

Doctoral Programs in Communication: Updated Report for 2010-2011 Graduates

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

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Executive Summary

- Eighty-two universities in the U.S. reported enrollments in doctoral programs as part of the 2010-2011 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 123 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.
- Mass Communication and Media studies and Rhetoric and Composition are the second most common classification of the programs.
- The 82 universities with doctoral programs granted 671 degrees in academic year 2010-2011.
- Women dominate the field, earning 64.4% of the doctoral degrees conferred in communications in 2010-2011. This figure is the highest ever recorded.
- Students from outside the U.S. earned 23.4% of the doctoral degrees granted in the field of communication in 2010-2011.
- Among domestic graduates, members of racial and ethnic minorities are few. Only 7.6% of the degrees granted went to African-Americans, and only 3.3% went to Hispanics. Asian Pacific Islanders earned 3.5% of the doctoral degrees.
- Students who classified themselves as White earned 75.7% 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 2012 Annual Survey of Journalism & Mass Communication Enrollments, administrators who completed the hiring section of the report said they hired 55 assistant professors in academic year 2011-2012 directly from the university, and of those, 44 had just completed a doctorate and another four had completed the coursework and comprehensive exams but had not completed the dissertation. Of the 133 persons the administrators reported hiring at the assistant professor level, 86 (64.7%) had a 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. Journalism and Mass Communication program faculties are likely to become more diverse only if the labor pool is diverse.

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 and track trends in these enrollments. This report covers degrees granted in academic year 2010-2011, the most recent year for which data are available.

The data for 2010-2011 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 2010-2011 were downloaded from the NCES web site in the summer of 2013. 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 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 as "Two or More Races." The datafile also provides the data using the old classifications.

Findings

In 2010-2011, 82 universities around the country reported granted a doctoral degree that was classified in the communication 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 2010-2011, Northwestern University and Southern Illinois University reported using six different CIP codes, and Ohio University reported using five. The University of Texas at Austin listed four programs. The 82 universities reporting granting doctoral degrees in communication in academic year 2010-2011 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 43 reported programs. This is followed by 20 programs in Mass Communication/Media Studies and 20 programs in the English field of Rhetoric and Composition. The IPEDS system has moved a speech communication/rhetoric out of the English category, so it is quite possible that the 20 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 2010-2011. Overall, the field graduated 671 students, down from 691 a year earlier. Nearly two-thirds (64.4%) of the graduates were women. Nearly a quarter of the graduates were from outside the U.S. Of the domestic students, 65.2% were female, 7.6% were Black, 3.3% were Hispanic, and 75.7% were White. Nine percent of the graduates had an unknown racial classification (8.4%) or more than one race (0.6%).

In Table 4, the unknown race and more than one race categories were combined. It shows that the percentage of doctoral degrees in the field of communication granted to women in 2010-2011 was the highest it has ever been. This is true for graduates overall and for graduates from the U.S.

The field granted 23.4% of its doctoral degrees to persons from outside the U.S. This figure is up from last year but still considerably lower than in 2004-2005. Last year's figure had been 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 2010-2011 was down nearly 2 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

The good news is that the characteristics of doctoral degree recipients in the field of communication now looks much like the students in the classrooms they will teacher. The movement toward a more diverse group of graduates in terms of race and ethnicity is less clear. The field was more diverse in 2010-2011 than the year earlier, but still not as diverse as the student body and the population from which both groups are drawn.

Table 1. List of Universities Reporting Doctoral Programs in Communication 2010-2011**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 Institute of Technology-Main Campus
Georgia State University
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

School Name Continued

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 Miami

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

CIP Code	Description	Count	Percent
9.01	Communication, General	7	5.7
9.0101	Speech Communication and Rhetoric	43	35
9.0102	Mass Communication/Media Studies	20	16.3
9.0199	Communication and Media Studies, Other	7	5.7
9.0401	Journalism	7	5.7
9.0701	Radio and Television	4	3.3
9.0702	Digital Communication and Media/Multimedia	4	3.3
9.0901	Organization Communication, General	1	0.8
9.0903	Advertising	1	0.8
9.0905	Health Communication	2	1.6
9.0908	Technical and Scientific Communication	1	0.8
9.9999	Communication, Journalism, and Related Programs, Other	4	3.3
10.0105	Communications Technology/Technician	1	0.8
10.0202	Radio and Television Broadcasting Technology/Technician	1	0.8
23.1304	Rhetoric and Composition	20	16.3
Total		123	100

Table 3. Degrees Granted by Race/Ethnicity, Gender

Gender	Count	Percent
Male	239	35.6%
Female	432	64.4%
Total	671	100.0%
Race Ethnicity		
Black	39	5.8%
Hispanic	17	2.5%
American Indian	5	0.7%
Asian Pacific Islander	18	2.7%
White	389	58.0%
More than One Race	3	0.4%
Unknown	43	6.4%
Non-Resident Alien	157	23.4%
Total	671	100.0%
Domestic Students Only: Gender		
Male	179	34.8%
Female	335	65.2%
Total	514	100.0%
Domestic Students Only: Race/Ethnicity		
Black	39	7.6%
Hispanic	17	3.3%
America Indian	5	1.0%
Asian Pacific Islander	18	3.5%
White	389	75.7%
More Than One Race	3	0.6%
Unknown	43	8.4%
Total	514	100.0%

Table 4. Classification of Doctoral Degree Recipients Across Time

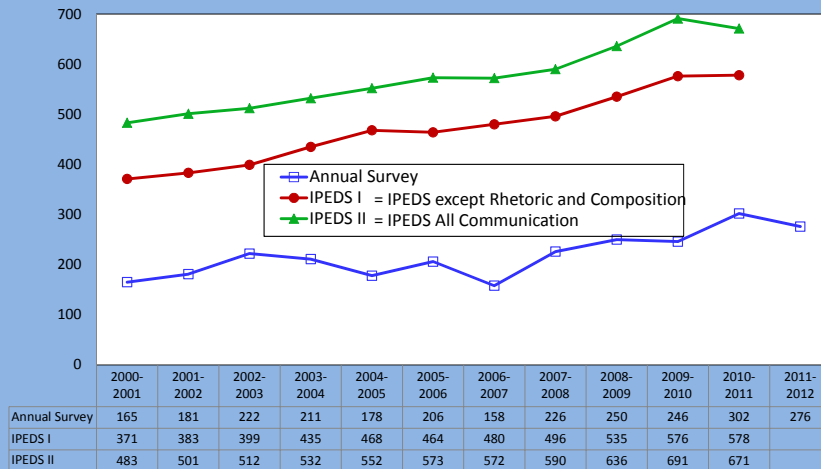
	2001 Survey+IPEDS		2000-2001 IPEDS		2001-2002 IPEDS		2002-2003 IPEDS		2003-2004 IPEDS	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Gender										
Male	240	49.5	236	48.9	211	42.1	217	42.4	228	42.9
Female	245	50.5	247	51.1	290	57.9	295	57.6	304	57.1
Total	485	100.0	483	100.0	501	100.0	512	100.0	532	100.0
Race/Ethnicity										
Black	22	4.5	27	5.6	36	7.2	36	7.0	29	5.5
Hispanic	13	2.7	16	3.3	11	2.2	11	2.1	11	2.1
American Indian	1	0.2	0	0.0	1	0.2	4	0.8	3	0.6
Asian Pacific Islander	17	3.5	15	3.1	17	3.4	13	2.5	21	4.0
White	327	67.4	318	65.8	327	65.3	309	60.4	320	61.2
Unknown	10	2.1	20	4.1	14	2.8	16	3.1	18	3.4
Nonresident Alien	95	19.6	87	18.0	95	19.0	123	24.0	121	23.1
Total	485	100.0	483	100.0	501	100.0	512	100.0	523	100.0
Domestic Students Only: Gender										
Male	188	48.2	183	46.2	168	41.4	161	41.4	162	40.3
Female	202	51.8	213	53.8	238	58.6	228	58.6	240	59.7
Total	390	100.0	396	100.0	406	100.0	389	100.0	402	100.0
Domestic Students Only: Race/Ethnicity										
Black	22	5.6	27	6.8	36	8.9	36	9.3	29	7.2
Hispanic	13	3.3	16	4.0	11	2.7	11	2.8	11	2.7
American Indian	1	0.3	0	0.0	1	0.2	4	1.0	3	0.7
Asian Pacific Islander	17	4.4	15	3.8	17	4.2	13	3.3	21	5.2
White	327	83.8	318	80.3	327	80.5	309	79.4	320	79.6
Unknown	10	2.6	20	5.1	14	3.4	16	4.1	18	4.5
Total	390	100.0	396	100.0	406	100.0	389	100.0	402	100.0

2004-2005 IPEDS		2005-2006 IPEDS		2006-2007 IPEDS		2007-2008 IPEDS		2008-2009 IPEDS		2009-2010 IPEDS	
Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
239	43.3	246	42.9	225	39.3	249	42.2	267	42.0	267	38.6
313	56.7	327	57.1	347	60.7	341	57.8	369	58.0	424	61.4
552	100.0	573	100.0	572	100.0	590	100.0	636	100.0	691	100.0
26	4.7	27	4.7	46	8.0	51	8.6	44	6.9	29	4.2
18	3.3	19	3.3	9	1.6	21	3.6	13	2.0	21	3.0
2	0.4	1	0.2	1	0.2	3	0.5	6	0.9	0	
17	3.1	20	3.5	21	3.7	17	2.9	19	3.0	32	4.6
316	57.2	338	59.0	321	56.1	324	54.9	357	56.1	425	61.5
16	2.9	29	5.1	22	3.8	32	5.4	31	4.9	42	6.1
157	28.4	139	24.3	152	26.6	142	24.1	166	26.1	142	20.5
552	100.0	573	100.0	572	100.0	590	100.0	636	100.0	691	100.0
166	42.0	173	39.9	152	36.2	185	41.3	196	41.7	216	39.3
229	58.0	261	60.1	268	63.8	263	58.7	274	58.3	333	60.7
395	100.0	434	100.0	420	100.0	448	100.0	470	100.0	549	100.0
26	6.6	27	6.2	46	11.0	51	11.4	44	9.4	29	5.3
18	4.6	19	4.4	9	2.1	21	4.7	13	2.8	21	3.8
2	0.5	1	0.2	1	0.2	3	0.7	6	1.3	0	
17	4.3	20	4.6	21	5.0	17	3.8	19	4.0	32	5.8
316	80.0	338	77.9	321	76.4	324	72.3	357	76.0	425	77.4
16	4.1	29	6.7	22	5.2	32	7.1	31	6.6	42	7.7
395	100.0	434	100.0	420	100.0	448	100.0	470	100.0	549	100.0

2010-2011 IPEDS	
Count	Percent
239	35.6
432	64.4
671	100.0
39	5.8
17	2.5
5	0.7
18	2.7
389	58.0
46	6.9
157	23.4
671	100.0
179	34.8
335	65.2
514	100.0
39	7.6
17	3.3
5	1.0
18	3.5
389	75.7
46	8.9
514	100.0

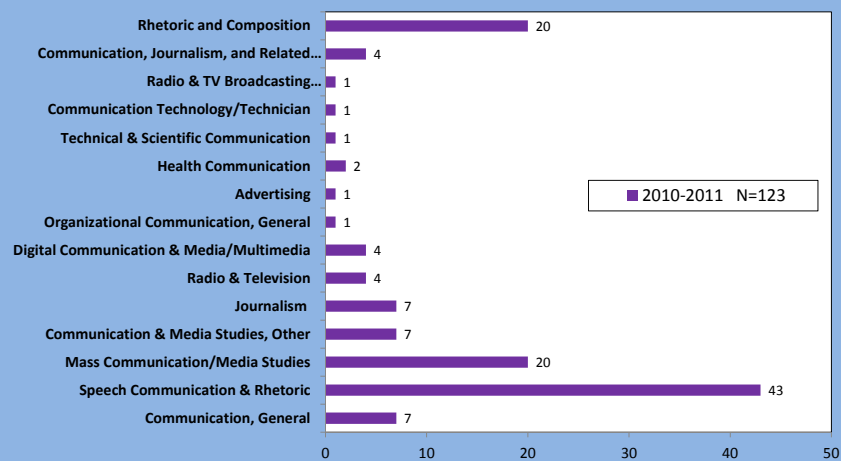
1. Doctoral degree granted: 2000-2011

IPEDS and Annual Survey Estimates



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

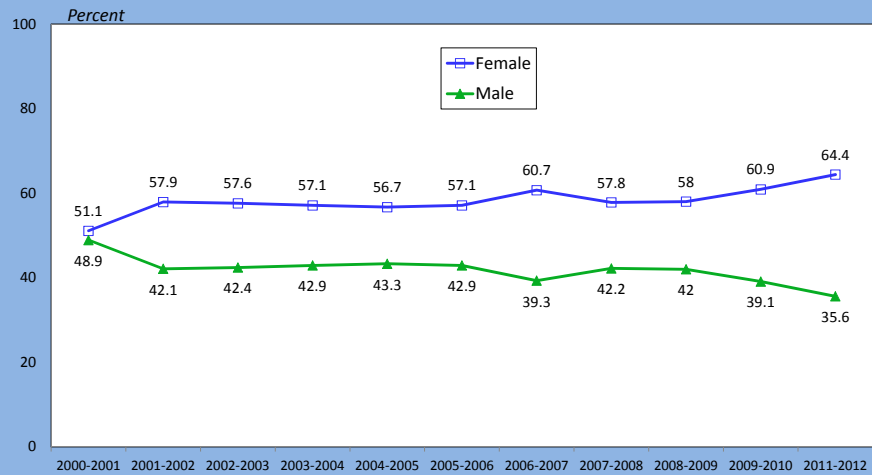
2. Use of IPEDS CIP codes in 2010-2011



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

3. Ph.D. and gender

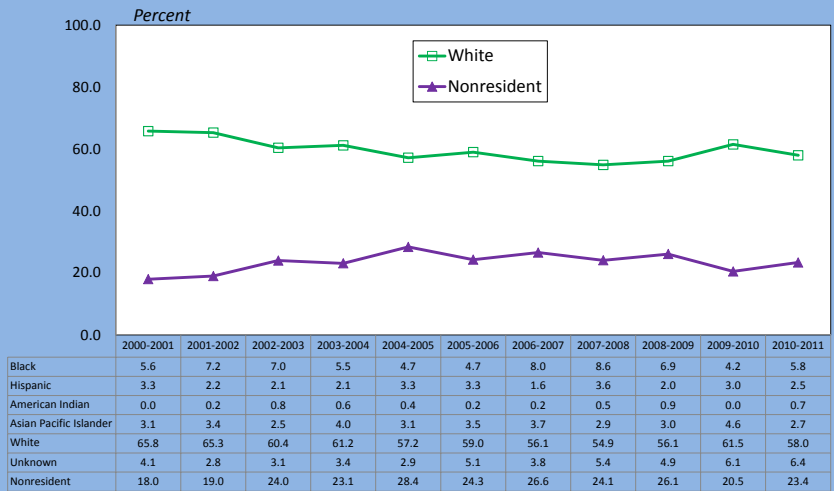
Doctoral degrees granted by gender: 2001-2011



Institute of Education Sciences, National Center for Education

4. Ph.D. and race/ethnicity

Doctoral degrees granted by race/ethnicity: 2001-2011



	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
Black	5.6	7.2	7.0	5.5	4.7	4.7	8.0	8.6	6.9	4.2	5.8
Hispanic	3.3	2.2	2.1	2.1	3.3	3.3	1.6	3.6	2.0	3.0	2.5
American Indian	0.0	0.2	0.8	0.6	0.4	0.2	0.2	0.5	0.9	0.0	0.7
Asian Pacific Islander	3.1	3.4	2.5	4.0	3.1	3.5	3.7	2.9	3.0	4.6	2.7
White	65.8	65.3	60.4	61.2	57.2	59.0	56.1	54.9	56.1	61.5	58.0
Unknown	4.1	2.8	3.1	3.4	2.9	5.1	3.8	5.4	4.9	6.1	6.4
Nonresident	18.0	19.0	24.0	23.1	28.4	24.3	26.6	24.1	26.1	20.5	23.4