

수업계획서(Syllabus)

교과목 번호 (Course No.)	HBF01337		교과목명 (Course Title)	미디어조사방법론		강좌번호 (Course No.)	5803	
개설학과 (Department Major)	디지털미디어학과		개설학년/학기 (Year/Semester)	3학년 / 2학기		학점/시간 (Credit/Hour)	3 / 3	
강의시간 / 강의실 (Lecture Time/ Classroom No.)	월요일 12:00-14:45 강의실 : S1450				실험실 (Laboratory Location)			
상담시간 (Office Hours)					집중수업 여부	해당없음		
담당교수 (Lecturer)	김기태	연구실(전화) (Office(Phone))		e-mail		ktkim3@gmail.com		
교육영역 (Course Type)	교양 (Liberal Arts)	전공 (Major)	수업방식 (Course Composition)	강의 (Lecture)	실험 (Experiments)	발표 (Presentation)	협동학습 (Team Project)	기타 (Others)
		0						
교과목 교육목표 (Course Objectives)	<ul style="list-style-type: none"> * This course will be both theoretical and practical. - Understanding basic concepts of social science research - Understanding research design using experiment or survey - How to collect data and how to analyze data - How to write research paper 							
교과목개요 (Course Description)	<ul style="list-style-type: none"> * The purpose of this course is to introduce students to the process of conducting social science research. - 100% of the course materials, such as main textbooks, ppts hand-outs are written in English - this class will be run in English; I will lecture the course in English. - I will make the most of ppts, videos, or blackboards to help you understand class. - To help you review class and prepare the exams, I will try to follow ppts. - However, it is absolutely necessary, additional contents will be lectured, which is usually important 							
수업진행방법 (해당사항 전체선택)	<input type="checkbox"/> 동영상(LMS)			<input type="checkbox"/> 실시간 화상강의		<input checked="" type="checkbox"/> 대면수업		
	수강사이트 https://lms.mju.ac.kr 통합로그인			시스템명 : URL :		※ 강의실 출석		
선수과목 및 지식 (Prerequisite)								
신 교육기법활용 (Use of new education methods)	Flipped Learning (플리드러닝)			Blended Learning (블렌디드러닝)		PBL(Problem Based Learning)		기타(Etc)
성적평가방법 (Evaluation)	출석 (Attendance)	과제물/ 보고서 (Assignments/ Reports)	수시시험 및 중간고사 (Quiz포함) Exams (periodically throughout the semester (Including Quiz) and Mid-term Exam	학기말시험 (Final Exam)	발표 (Presentation)	기타 (Others)	합계 (Total)	
	20	20	5	40	15	0	100 %	
	기타내용 (Remark)							
교과목교육목표 성취도평가방법 (Evaluation on the extent to which course objectives have been achieved)	<ul style="list-style-type: none"> * Exam -Exam is worth 25% -All exams will consist of multiple choice questions, true/false questions, some essay questions -A review session before each exam -For the exam questions, I will avoid tricky or peripheral questions. Listen to the points that I emphasize in class and be active about in-class activity *In-class activity (reports and assignments) -in-class activities are worth 20% -You will be given a 1-2 page ppts that describe the situations or cases to which the social research methods you have learned in class are applicable. (Sometimes you will watch some video clips) -You will discuss the issues presented in the ppts in group with 4-5 students. -Sometimes, one of members in your group is supposed to bring laptop computer to complete the task. *Attendance -Attending class regularly is in your best interest. - Worth 20% of your final grade - One 1/2 hrs equals to +1 - Two late attendance One miss *Presentation -Presentation is worth 15% and the research proposals for presentation is worth 5% -Presentation should include Introduction, Research question(or hypotheses), Methods parts -More detailed guide for the research paper will be provided with the class goes on -During two weeks prior to the final exam, you will make presentation for your research paper. 							
교재및 참고도서 (Textbook and & Reference Books)	주교재 (Required Textbook)	서명 (Title)	The Practice of Social Research (Paperback)					
		저자명 (Aughor)	Babbie (지은이)		출판사명 (Publisher)	Cengage Learning		
		ISBN	9780357670927		출판년도 (Yearof Publication)	2020		
	부교재 (Supplementary Textbook)	서명 (Title)						
		저자명 (Aughor)			출판사명 (Publisher)			
		ISBN			출판년도 (Year of Publication)			
	참고도서 (Reference Books)	서명 (Title)						
		저자명 (Aughor)			출판사명 (Publisher)			
		ISBN			출판년도 (Year of Publication)			

주 별 진 도 계 획
(Lecture Plan)

	주제 및 수업 핵심 내용 (Topics & Lecture Contents)	학습자료 및 과제 (Learning materials Assignments)
제1주 (Week1)	Course introduction-What is media communication?	
제2주 (Week2)	What is media research?	in-class activity: brand personality
제3주 (Week3)	Basics of media research	in class activity: media violence
제4주 (Week4)	Measurement and Scales	in class activity:native ads1
제5주 (Week5)	Survey method 1-Constructing Questionnaires	in class activity:native ads2
제6주 (Week6)	Ethics in media research-	individual out-class activity: movie (Experim
제7주 (Week7)	Survey method2-sampling	
제8주 (Week8)	Research Proposal Review	
제9주 (Week9)	Survey Method 3:Design Administration of survey	in class activity:free topic
제 10주 (Week10)	Contents Analysisi	in class activity: Sexual contents in Media
제 11주 (Week11)	Experimental Research	in-class activity: bystander effect
제 12주 (Week12)	Qualitative research methods/ big data research method	
제 13주 (Week13)	Presentation 1	
제 14주 (Week14)	Presentation 2/final Review	
제 15주 (Week15)	Final exam	
제 16주 (Week16)		
보강 (필요시) (Make-up Class, when necessary)		

전공(핵심)역량 및 명지핵심역량의 교과목과의 연계성

(Relevance between the courses in the category of “Major(Core)”and “Myongji Core Competence)

*Myongji MJU 2025 Myongji “Core Competence”: “MJU’s mid- to long-term Development Plan to improve its quality of education and infrastructures

순번	전공(핵심)역량 (Courses in the category of Major(Core))	역량비율 (100%)	명지핵심역량 (Courses in the category of Myongji Core Competence)
조회된 데이터가 없습니다.			

참 고 사 항
(Important information)

수강생 유의사항 (Information for Students)	<p>1. 각 교과목은 수업일수 4/5이상(군 휴학자는 2/3) 출석일 때 성적취득이 가능하다. (1. Credits can be obtained only when students attend at least 4/5 (2/3 for students on leave for military purposes) of the lecture.)</p> <p>2. 시험 부정행위 및 기타 부정한 방법으로 취득한 교과목의 성적은 학칙시행규칙 제100조에 의거하여 F처리 또는 취소한다. (2. When a student is caught in the acts of cheating, plagiarism, unauthorized collaboration, or other forms of academic dishonesty, he/she will be assigned a failing grade or F for the class in which he/she was caught in the act according to the University regulations.)</p>
장애학생 수업안내 (Students with Disabilities)	<p>장애학생은 학기 첫 주에 교과목 담당 교수와의 면담을 통해 출석, 강의, 과제 및 시험에 관한 교수학습 지원사항을 요청할 수 있으며 요청된 사항에 대해 담당교수 또는 장애학생지원센터를 통해 지원받을 수 있습니다. (Students with disabilities may request for academic support(i.e. attendance, lecture, assignments, exams, etc.) from his/her assigned advisors during the first week of the class. This request is to be filed through the Center for Students with Disabilities.)</p>
기타사항 (Remarks)	<p>강의계획안의 내용은 추후 변경될 수 있습니다. (Syllabus is subject to changes.)</p>