Nebraska Wesleyan University

COMM 3500 Research Methods

Catalog

2026-2027

Course Description

This course is designed to help students understand, use, and evaluate the quantitative, qualitative, and rhetorical methods Communication scholars employ to investigate and write about their scholarship. Application of each method will be achieved via a semester-long case study conducted at a Lincoln nonprofit organization. Additionally, by reading a variety of social scientific research articles, students will understand how operational definitions, theories, research questions and hypotheses, a literature review, and data analysis work together to support written research reports or proposals. The semester will culminate with an original scholarly research report using appropriate APA style. This report will also be presented in a public forum.
Prerequisite(s): Sophomore standing and COMM 2300 Communication Theory (may be taken concurrently) or permission of instructor.
(Normally offered each semester.)

Archway Curriculum: Essential Connections: Writing Instructive

Course Hours

4 hours

Departments

1. Communication Studies