

수업 계획서(Syllabus)

교과목 번호 (Course No.)	HBF01337		교과목명 (Course Title)	미디어조사방법론		강좌번호 (Course No.)	5814	
개설학과 (Department Major)	디지털미디어학과		개설학년/학기 (Year/Semester)	3학년 / 1학기		학점/시간 (Credit/Hour)	3 / 3	
강의시간 / 강의실 (Lecture Time/ Classroom No.)	수요일 15:00~17:45 강의실 : S1650				실험실 (Laboratory Location)			
상담시간 (Office Hours)	금요일 12:00~12:50 / 16:30~17:20				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		0				
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(with JASP program), 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 (office 02-300-0713) or email me. You do not need to buy the textbook for this class.							
교과목개요 (Course Description)	<p><small>Reference to 2024 class</small></p> <p><small>This version of this course is to introduce students to the process of conducting social science research. All content materials are written in English. I will make use of PowerPoint presentation, videos, and handouts to aid in your understanding. You do not need to buy the textbook. The method of conducting the class and grading for students. I will assign the material with the PowerPoint presentation class. However, additional content that is deemed necessary will also be covered during the lecture.</small></p> <p><small>This is an English lecture and a methodology lecture, but don't worry. This class will be much easier and more fun than the students think.</small></p> <p><small>I prepare lecture in English but I will use Korean to explain the content in Korean. I aim to make use the content in Korean in the middle of the class and before the end of the class to help students understand.</small></p> <p><small>Exam and activity. Since I do not use the midterm for the semester, the English use for the semester will be very intense and need to understand.</small></p> <p><small>이론/실용/실험/발표/협동학습/기타 등 다양한 수업 방식(Lectures should be a combination of face-to-face lectures and LMS.)</small></p>							
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)	NONE							
신 교육기법활용 (Use of new education methods)	Flipped Learning (플립드러닝)		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	10	50	0	0	100 %	
	기타내용 (Remark)							
교과목교육목표 성취도평가방법 (Evaluation on the extent to which course objectives have been achieved)	<p><small>Good news.</small> English lectures are evaluated more leniently than regular lectures: A grade can be given up to a maximum of 45% (A+ can be given up to a maximum of 40%), and at least 80% of the students should be given a B+. (관대한 상대평가 기준)</p> <p>1. Exam: Final exam only The exam is worth 50% of your final grade. (Final exam only: 40%, no mid-term exam, a short essay report for a mid-term exam: 10%) All exams will consist of multiple choice questions, true/false questions, and some essay questions. 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.</p> <p>2. In-class activity (No 팀플) In-class activities are worth 30% 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.) Especially, the in-class activities, such as quiz games, movie viewings, and fun practical exercises, are designed so they won't be difficult or boring at all.</p> <p>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.</p>							
교재 및 참고도서 (Textbook and Reference Books)	주교재 (Required Textbook)	서명 (Title)	The Practice of Social Research (Paperback)					
		저자명 (Author)	E. Babbie (지은이)		출판사명 (Publisher)	Cengage Learning		
		ISBN	9780357670927		출판년도 (Year of Publication)	2020		
	부교재 (Supplementary Textbook)	서명 (Title)						
		저자명 (Author)			출판사명 (Publisher)			
		ISBN			출판년도 (Year of Publication)			
	참고도서 (Reference Books)	서명 (Title)						
		저자명 (Author)			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)	
제3주 (Week3)	Create a Solid Research Design 1	
제4주 (Week4)	Create a Solid Research Design 2	
제5주 (Week5)	Ethics of Social Research	LMS
제6주 (Week6)	Create a Solid Research Design 3 -Non-experimental Design	
제7주 (Week7)	Mid-term Exam (take-home assignment)	
제8주 (Week8)	Movie	Movies related to the class
제9주 (Week9)	MeasureYour Variables Accurately 1	
제 10주 (Week10)	Draw a Representative Sample	
제 11주 (Week11)	The Basics of Data Analysis 1	
제 12주 (Week12)	The Basics of Data Analysis 2	
제 13주 (Week13)	Conduct your Research Conclusion	
제 14주 (Week14)	FULL RESEARCH CHECKLIST (The Review for the final exam)	
제 15주 (Week15)	Final Exam	
제 16주 (Week16)		
보강 (필요시) (Make-up Class, when necessary)		

전공능력(교양핵심역량) 및 명지핵심역량의 교과목과의 연계성

(Relevance between the courses in the category of “Major Capabilities(Core Competence of Liberal arts)” 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	전공능력(교양핵심역량) (Courses in the category of Major Capabilities(Core Competence of Liberal arts))	역량비율 (100%)	명지핵심역량 (Courses in the category of Myongji Core Competence)
1	[디지털콘텐츠기획] 디지털콘텐츠의 지속적인 부가가치를 높이기 위해 시장의 트렌드와 이용자 분석을 반영하여 디지털콘텐츠 분야를 선정하고, 계획과 전략을 수립하여 관리하는 능력	100 %	융합, 실용, 창의, 자기주도, 어우름, 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.)