

COM 559 FA 2015 - Final Paper Assignment

Building on the pre-proposal submitted on Nov 23, write a 4000-6000 words paper proposal including at least 15 sources, mostly found by you, for a social media research project. Integrate in the paper at least one theoretical perspective discussed in class. The proposal should focus on a specific social phenomenon with a mass communication implication. It should: review the known literature, propose a theoretical model diagram that illustrates the interactions between variables and the paths that underlie the hypotheses, a set of research questions/hypotheses, it should describe the sample and sample extraction procedure (universe of observation, corpus, selection procedure, etc.), a coding/survey/experimental instrument added as an appendix, including actual questions to be used during research, the analytic strategy including statistical analysis procedures, and should discuss expected / best case scenario results.

[Grading Rubric](#) (you need to log into Blackboard before clicking on this link)

[This is an example of a successful final paper](#) written for this course. Please keep in mind that this is an only an example, not a "fill in the blanks document." While the paper is of superior quality, there might be small imperfections or irregularities. Use it as a general guideline for tone, flow, and level of detail not as a "template" to be replicated in the smallest details.

Points: 350

Deadline: December 13, 11:59 PM, Google Docs

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Paper should include all these sections, in this order. Include in appendix the instrument, as it will be administered

Title page

Abstract

Introduction

Literature Review

Model Diagram

Hypotheses/Research Questions

General methodological considerations

Sample

Data collection procedure

Analysis strategy

Expected Results

References

Appendix - Instrument