MECM30016 Digital Media Research

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	2014, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: A 1.5 hours lecture and a 1 hour tutorial per week Total Time Commitment: Total expected time commitment is 102-hours across the semester, including class time.
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry. It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability
Contact:	Scott Wright
Subject Overview:	In this subject students will learn the essential skills of digital quantitative media research in collecting and analyzing data, including the use of relevant software applications, utilized by researchers in many disciplined that involve quantitative research, by survey and marketing companies, by NGO's and by government organisations. The subject has a dual structure. First, students gain a thorough understanding of a variety of commonly used quantitative research methods. This involves knowing how and when to apply these methods, as well as interpreting research articles which report on these methods. Second, students engage in practising specific quantitative methods. By means of group assignments, students design their own research questions and hypotheses, draw samples, create measuring instruments, test these instruments collectively, make an individual contribution to the data collection, and analyze data using statistical analysis. This subject provides students with some of the essential skills for careers in media and communications positions, such as audience research and marketing.
Learning Outcomes:	On completion of the subject students should have: # The ability to collect and analyse original digital media data using quantitative analysis techniques; # Capacity to evaluate the benefits and limitations of using quantitative methods; and # An understanding of how quantitative approaches might be integrated into media research.
Assessment:	Weekly practice with sample data (approx +/-350 words, 5% each; final project (1200-1600 words) due in the exam period, 20%; take home exam due in the examination period, 20%. This subject has a minimum hurdle requirement of 75% attendance and regular participation in tutorials. Assessment submitted late without an approved extension will be penalised at 10% per day. In-class tasks missed without approval will not be marked. All pieces of written work must be submitted to pass this subject.

Prescribed Texts:	Readings will be avaliable on the LMS prior to the commencement of the subject.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	On completion of the subject students should have: # The ability to collect and analyse original digital media data; # The benefits and restrictions of these methods; and # Developed a research approach.
Related Course(s):	Bachelor of Arts(Media and Communications)
Related Majors/Minors/ Specialisations:	Media and Communications