition). Boston: Allyn & Bacon.

Wimmer R.D., Dominick J.R. (2011) Longitudinal research (Chapter 8, p.218-p.237) In *Mass Media Research*. (9th edition) Australia: Wadsworth.

Questions: What are the good practices of developing survey questions? What are the advantages of using longitudinal research approach?

Survey Research III

Neuman W.L. (2011) Qualitative and quantitative measurement (Chapter 7, p.201-214). In *Social Research Methods: Qualitative and Quantitative Approaches* (7th edition). Boston: Allyn & Bacon.

Sherry, John L. and Andy Boyan. "Uses and Gratifications." *The International Encyclopedia of Communication*. Blackwell Publishing, 2008. Blackwell Reference Online

Campbell, S. W., & Kwak, N. (2010). Mobile communication and civic life: Linking patterns of use to civic and political engagement. *Journal of communication*, 60(3), 536-555.

Questions: What are the three types of reliability and four types of validity as described in Neuman (2011)? What is uses and gratification (U&G) theory? How did Campbell & Kwak (2010) apply U&G theory to address their research questions?

Measuring Media Use

Marshall, L. H., & Southwell, B. G. (2017). Measuring Media Use. *The International Encyclopedia of Media Effects*, 1-9.

Vandewater, Elizabeth A., & Lee, Sook-Jung. (2009). Measuring Children's Media Use in the Digital Age: Issues and Challenges. *American Behavioral Scientist*, 52(8), 1152-1176.

Questions: As stated in Vandewater et al (2009), what are the methodological approaches to measuring people's media use in the digital age? What are the major challenges of each method?

Experimental designs

Experimental Design - *The International Encyclopedia of Communication*
http://www.communicationencyclopedia.com/subscriber/uid=260/tocnode?id=g9781405131995_chunk_g978140513199510_ss56-1

Wimmer, Roger., Dominick, Joseph R. (2011) Chapter. 9 Experimental Research. *Mass media research: an introduction*. 9th edition. Wadsworth.

Cappella & Jamieson, (1997) *Spiral of Cynicism*, Oxford University Press, New York Oxford (from p.90-97)

Questions: Why we conduct experimental research? What are the steps to design experimental study? Why are different types of experimental methods designed? How did Cappella & Jamieson (1997) develop an experiment to examine media cynicism?

Qualitative audience interviews

Chapter 1 (p.1-20) in Martyn Hammersley (2013) *What is Qualitative Research*. London/New York. Bloomsbury Academic. 1st edition

Chapter 6 (p.73-86) in Strauss & Corbin (1998) *Basics of qualitative research: techniques and procedures for developing grounded theory*. Thousand Oaks: Sage Publications. 2nd edition

Questions: What are the major differences in quantitative and qualitative research inquiries? What are the key steps of conducting qualitative interviews?

SPSS

Resources to help you learn and use SPSS (UCLA Institute for Digital Research and Education)
<http://www.ats.ucla.edu/stat/spss/>

Electronic Statistics textbook (Elementary concept and basic statistics)

<http://www.statsoft.com/textbook/>

(On Secondary data analysis) Chapter 1 to 4 in Smith, Emma. (2008) Using secondary data in educational and social research. Maidenhead: Open University Press.

HKU library: http://find.lib.hku.hk/record=TN_cdi_askewsholts_vlebooks_9780335236930

Course grade descriptors

<u>Grade</u>	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>F</u>
1. Describe and outline major media research concepts.	Broad and sophisticated knowledge on media concepts	Good knowledge on media concepts	General knowledge on media concepts	Little knowledge on media concepts	Virtually no knowledge on media concepts
2. Apply the media research concepts to guide your thinking and analysis on the media.	Demonstrate strong evidence of application of media concept to guide original idea and analysis	Demonstrate strong evidence of application of media concept to guide critical but not necessarily original idea and analysis	Demonstrate evidence of application of media concept to guide reasonable idea and analysis	Demonstrate evidence of application of media concept to guide general idea and analysis	Demonstrate evidence of inability to apply media concept
3. Identify research questions by referring to media concepts.	Demonstrate strong evidence to identify original research questions	Demonstrate strong evidence to identify critical but not necessarily original research questions	Demonstrate evidence to identify reasonable research questions	Demonstrate evidence to identify general research questions	Demonstrate evidence of inability to identify research questions
4. Define and outline steps of major research methodologies.	Broad and sophisticated understanding on major methodologies	Good understanding on major methodologies	General understanding on major methodologies	Little understanding on major methodologies	Virtually no understanding on major methodologies
5. Formulate research plan with research methodologies.	Demonstrate strong evidence to formulate original research plan	Demonstrate strong evidence to formulate critical but not necessarily original research plan	Demonstrate evidence to formulate reasonable research plan	Demonstrate evidence to formulate general research plan	Demonstrate evidence of inability to formulate research plan
6. Collect and analyze empirical data to address specific research questions.	Demonstrate advanced skills to collect and analyze empirical data	Demonstrate substantial skills to collect and analyze empirical data	Demonstrate adequate skills to collect and analyze empirical data	Demonstrate superficial or poor skills to collect and analyze empirical data	Demonstrates clear deficiencies in collecting and analyzing empirical data
7. Interpret research data for specific research inquiries.	Demonstrate strong evidence to give original interpretation	Demonstrate strong evidence to give critical but not necessarily original interpretation	Demonstrate evidence to give reasonable interpretation	Demonstrate evidence to give general interpretation	Demonstrate evidence of inability to give interpretation
8. Organize your research plan and research findings.	Excellent organization of research plan and presentation of findings	Well organize research plan and present findings	Organize research plan and present findings reasonably	Organize research plan and present findings poorly	Failure to organize research plan and present findings