

朝陽科技大學 092學年度第2學期教學大綱
Research Methods 研究方法

當期課號	6249	Course Number	6249
授課教師	簡妙如	Instructor	JIAN,MIAO JU
中文課名	研究方法	Course Name	Research Methods
開課單位	傳播藝術系(二進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	<p>教學目標：包含知識、技能、態度、其他等四項</p> <p>1.培養事件觀察、研究問題解決技能(技能)</p> <p>2.了解研究進程序及各式研究方法知識(知識)</p> <p>3.訓練反思及批判態度(態度)</p> <p>4.研究實作練習(其他)</p>	Objectives	<p>This course is designed to introduce undergraduate students to the research methods in the context of mass communication. The focus in this class is on basic issues and strategies in designing and conducting research. Specifically, the course intends to help students acquire in-depth knowledge of developing the communication research problems, the ability to access communication research studies, and the ability to independently conduct communication research.</p>
教材	方法解說、實例討論與研究練習	Teaching Materials	Literature review,discussion and practice of a research
成績評量方式	研究報告30%；期中考30%；期末考30%；出席率10%	Grading	research report30%；mid-term30%；final30%；attendance 10%
教師網頁	-		
教學內容	<p>認識研究的基本精神與程序，訓練獨立研究能力。以實作的研究問題發展、研究設計，學習社會科學研究方法的入門概念與程序，並進一步培養對傳播領域的探索精神與研究態度。</p>	Syllabus	<p>Introduce the fundamental concept and procedures of research method. Student in this class will work out an independent study and learn how to inquiry the research problem of communication.</p>

尊重智慧財產權，請勿非法影印。