

COMM 3053 INDUSTRY RESEARCH PROJECT

Credit Points 10

Description High quality research is essential to successful media practice. This capstone subject offers students the opportunity to address media industry research needs by analysing people's attitudes, behaviours, desires and interactions. Industry Research Project features a Digital#Media#Research#Toolkit to introduce the latest methods used for media research. These include survey design, polling, geo-mapping data, social media and network analysis, text mining, database and sentiment analysis, encryption technologies, content and image analysis. Students will select methods from the Toolkit to design and implement a research#initiative that aligns with their chosen major. The subject also considers a range of ethical issues relating to how governments, corporations and civil society actors engage in research.

School Humanities & Comm Arts

Student Contribution Band

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Equivalent Subjects COMM 3008 Communication Research Project

Learning Outcomes

1. Use a diverse range of digital media research methods and tools.
2. Apply knowledge of diverse media and communication research methods and practices to address industry needs.
3. Critically analyse research practices and findings by considering their relevance, efficacy and ethical issues.
4. Produce a high-quality research report.
5. Present digital media and communication reports in a compelling way to different audiences.

Subject Content

- Digital research methods in communication and media that are suited to industry needs.
- Contemporary approaches to research in communication and media industries.
- Developing research skills and an understanding of how to apply these to real-world industry contexts.
- Crafting research reports and presentations for varying publics.
- Advanced literature review research techniques; and
- Advanced understanding of ethical issues relating to research approaches and methods.
- Pivotal developments that have shaped research into media and communication practices.
 - The opportunities for research in the use of social media platforms.
 - Questions of equity and diversity in communication and media research with attention paid to Indigenous people and communities and culturally diverse people and communities.
 - Evolving technologies in communication and media research.
 - The role of research in addressing Sustainable Development Goals.