

COM 365: INTRODUCTION TO COMMUNICATION RESEARCH METHODS
Original Communication Research Project – Initial Methodology

This assignment is meant to get you started on the Method section of your research project in a timely fashion. At a minimum, you should hand in:

- I. The specific Research Question(s) and/or Hypotheses (with a short paragraph identifying the *independent* and *dependent* variables as well as *specific conceptual* and *operational* definitions) guiding your project
- II. Identify the method (survey, experiment, textual analysis, naturalistic inquiry) you will be using in your research project.
- III. A description of the population, sampling frame, and sample from which you will be collecting data.
- IV. *Specific* details about *when*, *where*, and *how* you are planning to collect your cohort project data.
- V. A *well developed* copy of your consent form. At a minimum, this form must:
 - A. Briefly describe your study
 - B. State (1) that participation is voluntary; (2) how you will protect their right to privacy; and (3) any risks or benefits to participation.
 - C. The consent form should also contain a blank line for (1) printed name, (2) signature, (3) date, and (4) contact phone number for each research participant that completed the survey.
- VI. A *well developed* copy of your research instrument (e.g., a copy of your survey for those doing survey research, a copy of your coding scheme if doing content analysis, etc.). Your instrument must:
 - A. Conform strictly to research methods customs and standards (e.g., surveys should *not* contain double-barreled, leading or any other type of problematic item, etc.).
 - B. Look professional and be properly formatted.