

# Doctoral Programs in Communication: Updated Report for 2011-2012 Graduates

## A Supplemental Report *Annual Surveys of Journalism & Mass Communication*

Holly Anne Simpson • Lee B. Becker • Tudor Vlad

James M. Cox Jr. Center for International Mass Communication Training and Research

Grady College of Journalism & Mass Communication

University of Georgia

Athens, GA 30602

Tel. 706 542-5023

[www.grady.uga.edu/annualsurveys/](http://www.grady.uga.edu/annualsurveys/)

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## Executive Summary

- Eighty-two universities in the U.S. reported enrollments in doctoral programs as part of the 2011-2012 Integrated Postsecondary Education Data System (IPEDS), the core postsecondary education data collection program of the National Center for Education Statistics (NCES).
- These 82 universities listed 120 different programs in terms of the Classification of Instructional Programs (CIP) codes used by IPEDS.
- The programs, based on this classification system, focus overwhelmingly on Speech Communication and Rhetoric.
- The classification of Mass Communication and Media Studies is tied with Rhetoric and Composition as the second most common classification of the programs.
- In academic year 2011-2012, the 82 universities with doctoral programs granted 659 degrees.
- Women dominate the field, earning 58.9% of the doctoral degrees conferred in communications in 2011-2012.
- Students from outside the U.S. earned 19.3% of the doctoral degrees granted in the field of communication in 2011-2012.
- Among domestic graduates, members of racial and ethnic minorities are few. Only 6.1% of the degrees granted went to African-Americans, and only 5.1% went to Hispanics. Asian Pacific Islanders earned 5.3% of the doctoral degrees.
- Students who classified themselves as White earned 72.7% of the doctoral degrees in the field of communication conferred on domestic students. This figure is lower than a year earlier but still not at the level of 2007-2008.

## **Background**

The focus on the racial and ethnic characteristics and the gender of doctoral students stems from a broader concern about the diversity of faculties of journalism and mass communication programs around the country. Available data indicate that faculties do not match the characteristics of the students in the classrooms, which are increasingly diverse in racial and ethnic terms and overwhelmingly female. And the faculty do not match the characteristics of society.

Graduates of doctoral programs in the broad field of communication make up a significant part of the pool from which university journalism and mass communication programs draw in filling faculty openings. In the 2013 Annual Survey of Journalism & Mass Communication Enrollments, administrators who completed the hiring section of the report said they had hired 165 assistant professors for the academic year 2013-2014. Of all of the assistants hired, 72.1% had completed a doctorate. Of those 165 assistants hired, 74, or 44.8%, were hired directly from graduate school, and all but seven of those either had completed their doctorate or had completed all but their dissertations for their doctorate.

Given these numbers, it is clear that faculties in journalism and mass communication are not going to become more diverse if the pool of doctoral students from which they draw is not diverse.

## **Methodology**

The Annual Survey of Journalism & Mass Communication Enrollments provides data on enrollments and number of degrees granted by doctoral programs that are specifically linked to undergraduate journalism and mass communication education. The graduates of these doctoral programs in journalism and mass communication programs are part of a larger pool of doctoral degree recipients in the broad field of communication. Many of those hired as faculty in journalism and mass communication programs come from this larger pool.

To learn about this larger pool, a separate survey of doctoral programs in the field of communication was conducted in 2001-2002 under the auspices of the Annual Surveys of Journalism & Mass Communication. The specific goal of the project was to determine the racial and ethnic characteristics and gender of the students enrolled in doctoral programs and of those who had completed their studies in communication doctoral programs during the academic year.

Each year since that 2001-2002 survey, data on students enrolled in doctoral programs in the broad field of communication have been gathered to supplement data gathered as part of the Annual Survey of Journalism & Mass Communication Enrollments. This report covers degrees granted in academic year 2011-2012, the most recent year for which data are available.

The data for 2011-2012 come from the Integrated Postsecondary Education Data System (IPEDS). IPEDS is the core postsecondary education data collection program of the National Center for Education Statistics (NCES). It is a system of surveys designed to gather data from all primary providers of postsecondary education, including universities and colleges, as well as from institutions offering technical and vocational education beyond the high school level. Reporting of data for the IPEDS surveys is mandatory for all institutions that receive, are applicants for, or expect to be applicants for federal financial assistance as defined in the Department of Education regulations implementing Title VI of the Civil Rights Act of 1964, or defined in any Education Department regulation implementing Title IX of the Education Amendments of 1972. Because all universities in the United States receiving federal funds are required to file data as part of the IPEDS project, use of the IPEDS reports should be comprehensive across time. In any given year, however, a doctoral program may grant no degrees and thus not be included in the IPEDS count.

Until 2010, IPEDS data had been released in the spring of the year for the previous academic year. Since 2010, release has been delayed until autumn. IPEDS data on academic year 2011-2012 were downloaded from the NCES web site in the summer of 2014. The summer download was to guarantee data were as complete as available at the time of the writing of this report. The data were filtered by degree award level (doctoral, master's, and bachelor's), by major number, which classifies up to two (dual) majors, and by program classifications (CIP codes).

The broadly defined communication field includes 39 Classification of Instructional Programs (CIP) codes. Codes in the 09 series include general communication, print journalism, public relations, and advertising. Codes in the 10 series include media technology, photography, and radio and television broadcasting. A single category, 23.1304, was included and covers Rhetoric and Composition.

Included in the IPEDS data file are the gender and the race/ethnicity of the recipients of the degrees granted. Although the race/ethnicity classifications have remained stable over the last several years, the 2007-2008 reporting system introduced new racial and ethnic classifications. "Black non-Hispanic," for example, was changed to "Black or African American," and universities could classify students in the category "Two or More Races."

## Findings

In 2011-2012, the IPEDS data show that 82 universities around the country reported having granted a degree in a doctoral degree that was classified in the communication CIP categories. Some of these universities used more than one category, reflecting internal distinctions within programs or the fact that more than one unit on campus offers a communication degree. Universities have quite idiosyncratic procedures for deciding how to classify their programs, and those procedures are not discernable from the data. Universities are not necessarily consistent across time, and all of them have had to adapt to changes in the CIP codes across time. In 2011-2012, Northwestern University reported using six different CIP codes, and Ohio University, The University of Texas at Austin, and New York University reported using four. Universities that have a program but offered no degrees in a given year are supposed to report a Zero for that program, but there is no guarantee that they follow that procedure, so a missing program can exist but simply have not been one in which a degree was granted that year. The 82 universities reporting granting doctoral degrees in communication in academic year 2011-2012 are listed in Table 1.

Table 2 shows the categories used by the universities in classifying their degrees. The dominant is Speech Communication and Rhetoric, with 41 reported programs. This is followed by 18 programs in Mass Communication/Media Studies and 18 programs in the English field of Rhetoric and Composition. The IPEDS system has moved speech communication/rhetoric out of the English (CIP 23) category, so it is quite possible that the 18 programs listed as Rhetoric and Composition really are not mainstream communication programs.

Table 3 shows the characteristics of the doctoral degrees recipients in the field of communication in academic year 2011-2012. Overall, the field graduated 659 students, down from 671 a year earlier. Women made up 58.9% of the graduates. Students from outside the U.S. made up 19.3% of the graduates. Of the domestic students, 59.8% were female, 6.1% were Black, 5.1% were Hispanic, and 72.7% were White. About one in 10 (10.1%) of the graduates had an unknown racial classification or more than one race. In Table 4, the unknown race and more than one race categories were combined to provide consistency of the data across time.

The field granted 19.3% of its doctoral degrees to persons from outside the U.S. in 2011-2012. This figure is the lowest since the attacks on the U.S. on Sept. 11, 2001.

The percentage of degrees awarded to domestic student classified as Whites in 2011-2012 was down nearly three percentage points from a year earlier, though not as low as in 2007-2008. The field is getting more diverse, but very slowly.

## **Final Comments**

This project began in 2001 out of a concern that the pool from which many journalism and mass communication faculty was drawn was not sufficiently diverse to produce the kind of diversity called for in the classrooms around the country. The field was more diverse in 2011-2012 than the year before, but still not as diverse as the student body, nor as diverse as the population from which both groups are drawn.

The percentage of domestic doctoral degree recipients who were classified as White in 2011-2012, the most recent year for which data are available, was lower than the year before, reflecting some progress in terms of diversification of the labor pool. Yet the figure in 2011-2012 is comparable to the figure in 2007-2008. The pool of domestic doctoral degree recipients became less diverse after 2007-2008, and the 2011-2012 figure represent a correction of that trend toward decreased diversity.

Continued monitoring of the characteristics of the graduates of communication doctoral programs clearly is needed.

**Table 1. List of Universities Reporting Doctoral Degrees in Communication 2011-2012****School Name**

Arizona State University
Bowling Green State University-Main Campus
Brown University
Carnegie Mellon University
Clemson University
Columbia University in the City of New York
Cornell University
Duquesne University
Florida State University
George Mason University
Georgia State University
Howard University
Indiana University of Pennsylvania-Main Campus
Indiana University-Bloomington
Kent State University at Kent
Louisiana State University and Agricultural & Mechanical College
Massachusetts Institute of Technology
Michigan State University
Michigan Technological University
New York University
North Dakota State University-Main Campus
Northwestern University
Ohio State University-Main Campus
Ohio University-Main Campus
Pennsylvania State University-Main Campus
Purdue University-Main Campus
Regent University
Rensselaer Polytechnic Institute
Southern Illinois University Carbondale
Stanford University
Syracuse University
Teachers College at Columbia University
Temple University
Texas A & M University-College Station
Texas Tech University
Texas Woman's University
The University of Alabama
The University of Tennessee
The University of Texas at Austin
The University of Texas at El Paso
University at Buffalo
University of Arizona
University of California-Berkeley
University of California-San Diego

University of California-Santa Barbara
University of Colorado Boulder
University of Denver
University of Florida
University of Georgia
University of Hawaii at Manoa
University of Illinois at Chicago
University of Illinois at Urbana-Champaign
University of Iowa
University of Kansas
University of Kentucky
University of Louisville
University of Maryland-College Park
University of Massachusetts Amherst
University of Memphis
University of Michigan-Ann Arbor
University of Minnesota-Twin Cities
University of Missouri-Columbia
University of Nebraska-Lincoln
University of New Mexico-Main Campus
University of North Carolina at Chapel Hill
University of North Dakota
University of Oklahoma Norman Campus
University of Oregon
University of Pennsylvania
University of Pittsburgh-Pittsburgh Campus
University of South Carolina-Columbia
University of South Florida-Main Campus
University of Southern California
University of Southern Mississippi
University of Utah
University of Washington-Seattle Campus
University of Wisconsin-Madison
University of Wisconsin-Milwaukee
Virginia Polytechnic Institute and State University
Washington State University
Wayne State University
West Virginia University



Table 2. Doctoral Programs by Classification of Instructional Programs Code

<b>CIP Code</b>	<b>Description</b>	<b>Count</b>	<b>Percent</b>
9.01	Communication, General	10	8.3
9.0101	Speech Communication and Rhetoric	41	34.2
9.0102	Mass Communication/Media Studies	18	15
9.0199	Communication and Media Studies, Other	8	6.7
9.0401	Journalism	6	5
9.0701	Radio and Television	4	3.3
9.0702	Digital Communication and Media/Multimedia	3	2.5
9.0901	Organization Communication, General	1	0.8
9.0903	Advertising	1	0.8
9.0905	Health Communication	2	1.7
9.0908	Technical and Scientific Communication	1	0.8
9.9999	Communication, Journalism, and Related Programs, Other	5	4.2
10.0105	Communications Technology/Technician	1	0.8
10.0202	Radio and Television Broadcasting Technology/Technician	1	0.8
23.1304	Rhetoric and Composition	18	15
<b>Total</b>		<b>120</b>	<b>100</b>

Table 3. Degrees Granted by Race/Ethnicity, Gender

	2010-2011 IPEDS		2011-2012 IPEDS	
	Count	Percent	Count	Percent
<b>Gender</b>				
Male	239	35.6	271	41.1
Female	432	64.4	388	58.9
Total	671	100.0	659	100.0
<b>Race/Ethnicity</b>				
Black	39	5.8	32	4.9
Hispanic	17	2.5	27	4.1
American Indian	5	0.7	4	0.6
Asian Pacific Island	18	2.7	28	4.2
White	389	58.0	387	58.7
Unknown	46	6.9	47	7.1
Two or More Races			7	1.1
Nonresident Alien	157	23.4	127	19.3
Total	671	100.0	659	100.0
<b>Domestic Students Only: Gender</b>				
Male	179	34.8	214	40.2
Female	335	65.2	318	59.8
Total	514	100.0	532	100.0
<b>Domestic Students Only: Race/Ethnicity</b>				
Black	39	7.6	32	6.0
Hispanic	17	3.3	27	5.1
American Indian	5	1.0	4	0.8
Asian Pacific Island	18	3.5	28	5.3
White	389	75.7	387	72.7
Unknown	43	8.4	47	8.8
Two or More Races	3	0.6	7	1.3
Total	514	100.0	532	100.0

Note: Includes All Communication Degree, including CIP 23.1304

	2001 Survey+IPEDS		2000-2001 IPEDS		2001-2002 IPEDS		2002-2003 IPEDS	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>Gender</b>								
Male	240	49.5	236	48.9	211	42.1	217	42.4
Female	245	50.5	247	51.1	290	57.9	295	57.6
Total	485	100.0	483	100.0	501	100.0	512	100.0
<b>Race/Ethnicity</b>								
Black	22	4.5	27	5.6	36	7.2	36	7.0
Hispanic	13	2.7	16	3.3	11	2.2	11	2.1
American Indian	1	0.2	0	0.0	1	0.2	4	0.8
Asian Pacific Islander	17	3.5	15	3.1	17	3.4	13	2.5
White	327	67.4	318	65.8	327	65.3	309	60.4
Unknown	10	2.1	20	4.1	14	2.8	16	3.1
Nonresident Alien	95	19.6	87	18.0	95	19.0	123	24.0
Total	485	100.0	483	100.0	501	100.0	512	100.0
<b>Domestic Students Only: Gender</b>								
Male	188	48.2	183	46.2	168	41.4	161	41.4
Female	202	51.8	213	53.8	238	58.6	228	58.6
Total	390	100.0	396	100.0	406	100.0	389	100.0
<b>Domestic Students Only: Race/Ethnicity</b>								
Black	22	5.6	27	6.8	36	8.9	36	9.3
Hispanic	13	3.3	16	4.0	11	2.7	11	2.8
American Indian	1	0.3	0	0.0	1	0.2	4	1.0
Asian Pacific Islander	17	4.4	15	3.8	17	4.2	13	3.3
White	327	83.8	318	80.3	327	80.5	309	79.4
Unknown	10	2.6	20	5.1	14	3.4	16	4.1
Total	390	100.0	396	100.0	406	100.0	389	100.0

Note: Includes All Communication Degrees, including CIP 23.1304

	2003-2004 IPEDS		2004-2005 IPEDS		2005-2006 IPEDS		2006-2007 IPEDS	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>Gender</b>								
Male	228	42.9	239	43.3	246	42.9	225	39.3
Female	304	57.1	313	56.7	327	57.1	347	60.7
Total	532	100.0	552	100.0	573	100.0	572	100.0
<b>Race/Ethnicity</b>								
Black	29	5.5	26	4.7	27	4.7	46	8.0
Hispanic	11	2.1	18	3.3	19	3.3	9	1.6
American Indian	3	0.6	2	0.4	1	0.2	1	0.2
Asian Pacific Islander	21	4.0	17	3.1	20	3.5	21	3.7
White	320	61.2	316	57.2	338	59.0	321	56.1
Unknown	18	3.4	16	2.9	29	5.1	22	3.8
Nonresident Alien	121	23.1	157	28.4	139	24.3	152	26.6
Total	523	100.0	552	100.0	573	100.0	572	100.0
<b>Domestic Students Only</b>								
Male	162	40.3	166	42.0	173	39.9	152	36.2
Female	240	59.7	229	58.0	261	60.1	268	63.8
Total	402	100.0	395	100.0	434	100.0	420	100.0
<b>Domestic Students Only</b>								
Black	29	7.2	26	6.6	27	6.2	46	11.0
Hispanic	11	2.7	18	4.6	19	4.4	9	2.1
American Indian	3	0.7	2	0.5	1	0.2	1	0.2
Asian Pacific Islander	21	5.2	17	4.3	20	4.6	21	5.0
White	320	79.6	316	80.0	338	77.9	321	76.4
Unknown	18	4.5	16	4.1	29	6.7	22	5.2
Total	402	100.0	395	100.0	434	100.0	420	100.0

	2007-2008 IPEDS		2008-2009 IPEDS		2009-2010 IPEDS	
	Count	Percent	Count	Percent	Count	Percent

**Gender**

Male	249	42.2	267	42.0	267	38.6%
Female	341	57.8	369	58.0	424	61.4%
Total	590	100.0	636	100.0	691	100.0%

**Race/Ethnicity**

Black	51	8.6	44	6.9	29	4.2%
Hispanic	21	3.6	13	2.0	21	3.0%
American Indian	3	0.5	6	0.9	0	0.0%
Asian Pacific Islander	17	2.9	19	3.0	32	4.6%
White	324	54.9	357	56.1	425	61.5%
Unknown	32	5.4	31	4.9	42	6.1%
Nonresident Alien	142	24.1	166	26.1	142	20.5%
Total	590	100.0	636	100.0	691	100.0%

**Domestic Students Only**

Male	185	41.3	196	41.7	216	39.3%
Female	263	58.7	274	58.3	333	60.7%
Total	448	100.0	470	100.0	549	100.0%

**Domestic Students Only**

Black	51	11.4	44	9.4	29	5.3%
Hispanic	21	4.7	13	2.8	21	3.8%
American Indian	3	0.7	6	1.3	0	0.0%
Asian Pacific Islander	17	3.8	19	4.0	32	5.8%
White	324	72.3	357	76.0	425	77.4%
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Unknown	46	7.2	54	8.2
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**Domestic Students Only**

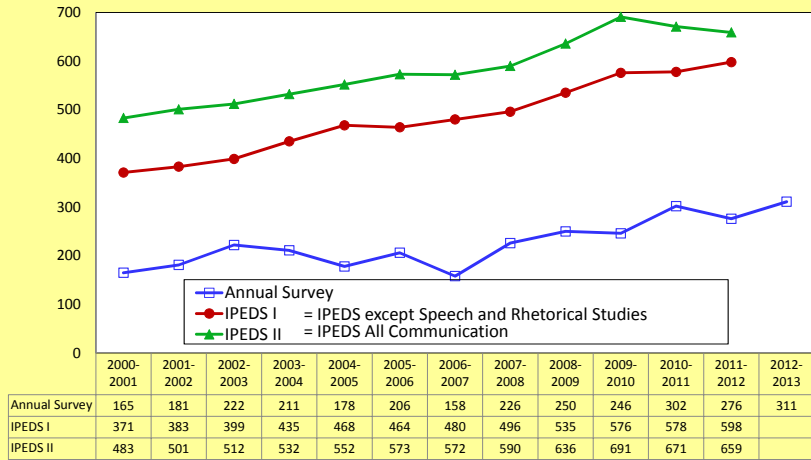
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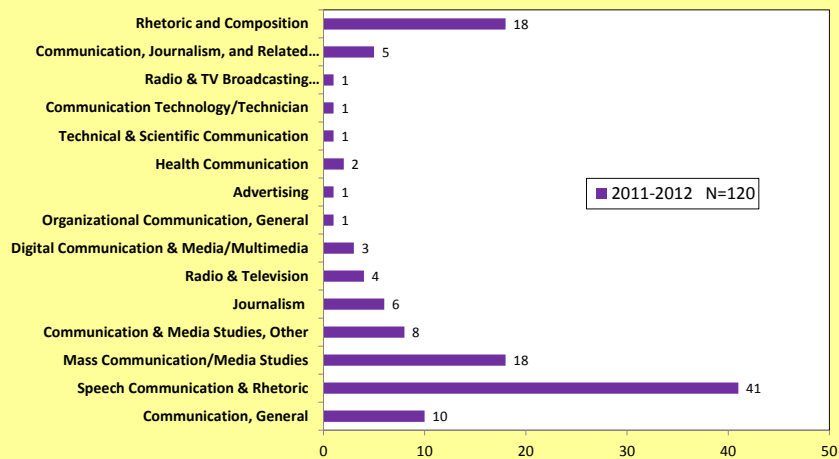
# 1. Doctoral degree granted: 2000-2012

IPEDS and Annual Survey Estimates



Source: Annual Survey of Journalism & Mass Communication Enrollments  
Institute of Education Sciences, National Center for Education

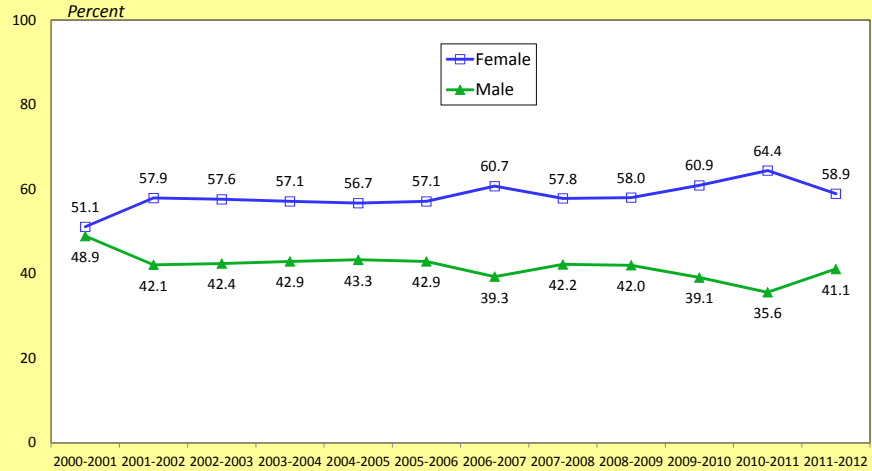
# 2. Use of IPEDS CIP codes in 2011-2012



Source: Annual Survey of Journalism & Mass Communication Enrollments  
Institute of Education Sciences, National Center for Education

### 3. Ph.D. and gender

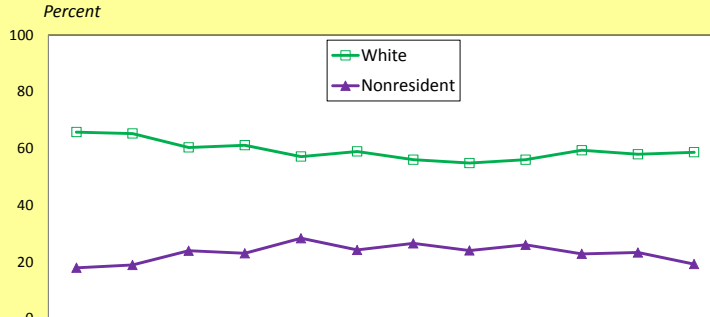
Doctoral degrees granted by gender: 2001-2012



Institute of Education Sciences, National Center for Education  
Includes All Communication Degrees, including CIP 23.1304

### 4. Ph.D. and race/ethnicity

Doctoral degrees granted by race/ethnicity: 2001-2012



	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012
Black	5.6	7.2	7	5.5	4.7	4.7	8	8.6	6.9	4	5.8	4.9
Hispanic	3.3	2.2	2.1	2.1	3.3	3.3	1.6	3.6	2	2.8	2.5	4.1
American Indian	0	0.2	0.8	0.6	0.4	0.2	0.5	0.9	0	0.7	0.6	0.6
Asian Pacific Islander	3.1	3.4	2.5	4	3.1	3.5	3.7	2.9	3	5	2.7	4.2
White	65.8	65.3	60.4	61.2	57.2	59	56.1	54.9	56.1	59.4	58	58.7
Unknown	4.1	2.8	3.1	3.4	2.9	5.1	3.8	5.4	4.9	5.9	6.4	7.1
Nonresident	18	19	24	23.1	28.4	24.3	26.6	24.1	26.1	22.9	23.4	19.3
More than One Race											0.4	1.1

Institute of Education Sciences, National Center for Education  
Includes All Communication Degrees, including CIP 23.1304