

Course Syllabus

Communications 683: Information Research and Development

Telecommunications and Information Resource Management
Graduate Certificate Program
Department of Communication
University of Hawai'i at Manoa

Instructor: Richard Miller, Ph.D. (rrmiller@hawaii.edu)
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Course Meeting Locations: Saunders Hall 713; Depends on where students are located.

Course Meeting Times: Tuesday and Thursday; 6-9 PM Hawaii Standard Time

Course Summary: This course reviews communications and information research and development methodologies. The course has three basic elements: (1) an orientation to empirical and survey research design, issues, and methods; (2) an overview of survey research methods used in ICT needs assessment, project planning, system design, implementation, and evaluation; and, (3) a review of methods and tools for gathering, organizing, and presenting research materials on the WWW. The course will also provide a basic understanding of the Statistical Package for the Social Sciences.

Course Format: This course is conducted through both synchronous video teleconferencing and asynchronous Web formats.

For synchronous classes, the sessions will be conducted through video teleconferencing. Participants in the course will participate via H.323 compliant video teleconferencing systems on their own PCs or at locations worked out with the Instructor.

For asynchronous Web classes, course assignments, lectures and other didactic delivery will be accessed by students through a Web based course server, Tegrity, and other Windows Media/Real Media course objects.

Requirements & Expectations: Students are expected to prepare for each class session by completing assigned readings, activities and assignments, web-searches, and/or recommended readings. There will be short quizzes that are intended to ensure that the participants are keeping up with the readings.

Course Grades: Course grades will be based on the following:

Memorandum analyzing the American Samoa Computer Literacy and Presentation	5%
Paper on research methodologies	10%
Memorandum on survey research need in your organization	15%
Research Plan	40%
Bi-Weekly Quizzes (6)	15%
Final Examination	10%
Class Participation	<u>5%</u>
	100%

The grading scale for all assignments will be as follows:

100% - 90% = A 89% - 77% = B 76 - 64% = C 63% - 50% = D 49% - 0% = F

Attendance & Participation:

All participants are required to both participate and attend the class sessions. Everyone has something to contribute! If you might not be able to contribute in a particular session, you could ask good questions. At the same time, please remember that we are hoping for quality discussions and “rambling” is unacceptable as well.

Assignments:

1. **Analysis of Technology Literacy in American Samoa** – The Director of Education in American Samoa has asked you to analyze the data in the American Samoa Computer Literacy Survey. Presume that you have a sample size of the “n” in the survey and that the sample was drawn randomly. Use SPSS to assist you in analyzing the data and prepare some graphical charts based on the analysis in either SPSS or Excel. Present the results in a Powerpoint presentation and submit a 2-page memorandum analyzing the American Samoa Computer Literacy. Show the SPSS program commands used to generate the analysis
2. **Paper on Research Methodologies** – Identify and summarize five (5) different research methods and/or techniques and describe whether they are empirical, evaluative, or prescriptive. To prepare for the paper, you should read at least three sources on each method, model, and/or technique.
3. **Memorandum on Survey Research Need and Design** – You have been scheduled to meet with the Chief Executive Officer of your organization in a week. Prepare a memorandum and/or white paper that identifies one or more specific problems in your area where you believe that survey research might help you to assess and analyze a problem. The problem should be relevant to your job situation.
4. **Memorandum on Research Plan** – The Chief Executive Officer of your organization supports your assessment of a need for research. The CEO is requesting a research plan. Please prepare a research design that describes the specific problems that you intend to examine and how you plan to organize and conduct your research. In

addition to a solid research design, please describe the research implementation plan and the resources that will be needed to execute the survey. The implementation plan should include the steps that would need to be followed. The budget should include personnel time and other expenses.

Note on above assignments – There is flexibility in the way you may approach assignments. Try to construct the assignments to fit your particular background and interests. Think about how you would like to approach the above assignments since they build on each other.

Complete the assignments professionally. Although footnotes are not normally included in business memoranda, please use footnotes as appropriate to provide further detail.

If you do not have an organizational setting to work with, please develop a plan to focus on an organizational setting that meets your needs and discuss the plan with your Instructor.

Extra Credit (10 Points):

There will be an option for extra credit. A participant may gain extra credit by preparing a short 8-10 page paper that reviews a research paper, book, or report from a methodological perspective. The paper should summarize the objectives of the research or business report, examine the methodology that was used, and critically evaluate the method and the findings. The emphasis on this assignment is on the research or information research technique.

Required Text:

Babbie, E. (2004). *The Practice of Social Research*, 10th Edition. Thomson Wadsworth, Belmont California.

Course Schedule:

1. **March 8, 2005 (Tuesday)**
Course Introduction – Nature of Inquiry; paradigms, theory and research; causation; relationships
2. **March 10, 2005 (Thursday)**
Social Statistics – Overview of Statistical Applications and Statistical Package for the Social Sciences – Analysis of American Samoa survey data.
Quiz #1
3. **March 15, 2005 (Tuesday)**
Relationship of Theory, Research, and Practice. Ethics in Research. Research questions that produce actionable research results.
Assignment #1 Due
4. **March 17, 2005 (Thursday)**
Research Methods
Quiz #2
Spring Break

5. **March 29, 2005 (Tuesday)**
Survey Research Design and Writing a Research Proposal
Assignment #2 Due
6. **March 31, 2005 (Thursday)**
Conceptualization, Operationalization, and Measurement
Quiz #3
7. **April 5, 2005 (Tuesday)**
Indices, Scales and Typologies; Sampling
8. **April 7, 2005 (Thursday)**
Survey Research, Questionnaire Construction, Interviewing
Quiz #4
9. **April 12, 2005 (Tuesday)**
Statistical Methods – Selecting the right statistical approaches for the right problem.
10. **April 14, 2005 (Thursday)**
Review of Research Proposal Problem - Questions regarding research proposals
Quiz #5
Assignment #3 Due
11. **April 19, 2005 (Tuesday)**
Web Searching and Information Services: Techniques for Displaying and Presenting
Information via the Web
12. **April 21, 2005 (Thursday)**
Qualitative Research Methods
Quiz #6
13. **April 26, 2005 (Tuesday)**
Presentation of Research Proposals
Final examination
Assignment #4 Due

Extra Credit work due on or before May 2, 2005.

The detailed course activities, readings, and assignments may be accessed via
<http://ecourse.tipg.net/>