

- Research Methods
- 3 exams, research paper
  
- Research in communication, methodologies, evaluate research, principles to design research, statistical principles
  
- Do the readings before every class
  
- **Content analysis:** counting the violence in the tom and jerry episode

August 22

What is research?

An attempt to discover something

A systematic investigation in order to establish facts and reach new conclusions

### **Research as Evidence**

Empirical: Based on systematic observation

Verifiable: can be replicated by others

Self-Correcting: An ongoing process, open to change and revision based on critical thinking and the evaluation of others

To conduct successful research, you must understand the methodology behind any research.

Methodology is what Comstrat 409 is about

### **Communication Academia**

Intense interest in academic study of communication in the US after WWI

Advances in technology

Rise in literacy

Propaganda and public opinion

Rise of social sciences

Role of the media in commerce, marketing, and advertising

After WW2 social sciences became fully recognized as a discipline

Interdisciplinary nature of communication

Relevant for psychology, sociology, anthropology, and many others

Initially studied within these departments

Departments of communication gradually developed

Communication studies: advertising, PR, mass communication, journalism,  
etc

Establishment of organizations for academic conferences

Development of academic journals

Scholars could work with groups or solo

Funding for research projectsL different academic organizations, universities,  
NSF, corporations, etc

Two main forms of publications: journals and books

### **Why read research?**

Learn more about a topic

Learn about theories that can be used to explain phenomenon

Learn about the controversies associated with a topic

Learn about the methods used to acquire knowledge

Critically evaluate the methods used to acquire knowledge

Learn about assessment tools

Learn about potential interventions for enacting change

Identify areas for future research

### **Importance of Research in PR**

You need a foundation of research to be successful

Why?

Know your clients needs, target market, and available resources in order to draw up a good PR plan

In each step you need to conduct research

Such as market research, industry research, news tracking, and competitive analysis

### **What about Advertising**

Do we need research in advertising? Why?

### **For Example**

Multiple channels for advertising; how do you decide which ones to use and when?

### **Who Do We Target?**

Cutting through the clutter

The Research Process