COMM 305 — Understanding Social Science Research

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Class meets: TuTh 12:30-1:50p, ASC 204

Teaching Assistant

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Course Description

The value of science can only be realized if it is understood by people and put into practice. This course guides you to evaluate scholarly publications of social scientific research, and to apply the results of social science in daily practices.

In order to truly appreciate scientific research, we need to understand the principles of research methods. This learning process is best facilitated by a combination of lectures, problem sets, and exams. In addition, there will be assignments in which you are required to summarize and critically evaluate a series of research articles in the field of communication. Evaluation of these assignments will be based on whether you have summarized the main findings in the assigned articles, and more important, whether you have identified their main flaws.

There is no prerequisite for this course.

Course materials


Requirements and Evaluation

Evaluation will be on the following basis:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>20%</td>
</tr>
<tr>
<td>Quiz</td>
<td>10%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>20%</td>
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<tr>
<td>Assignments</td>
<td>25%</td>
</tr>
<tr>
<td>Final Report</td>
<td>15%</td>
</tr>
<tr>
<td>Participation</td>
<td>10%</td>
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</tbody>
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There will be five assignments, each worth 5%.

This course uses the following grading scheme:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93% or higher</td>
</tr>
<tr>
<td>A-</td>
<td>90%-92%</td>
</tr>
<tr>
<td>B+</td>
<td>87%-89%</td>
</tr>
<tr>
<td>B</td>
<td>83%-86%</td>
</tr>
<tr>
<td>B-</td>
<td>80%-82%</td>
</tr>
<tr>
<td>C+</td>
<td>77%-79%</td>
</tr>
<tr>
<td>C</td>
<td>73%-76%</td>
</tr>
<tr>
<td>C-</td>
<td>70%-72%</td>
</tr>
<tr>
<td>D+</td>
<td>67%-69%</td>
</tr>
<tr>
<td>D</td>
<td>63%-66%</td>
</tr>
<tr>
<td>D-</td>
<td>60%-62%</td>
</tr>
<tr>
<td>F</td>
<td>59% or lower</td>
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</tbody>
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Quiz Examinations

There will be two examinations and one in-class quiz for this course. The quiz will be on the more technical materials, e.g., two-sample t tests. And the exams will be on the more conceptual materials, e.g., analyzing biases, generalizability, and critiquing the validity of the studies etc. The quiz will contain calculation-based questions and the two exams generally follow the following format: 8 to 15 multiple choice questions (20-30% of the examinations points); 5 to 8 fill in the blanks or short answer questions (10-30% of the points); 4 to 6 analysis questions (40-50% of the points).

These two exams are non-cumulative.

The examinations and quiz require significant effort and resources to design and conduct. Holding make-ups demands even more, which may not be possible or reasonable. So, make every effort to take the examinations on their scheduled dates. Check the course calendar below.

Requests to take examinations or quiz on other dates will be considered only for unexpected, justifiable and documentable reasons.

Assignments

Each assignment will contain multiple choices, conceptual questions, critiquing research articles, or problems sets on statistical techniques. You are required to complete
the assignments INDEPENDENTLY. No group discussion or any study groups are
allowed before the submission of assignments.
Assignments will be submitted in hardcopies at the start of the class on the day
indicated in the syllabus. Late assignments will not be graded. All assignments must
be the original work of the student and not used for any other course. Violation of this
policy is an Academic Integrity Violation.
Questions about grades should be addressed in a timely manner. There is a 24-hour
“wait period” after receiving a grade, but then you should address questions within the
next 10 days. Requests for grade changes must be written and include justification.
A re-grade could lead to either higher or lower points.

Final Report
You will design a social scientific study and describe in detail how you plan to carry
out your study. The instructor team will provide a list of topics, from which you will
pick on. You can also pick your favorite research method, e.g., survey, content anal-
ysis, experiment etc. More details will be posted on Blackboard toward the end of the
semester.

Participation
There are assigned readings before each lecture. You are required to complete these
readings and come to class prepared to discuss the material. 4% of the participation
score is based on the instructors’ general impressions about your constructive inputs in
the class discussion.
You are allowed three unexcused absences during the semester without penalty.
Thereafter, each unexcused absence costs 1% of the total grade. By “excused” absences
we mean absences with approved documentations, such as a doctor’s note or your
coach’s note for games or competitions etc. Having four unexcused absences costs
4% of the final score (i.e., a 90% drops to 86%). Absences beyond the sixth open the
possibility that you may fail the course. Arriving past five minutes late to class will
incure a penalty (half that of absences).

Laptops and Phones in Class
Laptops are allowed in class only for note-taking purposes. Please put down your
phones, unless they are required for certain in-class activities. Students who are instant
messaging, web surfing, or involved in other similar activities during class will be
marked as absent.

Extra Credit
You can earn extra credit (2 points max per student) by being an effective scientific
reporter.

- This is a team project. Each team should have 3 people.
- To earn 2 extra points, find a misleading report of a scientific study in a newspaper (e.g., LA Times, USA Today) or a magazine (e.g., The Economist), and identify the original research article. The assignment is to read both articles and write a critical report about the news article. Submit the news article, the original research article, a short summary of the study in your own words (one page double spaced 12pt font size), and explain why you think the report is misleading (three pages double spaced 12pt). Again the instructors will evaluate your submission and decide if you get the extra credit.

- Each team needs to give a mini presentation (no slides required, approximately 5 mintues depending on scheduling) in class, to cover the main points. The presentation is not graded but required.

**Religious Holy Days**

You may arrange to take an exam on an alternative date if the exam falls on a religious holy day. Notify the instructor at least two weeks in advance of the holy day. Do not expect to be excused from taking the exam on the assigned date if you fail to notify your instructor two weeks in advance of the holy day. The same policy applies to assignments: you need to ask for an extension two weeks in advance otherwise it will be treated as a late assignment.

## 1 Statement on Academic Conduct and Support Systems

### 1.1 Academic Conduct

Plagiarism presenting someone elses ideas as your own, either verbatim or recast in your own words is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Section 11, Behavior Violating University Standards. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the Office of Equity and Diversity or to the Department of Public Safety. This is important for the safety whole USC community. Another member of the university community such as 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 provides 24/7 confidential support, and the sexual assault resource center webpage describes reporting options and other resources.
1.2 Support Systems

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the American Language Institute [http://dornsife.usc.edu/ali](http://dornsife.usc.edu/ali) which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs [http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html](http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html) provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, USC Emergency Information [http://emergency.usc.edu/](http://emergency.usc.edu/) will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

Schedule

Week 1  **Jan 9 ~ 13, 2017**

**Session A** — Introduction

**Session B** — Deduction versus induction; falsifiability


Week 2  **Jan 16 ~ 20, 2017**

**Session A** — Social science and hypotheses


**Session B** — Descriptive statistics

- Ch 3 of Rowntree book.
- Ch 2 and 5 of Huff book

Week 3  **Jan 23 ~ 27, 2017**

**Session A** — Measurement

- Ch 4 of Huff book
Session B — Discussing Measurement
- Reading will be handed out in class.

Week 4 Jan 30 ~ Feb 3, 2017

Session A — What’s in a research paper?
- [Assignment 1 due.]

Session B — Probability and distributions
- Rowntree book, p38-64.

Week 5 Feb 6 ~ 10, 2017

Session A — Introducing Normal distribution

Session B — Sampling
- Ch 1 of Huff book

Week 6 Feb 13 ~ 17, 2017

Session A — Discussing sampling
- [Assignment 2 due.]

Session B — Inferences: from sample to population
- Ch 5 of Rowntree book
- Ch 3 of Huff book
Week 7  Feb 20 ~ 24, 2017

   Session A — Review for exam 1
   Session B — Exam 1

Week 8  Feb 27 ~ Mar 3, 2017

   Session A — Two-sample t tests
   Session B — Discussing two-sample t tests

Week 9  Mar 6 ~ 10, 2017

   Session A — Correlations and regressions
       - [Assignment 3 due.]
   Session B — Correlation, causation, and third variables & Review for Quiz
       - Ch 8 of Huff book

Week 10  Mar 13 ~ 17, 2017  Spring break

Week 11  Mar 20 ~ 24, 2017

   Session A — Content analysis
   Session B — In-Class Quiz & Survey Research
Week 12  Mar 27 ∼ 31, 2017

Session A — Survey research continued: biases and reliability


Session B — Focus group

Week 13  Apr 3 ∼ 7, 2017

Session A — Experiments: treatment and control

- [Assignment 4 due.]

Session B — Experiments continued

- Handouts will be distributed in class.
- Today is the last day for signing up for extra credit projects.

Week 14  Apr 10 ∼ 14, 2017

Session A — One-way ANOVA


Session B — Discussing One-way and Two-Way ANOVA


Week 15  Apr 17 ∼ 21, 2017

Session A — Ethics in research

- Ch 10 of Huff book.
- [Assignment 5 due.]

Session B — Review for Exam 2

Week 16  Apr 24 ~ 28, 2017

Session A — Extra credit presentations

Session B — Exam 2

Week 17  4pm Wed May 10, 2017

- Extra Credit Report Due at 4pm for Submission on Blackboard
- Final Report Due at 4pm for Submission on Blackboard