

Course Syllabus

1. **Program of Study** Bachelor of Arts
(Animation/Film/Television Production)
Faculty/Institute/College Mahidol University International College
2. **Course Code** ICEM 301 **Course Title** Introduction to Media Research
3. **Number of Credits** 4 (Lecture/lab) (4-0)
4. **Prerequisite(s)** None
5. **Type of Course** Entertainment Media Core Course
6. **Trimester / Academic year** First Trimester / Year III
7. **Course Description**
Various approaches to media research; methods of framing key questions and procedures of conducting media research; tools and techniques for gathering, organizing, and analyzing data.
8. **Course Objective(s)**
After completing this course, students will be able to:
 1. apply a variety of philosophies, theories, and approaches to research;
 2. conceive and formulate a research hypothesis;
 3. determine the research tools and techniques;
 4. collect and interpret data;
 5. apply findings to formulate recommendations that can be implemented in the entertainment industry.
9. **Course Outline**

Week	Topic		Instructor
	Lecture	Hour	
1	Introduction to media research	4	
2	Research ethics	4	
3	Procedures and steps of media research	4	
4	Problems and solutions in media research	4	
5-6	Theoretical frameworks; hypothesis formulation and testing	8	
7-8	Data collection: methodology and measurement	8	
9	Experimental and quasi-experimental research	4	

10-11	Data analysis	8	
12	Research presentation	4	
	Total	48	

10. Teaching Methods and Rules

Lecture and discussion

11. Teaching Media

Texts, handouts, and PowerPoint presentations

12. Measurement and evaluation of student achievement

Assessment is made from the criteria of A, B+, B, C+, C, D+ and D

13. Course evaluation

Quizzes	20%
Assignments	40%
Final research project	40%

14. Reference(s)

Babbie, E. (1999). *The Basics of Social Research*. Melbourne, ITP.

Berg, B.L. (1989). *Qualitative Research Methods for the Social Sciences*. Mass: Allyn and Bacon.

Daymon, C., and Holloway, I. (2002). *Qualitative Research Methods in Public Relations and Marketing Communication*. London:Routledge.

Miles, M.B., and Huberman, A.M. (1994). *Qualitative Data analysis, 2nd edition*. London, Sage.

Robson, C. (1993). *Real Word Research: A Source for Social Scientists and Practitioner Researchers*. Blackwell Publishers.

Rowntree, D. (191). *Statistics Without Tears: A Premir for Non-Mathematics*. New York: Charles Scribner's Sons.

Strauss, A., and Corbin, J. (1998). *Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory*. London, Sage.

15. Instructor(s)

TBA

16. Course Coordinator

Asst. Prof. Panadda Thanasatit