COURSE DETAIL

MEDIA RESEARCH METHODS
Country Japan
Host Institution Hitotsubashi University
Program(s) Hitotsubashi University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Sociology Film & Media Studies Communication
UCEAP Course Number 112
UCEAP Course Suffix
UCEAP Official Title MEDIA RESEARCH METHODS
UCEAP Transcript Title MEDIA RSRCH METHODS
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

The aim of this lecture is to familiarize students with the various methods of media research (both quantitative and qualitative) and their theoretical backgrounds. Students may already know (and be using) some of the methods and theories, but this course aims to enlighten them of other approaches as well as the strengths and weaknesses of the various methods.

The course includes engagement with videos about media research methods as well as discussion of recent articles from media and communication journals. Students will be expected to introduce each article in class to facilitate the discussion. Students will gain an understanding of the different kinds of media research methods, as well as when, how and why they were developed. This is not a practical course so students will not be taught how to use particular methods, but this course should help them make a more informed choice of research methods for their own projects.

Language(s) of Instruction
English

Host Institution Course Number
SU-O404-G-00

Host Institution Course Title
MEDIA RESEARCH METHODS

Host Institution Course Details
https://syllabus.cels.hit-u.ac.jp/hit_syllabus/2023/07/07_1SE40301_ja_JP.html

Host Institution Campus
Hitotsubashi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Sociology

Course Last Reviewed
2022-2023

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