

# 수업계획서(Syllabus)

2023 학년도 1 학기

교과목 번호 (Course No.)	HBF01337	교과목명 (Course Title)		미디어조사방법론		강좌번호 (Course No.)	6254		
개설학과 (Department Major)	디지털미디어학과	개설학년/학기 (Year/Semester)		3학년 / 1학기		학점/시간 (Credit/Hour)	3 / 3		
강의시간 / 강의실 (Lecture Time/ Classroom No.)	금요일 13:30~16:15 강의실 : S1637					실험실 (Laboratory Location)			
상담시간 (Office Hours)	금요일 12:00~12:50 / 16:30~17:20				집중수업 여부	해당없음			
담당교수 (Lecturer)	연구실(전화) (Office(Phone))			e-mail					
교육영역 (Course Type)	교양 (Liberal Arts)	전공 (Major)	수업방식 (Course Composition)	강의 (Lecture)	실험 (Experiments)	발표 (Presentation)	협동학습 (Team Project)	기타 (Others)	
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교과목 교육목표 (Course Objectives)	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, and how to write a research paper are all covered. If you have any questions regarding the class, please call me at 010-7241-7375 or email me at ktkim3gmail.com.								
교과목개요 (Course Description)	Welcome to MPM class. The purpose of this course is to introduce students to the process of conducting social science research. All course materials, including main textbooks, PowerPoint presentations, and handouts, are written in English. The class will be conducted in English, and I will make use of PowerPoint presentations, videos, and blackboards to aid in your understanding. To assist in reviewing the class and preparing for exams, I will align the material with the PowerPoint presentations. However, additional content that is deemed necessary will also be covered during the lectures, as it is usually important								
수업진행방법 (해당사항 전체선택)	<input type="checkbox"/> 동영상(LMS)			<input type="checkbox"/> 실시간 화상강의			√ 대면수업		
	수강사이트 <a href="https://lms.mju.ac.kr">https://lms.mju.ac.kr</a> 통합로그인			시스템명 : URL :			※ 강의실 출석		
선수과목 및 지식 (Prerequisite)									
신 교육기법활용 (Use of new edudation methods)	Flipped Learning (플리드러닝)		Blended Learning (블렌디드러닝)		PBL(Problem Based Learning)		기타(Etc)		
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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	20		40	0	0	100 %	
	기타내용 (Remark)								
교과목교육목표 성취도평가방법 (Evaluation on the extent to which course objectives have been achieved)	1. Exam: The exam is worth 60% of your final grade. All exams will consist of multiple choice questions, true/false questions, and some essay questions. There will be 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 in class activities. 2. In-class activity (reports and assignments): In-class activities are worth 20% of your final grade. You will be given 1-2 page PowerPoint presentations 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 PowerPoint presentations in groups of 4-5 students. Sometimes, one member of your group is supposed to bring a laptop computer to complete the task. 3. Attendance: Attending classes regularly is in your best interest. Attendance is worth 20% of your final grade. One missed class equals to -2. Two late attendances equal to one missed class.								
교재및 참고도서 (Textbook and & Reference Books)	주교재 (Required Textbook)	서명 (Title)	The Practice of Social Research (Paperback)						
		저자명 (Aughor)	E. 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)	What is Media Research? (Introduction)	
제2주 (Week2)	Formulate a clear and Intriguing Research Question(RQ)	in-class activity: brand personality
제3주 (Week3)	Create a Solid Research Design 1	in class activity: media violence
제4주 (Week4)	Create a Solid Research Design 2	in class activity:native ads1
제5주 (Week5)	Ethics of Social Research	in class activity:native ads2
제6주 (Week6)	Create a Solid Research Design 3 -Non-experimental Design	individual out-class activity: movie (Experim
제7주 (Week7)	Mid-term Exam	
제8주 (Week8)	Measure Your Variables Accurately 1	
제9주 (Week9)	MeasureYour Variables Accurately 2	in class activity:free topic
제10주 (Week10)	Draw a Representative Sample	in class activity: Sexual contents in Media
제11주 (Week11)	The Basics of Data Analysis 1	in-class activity: bystander effect
제12주 (Week12)	The Basics of Data Analysis 2	
제13주 (Week13)	Conduct your Research Conclusion	
제14주 (Week14)	FULL RESEARCH CHECKLIST ( The Review for the final exam)	
제15주 (Week15)	Final Exam	
제16주 (Week16)		
보강 (필요시) (Make-up Class, when necessary)	pre-recorded cideo lecture	

### 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)
2	[지식탐구] 자원, 정보 기술을 효율적으로 수집, 분석하고 활용하는 능력을 기초로 전문지식을 습득하는 능력	40 %	실용
3	[융복합] 서로 다른 여러 가지 아이디어를 조합해 새로운 가치를 창출하는 능력	20 %	융합
4	[문제해결] 창의적 사고력을 토대로 분석, 통합하여 다양한 문제를 해결하는 능력	30 %	창의
5	[상생공감] 타인에 대한 배려와 포용력을 갖추고 공동체와 조화를 이루며 협업을 통해 최상의 성과를 이끌어 내는 능력	10 %	배려

### 참 고 사 항 (Important information)

수강생 유의사항 (Information for Students)	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.) 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.)
장애학생 수업안내 (Students with Disabilities)	장애학생은 학기 첫 주에 교과목 담당교수와의 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.)
기타사항 (Remarks)	강의계획안의 내용은 추후 변경될 수 있습니다. (Syllabus is subject to changes.)