LSPR
The Leading Graduate School of Communication & Business

Subject Syllabus

Subject Code : **KOM05**

Subject Title : **Communication Research Methods I : Quantitative**

Subject Specification : For all students in Communication Faculty

Subject Overview : In this subject, students are introduced to theoretical and practical understanding on various quantitative social research methods useful for communication management. Students will be dynamically involved on how to arrange quantitative social research proposal which includes the knowledge of research basic concepts, research design, sampling techniques, measurement scale, survey and experimental research design, and also data analyzing with such statistical calculations that already introduced before to students in Introduction to Social Statistics as a complementary subject.

Course Objectives :

Students are encouraged to be capable to do things mentioned below after completing this subject:

1. Understand the pattern map of quantitative social research methods in order so that students do not stand alongside of one method; instead appreciate the diversity of each perspective and take it as an information which will broaden their knowledge.

2. Use appropriate quantitative social research methods as a tool to analyze the theoretical and practical view of rapid communication world which they are likely to encounter in their future thesis writing project as required and especially in managing project for their own careers.

Course Method : The Subject consists of lectures, presentations, assignments and research paper submissions. It is expected that every student will regularly attend classes and participate in class discussion. Real world and fictitious case studies provided by the lecturer will be discussed. A Study Guide & additional books accompanies the Subject, additional readings will be assigned to the students on a per session basis

Learning Outcome (Competence) :

- Knowledge: Understand the principles of quantitative research methods and can apply in empirical research, starting from finding research problems in communication studies perspective, formulating problems, theoretical framework, compiling research instruments and analyzing quantitative data.

- Skill : Creative and objective thinking, critically review research literature, quantitative research writing, an analytical mind.
- Attitude : Creative, good in scientific attitude, appreciate any research in another perspective, ability to critically evaluate new and current knowledge

Course content :

Week	Topic
1	Introduction to Communication Research
2	Research Paradigms
3	Basic Concept of Research
4	Research Design & Methods
5	Research Problem
6	Hypothesis
7	Review for mid test
Mid Examination	
8	Population and Sampling
9	Operationalization & Measurement
10	Data Collection Methods & Question Design
11	Validity & Reliability
12	The Basic of Quantitative Data Analysis
13	Inferential Statistic in Quantitative Data Analysis
14	Review for final test – Quantitative Research Report
Final Examination	

Grading System:

Course Evaluation:
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

The acceptable grade for LSPR-Jakarta S1 programme for methodology of communication research I-Quantitative subject is **60 and above.**

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:
GPA of 0.00 – 1.99 = Fail
GPA of 2.00 – 2.49 = Pass
GPA of 2.50 – 2.99 = Credit
GPA of 3.00 – 3.49 = Merit
GPA of 3.50 – 4.00 = Distinction

Scheme of Work:

Session	Title/Topic	Area Discussion	Activities
I	Introduction to Communication Research	1. Class regulation 2. Definition of research 3. Characteristics of the scientific method 4. Scope of research on communication 5. Final test project explanation	1. PPT 2. Lecturer provides examples of communication research 3. Q&A
II	Paradigm of Knowing in Communication Research	1. Three social science paradigms: an overview on positivist, interpretive/constructivist and critical 2. Ontology, epistemology, axiology and methodology in quantitative 3. Application of positivist paradigms in quantitative research 4. Quantitative vs Qualitative	1. PPT 2. Lecturer gives examples of communication research that uses positivist approach 3. Q&A

III	Basic Concept of Research	1. Theory 2. Concept 3. Variable 4. Conceptual and operational definition	1. PPT 2. Lecturer gives examples of variable & assignment 3. Assignment 4. Q&A
IV	Research Design and Methods	1. Various of quantitative research design and methods 2. Survey research 3. Experimental research 4. Content analysis 5. Descriptive and explanatory research	1. Presentation by lecturer 2. Lecturer gives examples of methods in communication research 3. Q&A
V	The Research Problem	1. Definition of research problems 2. Background/identification of research problems 3. Communication research problem 4. Purpose statement	1. Presentation by lecturer 2. Lecturer gives examples of research problem in communication research 3. Case study-Assignment 4. Q&A
VI	Hypothesis & Overview research design	1. Identify what is a hypothesis 2. The function of a hypothesis 3. Identify the characteristics of a hypothesis 4. The types of hypothesis	1. Presentation by lecturer 2. Lecturer gives examples of hypothesis in communication research 3. Q&A
VII	Review & Overview Research Design	1. Review for Mid Test 2. Overview research design – group assignment	1. Presentation by lecturer 2. Students present/collects the research design to be conducted
Midtest	Written Test	Topic 1 s/d 6	
VIII	Population & Sampling	1. Definition of population and sample	1. Presentation by lecturer

		2. Two types of sampling methods (probability and nonprobability sampling) 3. Sample size	2. Assignment case study & sampling methods 3. Q&A
IX	Operationalization and Measurement	1. Step of operationalization 2. Definition of scale 3. Levels of measurement (nominal, ordinal, interval, rasio)	1. Presentation by lecturer 2. Case Study 3. Q&A
X	Data Collection Methods & Question Design	1. Overview of data collection methods 2. Type of questionnaire 3. Guidelines for asking questions 4. Questionnaire layout and design 5. Modes of questionnaire administration	1. Presentation by lecturer 2. Assignment: make a questionnaire 3. Q&A
XI	Validity and Reliability	1. Definition of validity & reliability 2. Types of validity & reliability	1. Presentation by lecturer 2. Lecturer explains the steps of validity and reliability test using SPSS 3. Q&A
XII	The Basic of Quantitative Data Analysis	1. Explanation about coding & data entry 2. Application of descriptive statistic (distributions, central tendency, etc) in communication research 3. Interpretative analysis	1. Presentation by lecturer 2. Lecturer explains application of descriptive statistic in communication research – case studies 3. Lecturer explains the steps of data analysis using SPSS 4. Q&A
XIII	Inferential Statistics in Quantitative Data Analysis & Writing Research	1. Explanation about inferential statistics in quantitative data analysis (T-Test, Correlation,	1. Presentation by lecturer 2. Lecturer explains application of inferential

		Simple linier regression, etc) 2. Application of inferential statistics in communication research 3. Interpretative analysis 4. Guideline of writing quantitative research	statistic in communication research – case studies 3. Lecturer explains the steps of data analysis using SPSS 4. Q&A
XIV	Review	Review for Final Test	1. Presentation by lecturer 2. Evaluation of research projects that have been done by students
Finaltest	Project	**Collecting Quantitative Research Reports (Chapter 1-5)**	

Midterm Paper Guideline **:** Written Examination

Final Paper Guideline **:** Group Project – Quantitative research reports consists of chapter 1-5
Chapter 1 Introduction
Chapter 2 Theoretical Framework
Chapter 3 Research Methodology
Chapter 4 Result & Discussion
Chapter 5 Conclusion

References:

Neuman, W.Lawrence. (2010). Social Research Methods: Qualitative & Quantitative Approaches. USA: Pearson Education

Craswell, John & J. David Creswell. (2018). Research Design-Qualitative, Quantitative & Mix Methods Approaches. Fifth Edition. UK: Sage Publication Ltd.

Kriyantono, Rachmat. (2020). Teknik Praktis Riset Komuinikasi Kuantitatif & Kualitatif. Edisi 2. Jakarta: Prenamedia Group-DIvisi Kencana

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