



Course Description Form: Media Research Methods

1- Course name					
Media Research Methods					
2- Course code					
WSR					
3- Semester/Year					
2026-2027					
4- Date this description was prepared					
15/10/2026					
5- Available forms of attendance					
In-person					
6- Total number of study hours					
60					
7- Name of the course coordinator					
Dr. Hassan Hashim Hammadi					
8- Course objectives					
1- The student should know the concept of media scientific research. 2- The student should understand the scientific variables in media research. 3- The student should realize how to formulate research titles in media research. 4- The student should learn how to write scientific sources and references in media research. 5- The student should understand how to employ statistical equations in media research. 6- The student should realize how to write the graduation research project in the fourth year.					
9- Teaching and Learning Strategies					
1. Relying on theoretical and practical education to develop self-skills in the field of media scientific research 2. Time management and prioritization, with the ability to work in an organized manner 3. The participation of all students, with their different roles, in formulating scientific research titles as part of the applied work 4. Diversity in the use and employment of multiple modern educational means to increase the student's desire for learning and self-development 5. Interactive teaching and involving the student in writing the research paper and preparing for writing the graduation research project in the fourth year 6. Training in writing media scientific research					
10- Course structure					
Assessment method	Learning method	Unit name	Learning outcomes	Hours	Week
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	The concept of scientific research	The student should learn the concept of scientific research	2	1
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Types of variables in media scientific research	The student should learn the types of variables	2	2

Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	The research population and sample	The student should understand the concept of the research population and sample	2	3
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Principles of sample selection	The student should explain the types of samples	2	4
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Media research items (terms)	The student should clarify the items of media research	2	5
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Scientific methods in media research	The student should be aware of the types of scientific methods	2	6
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Employing theory in media research	The student should explain the employment of theory in media research		
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Analysis of audio and visual content	The student should learn the mechanism of analyzing audio and visual content	2	8
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Previous studies in media research	The student should realize previous studies	2	9
Electronic, written, and oral tests and direct questions		Written exam, first month - first semester	Written test	2	10
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Employing the questionnaire in media research	The student should understand the importance of employing the questionnaire in scientific research	2	11
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Scientific observation in media research	The student should clarify scientific observation	2	12
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	The scientific interview	The student should explain the scientific interview	2	13
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Steps for building the scale	The student should realize the steps for building the scale	2	14
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Steps of content analysis	The student should explain the concept of content analysis	2	15

Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Content analysis categories and units	The student should know the categories and units of content analysis	2	16
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	The concept of statistics and its importance in media research	The student should clarify statistical operations in media research	2	17
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	The percentage and how to calculate it	The student should explain the percentage and how to calculate it	2	18
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	The arithmetic mean	The student should clarify the arithmetic mean	2	19
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	The median and the mode	The student should realize the median and the mode	2	20
	In-person	Written exam	First Month Exam – Second Semester	2	21
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	The concept of content analysis	The student should be made to clarify the concept of content analysis	2	22
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Calculating frequencies and percentages	The student should learn to calculate frequencies and percentages	2	23
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Research tables and interpreting and explaining the results	The student should realize research tables	2	24
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Formulating the research title in media research	The student should know how to formulate research titles	2	25
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	How to write sources and references in media research	The student should learn how to write research sources and references in APA style	2	26
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Practical computer training in writing references and sources	The student should realize practical training in writing sources and references	2	27
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Writing a research paper	The student should learn how to write scientific research	2	28

Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Comprehensive lecture covering all topics studied throughout the academic year	Comprehensive review of the curriculum topics	2	29
		Written exam	Exam, second month – second semester	2	30

11- Course evaluation
Distribution of the grade out of 100 according to the tasks assigned to the student, such as daily preparation, daily and oral exams, monthly and written exams, reports, etc. 20 marks for the first semester (15 theoretical and 5 practical) 20 (marks for the second semester): 15 theoretical and 5 practical 60 marks for the final exam, and the annual coursework mark is 40
12- Learning and teaching resources
Curriculum of the University of Dhi Qar - College of Media - Department of Digital Media Dr. Kamil Hassoun Al-Qaim - Scientific Research Methods Dr. Salman Al-Mashhadani - Media Research Methods