

USC Annenberg School of Communication
COM 301: Empirical Research in Communication (4 units)
Fall 2017
Schedule # 20458R

Instructor: Dr. Carmen M. Lee

Email: carmenml@usc.edu

Office Hours: Tues., 10:00-12:00 p.m.

Wed. 4:00-5:30 p.m., & by appt.

Office: ASC 121-F

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Meeting Time: Mon. & Wed., 2:00-3:50 p.m.

Class Location: **ANN L101**

Teaching Assistant

Nathan Walter

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Office Hour(s)

Mon. & Wed., 12:00-1:30 p.m.

Course Description

This course examines the assumptions underlying quantitative research methods such as survey, experimental, and content analysis research designs. Moreover, we will explore the statistical tools of analysis necessary to understand and interpret findings from such methodologies. The course outlines how to design research to test issues of theoretical importance and measure constructs of interest. The course also exposes students to a variety of measurement issues (e.g., reliability and validity) and approaches (e.g., self-report measures and coding). Students will practice evaluating the design and measurement of research articles. Also, you will design, execute, and report your own research. In so doing, the knowledge and skills essential to the conduct of empirical research, data analysis, and interpretation will be developed.

Course Objectives

The major objective of this course is to provide you with an understanding of quantitative research methods and statistical procedures often employed in communication research. More specific learning objectives include:

- To recognize the relationship between theory and research methods;
- To comprehend and implement a variety of research designs;
- To comprehend and implement a variety of measurement techniques;
- To practice critical evaluation of research articles;
- To facilitate the independent conduction and report of research.

General Education Requirement

This course fulfills the **General Education Requirement in Quantitative Reasoning (GE-F)**. According to the university, "The quantitative reasoning category engages students in the analysis and manipulation of data and information related to quantifiable objects, symbolic elements, or logic in order to help them navigate the complexity and sophistication of the modern world. All quantitative reasoning courses, be they formal, abstract or empirical are designed to increase the capacity of students to evaluate chains of formal reasoning and to assess the validity of mathematical, logical, or statistical inferences. A course in this category aims to develop one or more of three sets of skills: formal reasoning (the use of formal logic or mathematics), abstract representation (the use or construction of symbolic or diagrammatic representations), and empirical analysis (the use of statistical inference)." ~Taken directly from the *General Education Requirements*

Required Readings/Materials:

Singleton, R. A., Jr., & Straits, B. C. (2010). *Approaches to social research* (5th ed.). New York, NY: Oxford University Press.

The textbook (T) is accompanied by an *Online Companion Website* that provides interactive resources such as answers to select textbook exercises, sample quizzes, and suggested readings or web resources. The link is:

<http://college.holycross.edu/projects/approaches5>.

All additional required readings will be made available on Blackboard (Bb).

Recommended Supplemental Materials:

American Psychological Association (2009). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: American Psychological Association.

Williams, F., & Monge, P. (2001). *Reasoning with statistics: How to read quantitative research* (5th ed.). Orlando, FL: Harcourt.

SPSS Statistical Package for the Social Sciences (also known as IBM SPSS).

IBM SPSS provides a '**Statistics Base GradPack**' version that can be rented for 6- or 12-months at a reduced rate: <http://www.onthehub.com/spss/>

Computer Access:

Windows OS and Mac OS software (including SPSS) necessary to complete assignments in this course are available on computers in the following USC Computing Centers: Ahmanson Information Commons at Leavey Library, King Hall (KOH 206), Salvatori Computer Science Center (SAL 125), and Waite Phillips Hall (WPH B34). It is your responsibility to ensure that you have access to a computer that can perform the necessary functions for completion of assignments.

Course Requirements

1. Class Participation/Preparation

This course depends on each participant for its energy and vitality! Students are expected to: (1) read the assigned readings *before* class, (2) come to each class prepared to discuss the reading assignments, and (3) *actively* participate in the class. Participation in class does not just mean talking! Good class participation involves coming to class on time with questions about the readings to share with the class, volunteering answers to questions that are insightful, actively listening to others' contribution to discussion, and moving the discussion along toward a shared understanding. On occasion, students will be required to complete in-class assignments as part of their class participation.

Weekly attendance is expected and essential for participation credit. Based on both objective (quantifiable; e.g., class attendance, speaking in class, attending office hours/scheduled appointments) and subjective (qualitative; e.g., contributing meaningful questions/answers, illustrating comprehension of course material) assessment, participation scores shall be at the discretion of the Instructor. The 'average' participation score is 20 points; noteworthy participation will receive more points. Class participation is worth 5% of your final grade.

Students who miss a class meeting are expected to have read the material *and* actively find out what they missed. You should approach another classmate for missed lecture notes and, if clarification is needed, meet with your Instructor. **Instructor lecture notes or PowerPoint slides are not provided to students in this course.**

2. Homework Assignments

In order to facilitate your understanding of course material, you will be assigned a series of eight (8) homework assignments. These assignments will take various forms. You will read research articles and critique the various research methods utilized; you will develop a short survey and coding scheme; you will complete statistical procedures by hand; and after concepts have been covered in class, you will conduct a statistical test on a specific dataset and write-up the results (per expected guidelines). Descriptions of all assignments will be made available on Blackboard. Homework Assignments are worth 20% of your final grade.

To be accepted, all completed homework assignments must: (1) be neat and readable (i.e., written responses should be clear), (2) show each step to any statistical procedure (this aids the instructor, and also you, in understanding how you thought through your answers), (3) provide clean copies and label all relevant documents for computer generated answers (i.e. provide the SPSS output with answers labeled on the printout), and (4) be turned in on time. **No late homework assignments will be accepted.**

3. Exams

There will be three (3) exams given throughout the course. The exams are NOT cumulative; however concepts do build upon each other. Both lecture material and assigned course readings will be covered on the exam; therefore,

attending class lectures and perusal of all assigned readings is essential. Exams *may* consist of true/false, multiple-choice questions, fill-in-the-blank, short answer questions, and the interpretation of SPSS statistical output. There will be a review prior to each exam. All exams are to be taken in class on the designated exam dates. Your exams will not be returned to you, but you are welcome to come during office hours or make an appointment to peruse your exam if desired. Each exam is worth 15% of your final grade.

In the rare event that an *extreme* emergency arises (i.e., you were in the hospital, there was a death in the family), it is your responsibility to: (1) inform your Instructor prior to the scheduled exam time, and (2) provide the Instructor with written documentation of the emergency (e.g., medical note from a certified physician) that can be verified. If your excuse can be verified with appropriate documentation, you will be allowed to make up the missed exam (*in a timely manner*) at the discretion of the Instructor. Exam I will be held on **September 18, 2017**; Exam II will be held on **October 30, 2017**; Exam III will be held on **Friday, December 08, 2017** (2:00-4:00 pm).

4. Research Project

This research project will reflect the culmination of your training in quantitative research methods and statistics. **In groups of 4 - 5 people**, you will choose a topic of interest and an accompanying research methodology (e.g., content analysis, survey, or experiment). You will then develop testable hypotheses and/or research questions based on existing literature, gather data and write-up your research findings. In order to assist in the completion of your project, benchmarks will be imposed. Benchmarks are scored based on the level of detail, accuracy, and completeness of the assignment. The benchmarks are worth 10% of your final grade.

5. Research Paper

The research paper (15-20 pages, inclusive of references, tables, and figures), which is submitted on behalf of the entire research group, will be similar in format to an empirical research article. Papers should be double-spaced, typed pages following APA 6th ed. Publication Manual format. The research paper should be submitted via Turnitin on Blackboard and email (with the required documents: codebook, SPSS output, and dataset). **A more detailed explanation can be found in the Research Project/Paper Description on Blackboard.** The final research paper is worth 20% of your final grade.

It is important that all group members contribute equally to the research project and paper. When all members of the group contribute equally everyone gets the same group grade. On occasion, a student feels that they have contributed above and beyond the work of anyone else in the group. When this happens, the student who has put in the most work can propose to their group that they be designated "senior author" on the research project/paper and receive the grade of the paper plus three (3) points extra credit. All other students are named "contributing authors" on the research project/paper and receive the grade as is. If a student did very minimal work, according to the evaluation of the rest of the group, they are considered an "acknowledgment" and receive the grade minus five (5) points. Students who do not contribute at all will receive a greater deduction up to a grade of zero.

If you have a group member who is not pulling his/her/their weight, contact me immediately. If you do not contact me well in advance, please do not complain about this person's lack of work on the project. Given enough lead-time, I can assist in the situation.

Benchmarks and Research Papers turned in late will result in a **5% deduction for each day** after the deadline. For all types of excuses, students will receive point deductions and should provide the instructor with formal, written documents/evidences. The instructor has the right to decide on the exact amount of total points deducted, depending on the evaluation of the legitimacy of the excuse.

Assessment:

You will be assessed on the following requirements:

<u>Requirements</u>	<u>% Of Final Grade</u>	<u>Point Equivalent</u>	<u>Date Due</u>
Classroom Participation	5%	25	<i>weekly</i>
Assignments (8)	20%	100	<i>vary</i>
Exam I		75	09/18/17
Exam II	45%	75	10/30/17
Exam III		75	12/08/17
Research Project Benchmarks (4)	10%	50	09/11, 10/04, 11/01, & 11/24
<u>Research Paper</u>	20%	<u>100</u>	12/01/17
<i>Total</i>		<i>500 pts. Possible</i>	

Grading

The following scale will be used to assign final course grades:

<u>Points</u>	<u>%</u>	<u>Grade</u>	<u>Points</u>	<u>%</u>	<u>Grade</u>
470-500	94-100	A	365-384	73-76	C
450-469	90-93	A-	350-364	70-72	C-
435-449	87-89	B+	335-349	67-69	D+
415-434	83-86	B	315-334	63-66	D
400-414	80-82	B-	300-314	60-62	D-
385-399	77-79	C+	0-299	≤ 59	F

NOTE: Grades are based on the work completed from the first and last day of class. Per USC policy, “No student is allowed to re-take a final examination or do extra work in a course after the semester has ended for purposes of improving his or her [or their] grade.”

Missing or Inaccurate Score Inquiries/Disputes

Scores for all assignments and exams are regularly updated on Blackboard. You are responsible for notifying me **within one (1) week** of a score posting if you think a score is missing or inaccurate. Failure to inquire/notify in regard to any discrepancy or missing score within one week of the date the score is posted, **may** result in no changes being made.

Course PoliciesAcademic Integrity Policy

The Annenberg School of Communication maintains a commitment to the highest standards of ethical conduct and academic excellence. Any student found responsible for plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will be reported to the Office of Student Judicial Affairs and Community Standards and may be dismissed from the School of Communication. There are no exceptions to the school’s policy (University of Southern California Catalogue, 2017-2018).

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one’s own academic work from misuse by others as well as to avoid using another’s work as one’s own. All students are expected to understand and abide by these principles as set forth in [SCampus](#).

The university does not tolerate discrimination, sexual assault, and harassment. You are encouraged to report incidents to the Office of Equity and Diversity <http://equity.usc.edu> or to the Department of Public Safety <http://adminopsnet.usc.edu/department/department-public-safety>. This is important for the safety of the whole USC community. Another member of the university community (e.g., a friend, classmate, advisor, or faculty member) can help initiate the report, or can initiate the report on behalf of another person. The Center for Women

and Men <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential supports, and the sexual assault resource center webpage <http://sarc.usc.edu> describes reporting options and other resources.

Disability Service Accommodations

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Disability Services and Programs (DSP). You need to make a request with DSP for each academic term that accommodations are desired. To avoid any delay in the receipt of your accommodations, you are encouraged to do this **no later than the first week of class**. Students taking courses in the Annenberg School of Communication will need to share and discuss their letters with their Instructor and forward a letter to the Office of the Director (ATTN: DSP). Please note that accommodations are not retroactive, and that accommodations based upon disability cannot be provided until you have presented your Instructor with an accommodation letter from DSP. Your cooperation is appreciated. Disability Services & Program contact information: (213) 740-0776 or http://sait.usc.edu/academic-support/center-programs/dsp/home_index.html

Student-Athlete Travel Excuse Letters

Prior to a university-sponsored away competition, Student-Athletes are responsible for providing their Instructor with a Competition Excuse Letter (provided by their academic counselor) for the classes missed while on the road (i.e., excused absence). It is the responsibility of the Student-Athlete to provide the letter prior to leaving on their trip and to make arrangements for a make-up of any missed assignments or exams.

Classroom Comportment

Students are expected to engage in behaviors that enhance the learning environment. The Instructor is responsible for optimizing learning for not only individual students but for all students in the course. Thus, disruptive behaviors will not be tolerated. These behaviors include: not listening, pretending to listen while secretly texting or using electronic devices, speaking without being recognized, making fun or otherwise berating/disparaging the remarks of another person, etc. **Disruptive behaviors may adversely affect your overall course grade.**

Laptops/Electronic Devices

Laptops/Tablets may be used during class for note-taking purposes only. Please do not use devices for any purpose unrelated to our class as this may result in a suspension of use by the entire class for the semester. Other electronic devices (e.g., cell phones, iPods, etc.) should be turned off/silenced and put away. If you need to use your phone for any reason, please excuse yourself from the classroom.

Recording Policy

Students may not record any portion of a classroom lecture, discussion, or review **without the prior and explicit written permission of the course instructor**. The unauthorized use of any form of device to audiotape, photograph, video-record or otherwise reproduce (in whole or in part) lectures, course notes, or teaching materials provided by the instructor is forbidden. Students registered with Disability Services and Programs (DSP) who are unable to take or read notes have the right to audio record class lectures for their personal study only. Lectures recorded for this purpose may not be shared with other people without the consent of the Instructor. Furthermore, permission granted for recording of a lecture, discussion, or review also requires the observation of privacy guidelines and regulations for students in the class whose presence or statements might also be recorded.

Intellectual Property

The syllabus, lectures, handouts, and Blackboard content fall under personal and university-wide intellectual property policies. Anything other than personal use (e.g., organized recording, duplication, or distribution) on your part represents a violation of copyright and fair use laws.

Incomplete Work (IN)

A mark of incomplete is used to reflect work not completed because of documented illness or some other emergency occurring after the twelfth week of the semester; arrangements for the IN and its completion should be initiated by the student and agreed by the Instructor prior to the final exam. Incompletes will be given only when all University requirements pertaining to them are met. Marks of IN must be completed within one year from the date of the assignment of the IN (USC Catalogue, 2017-2018).

Turnitin.com

Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. You may submit your papers in such a way that no personal identifying information is included.

Campus Resources

Student Counseling Services: (213) 740-7711 or <http://engemannshc.usc.edu/counseling/>

Student Counseling Services Counseling Center provides mental health treatment for students as well as assistance with developmental issues (e.g., intimate relationships, cultural adjustment, and identity development). Moreover, they provide assistance to students struggling with emotional urgent concerns. Student Counseling Services is located in Engemann Student Health Center, 1031 W. 34th Street.

ITS Customer Support Center (CSC): (213) 740-5555 or <http://itservices.usc.edu/students/>

The ITS Customer Support Center (CSC) provides support to the USC community for connecting to the USC Network and using supported applications. For help with network connectivity and software, contact CSC. Walk-in support is available in Leavey Library's Information Commons.

USC Campus Cruiser Service: (213) 740-4911 or <http://transnet.usc.edu/index.php/campus-cruiser-program/>

If you work, study, or take classes at night, the USC Campus Cruiser Service offers either a walking or vehicle escort to your destination. Services on the University Park Campus are available from 6:00 p.m. to 2:45 a.m., 7 days a week. You can make a request for a campus escort online at <https://usc.ridecell.com/request> or through a smartphone app.

Consultations

You are more than welcome to contact me in my office, email me, attend office hours, or set up a meeting time. Please do not wait until the night before an assignment is due to realize that you do not understand it. If you experience difficulty in this course for any reason, please do not hesitate to contact me.

COURSE SCHEDULE*			
	Date	Topic	Assignment Due
Week 1	Aug. 21	Introduction to the Course & Quantitative Research Methods	-----
	Aug. 23	Introduction to Quantitative Research Methods (cont.).	-----
Week 2	Aug. 28	Variables, Types of Relationships, & Hypotheses	
	Aug. 30	Levels of Measurement	-----
Week 3	Sept. 04	No Class – Labor Day	-----
	Sept. 06	Sampling (Sept. 8th: Last Day to drop w/out mark of “W”, full refund)	-----
Week 4	Sept. 11	Reliability and Validity	BM#1
	Sept. 13	Reliability and Validity (cont.). & Exam I Review	-----
Week 5	Sept. 18	Exam I	
	Sept. 20	Research Ethics/IRB Process	-----
Week 6	Sept. 25	Content Analysis (Types of Quantitative Research Designs)	-----
	Sept. 27	Content Analysis (cont.)	-----
Week 7	Oct. 02	Surveys (Types of Quantitative Research Designs)	HW#1
	Oct. 04	Surveys (cont.) (Oct. 6 th : Last Day to drop w/out mark of “W”; no full refund)	BM#2
Week 8	Oct. 09	Experiments (Types of Quantitative Research Designs)	HW#2
	Oct. 11	Experiments (cont.) (Mid-Semester Grade Report)	-----
Week 9	Oct. 16	Research Project Workshop & Introduction to SPSS	HW#3
	Oct. 18	Measures of Central Tendency/Dispersion SPSS: Descriptives/Frequencies (analysis, interpretation, & write-up)	-----
Week 10	Oct. 23	Factor Analysis SPSS: Step-by-Step Factor Analysis (analysis, interp., & write-up)	HW#4
	Oct. 25	Reliability Analysis and Scale Summation & Exam II Review SPSS: Step-by-Step Scale Reliability; SPSS: Scale Summation	-----
Week 11	Oct. 30	Exam II	
Week 12	Nov. 01	Hypothesis Testing; Type I and Type II Error	BM#3
Week 12	Nov. 06	t-tests and effect sizes	HW#5
	Nov. 08	SPSS: Step-by-Step t-test (analysis, interpretation, & write-up) (Nov. 10 th : Last Day to drop with mark of “W”)	-----
Week 13	Nov. 13	Analysis of Variance	HW#6
	Nov. 15	SPSS: Step-by-Step ANOVA (analysis, interp., & write-up)	-----
Week 14	Nov. 20	Correlation and effect sizes	HW#7
	Nov. 22	No Class – Thanksgiving Holiday	BM#4 (11/24/17)
Week 15	Nov. 27	Chi-square tests: Goodness-of-Fit & Independence SPSS: Step-by-Step χ^2 (analysis, interp., & write-up)	HW#8
	Nov. 29	Course Wrap-Up & Exam III Review	Paper due 12/01/17 (by 11:59 p.m.)
Finals Week		Exam III (Friday, December 08, 2017; 2:00-4:00 p.m.)	

*Course schedule/content subject to change at Instructor discretion ¹Course Textbook (Singleton & Straits) ^{Bb}Blackboard Reading