

PCM-315 • Fall 2015 • Prof. Mark J. Grossman
Take Home Final Exam *and* Extra Credit Assignment

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY:

This is a combination Take Home Final Exam *and* an Extra Credit Assignment. For the Take Home Final, choose any four (4) topics below. Draft an essay of approximately 250 words for each topic you choose. The chapter notations below are simply indications of where the information can primarily (but not exclusively) be found.

The Extra Credit Assignment is entirely optional. If you choose to do it, you can select from up to four (4) topics below other than the four (4) you chose for your Take Home Final. Draft an essay of approximately 250 words for each one of the topics you choose. Each essay will be graded on a 25 point scale for a potential total of 100. The total grade will be converted to a five (5) point scale and will be added to your final grade rubric. For example, if a student receives a total score of 80% on their four extra credit essays, that will add 4 points to their final grade.

All pages should have a header that indicates either Take Home Final or Extra Credit Assignment. Please put essays on separate pages. Double space and type all essays. Put your name on all papers. Indicate essay numbers. Staple multiple sheets.

The Take Home Final Exam and Extra Credit Assignment are both due by Thursday, December 17. You have two options to turn it in. You can email it by 6:00pm on 12/17 to grossmmj@farmingdale.edu. For students who want to hand-deliver the above, I will be available on Tuesday, December 15 in Gleason 327 from 10:50am - 1:30pm. That time is also available if you want to meet with me regarding questions or feedback on your draft of the Take Home Exam or Extra Credit Assignment.

TOPICS TO CHOOSE

1. Explain the basic concept of random sampling with examples of how you might do random sampling for a hypothetical research project that interests you. (Chapter 8)
2. Using a hypothetical example, identify and discuss the thinking that should go into deciding on a sample size that will provide credible research results. (Chapter 8)
3. Identify three different ways of delivering survey questions on a hypothetical topic to people and discuss the advantages and disadvantages of each. (Chapter 9)
4. Identify the problems associated with sampling from phone directories for phone surveys and describe how you might overcome such problems. Relate it to an imagined project. (Chapter 9)
5. Using a hypothetical example(s), explain why experiments are more or less likely to produce more valid results than surveys. (Chapter 10)
6. In the context of an imagined project, explain the concept of random assignment in experimental design and why it is important. (Chapter 10)
7. Identify and discuss at least three important decisions – in the context of a made-up project – that must precede research based on ethnographic approaches to human communication research. (Chapter 11)
8. Identify and discuss at least three recommendations you would make for running a successful focus group. Relate it to an imagined project. (Chapter 11)
9. Discuss the advantages and disadvantages of content analysis in the context of a hypothetical project, as a way of describing and understanding media content. (Chapter 12)
10. Content analysis is described as being quantitative, systematic and objective. Explain what is meant by each of these terms. Provide examples using a made-up project. (Chapter 12)
11. In the context of an imagined project, for understanding communication content, explain the relative advantages and disadvantages of qualitative analyses versus quantitative analyses. (Chapter 13)
12. Explain how you might do a critical analysis of media content and, how such an analysis would differ from other, non-critical approaches. Provide examples using an imagined project. (Chapter 13)
13. Using a hypothetical example, discuss whether journalists have a responsibility to cite the original scholarly research material they are reporting on so that the public can read the original research. (Chapter 14)
14. Using an imagined project, identify potential audiences for scholarly research and explain how scholarly writing would need to be adapted to meet the needs and interests of each audience. (Chapter 14)