

Research Methods in Communication (CMST 354/356)

Fall 2019

MWF 9:05-9:55am

HSS 203

Instructors: E-mail:	Dr. Jenny Crowley jcrowle3@utk.edu	Joe Lybarger jlybarga@vols.utk.edu	Jamie Osborn josbor23@vols.utk.edu
Office: Office Phone: Office Hours:	283 Communications 865-974-1144 MWF 10-11am or by appointment	103 Communications MWF 12-1pm, TH 10:30-11:30am or by appointment	93 Communications F 10-12pm or by appointment

Course Description:

This course and lab are designed to introduce students to a social scientific approach to studying communication. Students in this course will learn how communication researchers conduct and evaluate quantitative and qualitative research. A primary goal of the course is to enable you to become a critical consumer of communication research. A secondary goal of the course is to enable you to generate knowledge about human communication. By the end of this course you will possess the basic tools necessary to design research, conduct research, analyze quantitative and qualitative data, and communicate research results. The end result of the course should be a fundamental understanding of how to critique and conduct research using the variety of methodologies that are employed in the field of communication studies. This will occur through lectures, demonstrations, examinations, and a semester-long research project.

Course Objectives and Outcomes:

1. To understand and critique the methods, findings, discussion, and conclusion components of qualitative and quantitative research reports.
2. To understand how to develop the methods (including the use of human subjects) and analysis procedures necessary to answer research questions or test hypotheses.
3. To analyze data, interpret qualitative and quantitative research findings, and complete the methods, discussion, and conclusion sections of a research paper.
4. To utilize available resources for collecting and analyzing data.
5. To practice the principles of effective written communication.
6. To practice the principles of relationship building and group interaction.

Course Materials:

Books:

Keyton, J. (2015). *Communication research: Asking questions, finding answers* (4th Edition). New York, NY: McGraw-Hill. [Required]

American Psychological Association. (2010). *Publication Manual of the American Psychological Association* (6 ed.). Washington, DC: Author. [Recommended]

Equipment:

- Computer with SPSS data analysis program. Laptops are helpful, but are not required. Information about downloading SPSS for free from UT will be provided in class.
- Calculator with a square root symbol. Use of your phone as a calculator is permitted.
- Folder or binder for final project documents.

Course Assignments:

Attendance and Participation (60 points). These points are allocated for class attendance and actively participating in class discussion. The participation grade will be based on the quality and quantity of your comments and contributions to class discussions, but you cannot participate if you do not attend. Therefore, your attendance factors into your participation grade. Sitting in your seat and sleeping or texting does not constitute full participation and is hardly better than skipping class. You should come to class prepared to engage with your classmates and the subject at hand with intelligent, thoughtful, and analytical contributions. Additionally, effective participation requires remaining respectful, actively listening to your peers, and completing in-class activities. Only those students who participate regularly and thoughtfully in class discussions can expect to receive the full amount of attendance/participation points.

Exams (100 points each). There will be three exams in this class, which may include multiple choice, true/false, matching, fill-in-the-blank, short answer, and/or essay questions. Exams will cover material from both lecture and the readings. I will let you know what type and how many questions closer to each exam. These exams are not cumulative.

Get To Know Your Faculty Paper (70 points). Each student will identify a faculty member in the School of Communication Studies and investigate that person's area of research. Use the faculty biographies available at <http://cmst.cci.utk.edu/cmst-faculty> to select a faculty member whose research is interesting to you. Then, read two articles written by your chosen faculty member. After you have an idea about the faculty member's research interests, write a 2-page paper summarizing with which paradigm they identify, their main research interests, the research methodologies they commonly use to conduct their research, and some findings from their research that interest you. Be sure to support your answers with information from the readings you did, content from the faculty member's biography, or knowledge of the faculty member based on classes you're taking.

Research Project (270 points). Students will conduct a semester-long research project about human communication that utilizes both qualitative and quantitative methods. A detailed description of the assignment is available on Canvas.

Calculating the Final Grade:

Attendance and Participation	60 points
Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
Get To Know Your Faculty Paper	70 points
Research Project	<u>270 points</u>
	700 points total are possible

Grading: The following chart displays the grading scale used in this course. Students will earn the same grade for lecture (CMST 356) and lab (CMST 354).

A	700 to 658	B-	587 to 560	D+	489 to 469
A-	657 to 630	C+	559 to 539	D	468 to 448
B+	629 to 609	C	538 to 518	D-	447 to 420
B	608 to 588	C-	517 to 490	F	419 or lower

Course Policies:

Attendance: Attendance is vital to success in this course and you are expected to attend all classes. Attendance will be taken every lecture and lab period. If you are absent 8 or more class periods over the course of the semester, you will receive an F in attendance/participation. I do not excuse absences, your seven ‘freebies’ are meant to cover illness, school activities, job interviews, etc. I know that life happens and I allow seven absences so you can manage accordingly. Teaching has performative aspects and certain behaviors such as side conversations, texting, or working on assignments for other classes distract me while I am teaching. If you are engaging in disruptive behavior, I will ask you to leave. In the event that you are unable to attend lecture or lab, it is your responsibility to obtain notes from **a fellow student**.

Late Assignments: Papers, presentations, and exams must be turned in or completed in class on the day they are due. Late work is acceptable only by arrangement with me, and it may not always be possible to make up an assignment. If you need a make-up opportunity or extension for any assignment, you need to contact me before the class period in which the assignment is due. Extensions or make up work will be evaluated on a case-by-case basis.

Final Grades: My work at the end of the semester is that of a calculator. I add the points you received throughout the semester and identify where your total score lies within the grading scale described above. There is very little I can do to improve a grade at the end of the semester. If you are concerned about your grade, the time to see me is during the semester, preferably before the second half of the semester. Don’t wait too long to see me about grade concerns. At the end of the semester, the grade received is the grade earned based on your total points. This means if you are 1 point away from a B-, you have received a C+ in the course.

Accommodations for Students with Disabilities: Any student who feels he or she may need an accommodation based on the impact of a disability should contact Student Disability Services (SDS) at 865-974-6087 in 100 Dunford Hall to document his or her eligibility for services. SDS

will work with students and faculty to coordinate accommodations for students with documented disabilities.

CCI Diversity Statement: The College of Communication and Information recognizes and values diversity. Exposing students to diverse people, ideas and cultures increases opportunities for intellectual inquiry, encourages critical thinking, and enhances communication and information competence. When all viewpoints are heard, thoughtfully considered, and respectfully responded to, everyone benefits. Diversity and fairness unite us with the wider professional and global community.

Academic Integrity: Academic integrity is taken very seriously. If you violate academic standards of conduct, you risk failing this course or possible suspension from the university. Violations include (but are not limited to) cheating, plagiarism, use of a paper that has been turned in by you or someone else in another class, and unauthorized possession of exam materials. **If caught engaging in academic dishonesty in this course you will receive a zero in the course.** You are responsible for being familiar with university policies on such matters; including a thorough understanding of the university’s Honor Statement:

An essential feature of the University of Tennessee is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. As a student of the university, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity.

Tentative Course Schedule:

Tentative schedule subject to change as instructor deems necessary.

Date	Lecture Topic	Reading	Weekly Lab Section
W: 8/21	Introduction	Syllabus	Thursday Lab: Introduction
F: 8/23	All Day Faculty Meeting, No Lecture		
M: 8/26	What is Research?	Chp. 1	Thursday Lab: Paradigms; Introduce GTKYFP
W: 8/28	Theory and Research	pp. 18-26	
F: 8/30	Locating & Evaluating Sources	pp. 27-36	
M: 9/2	Labor Day, No Lecture		Thursday Lab: APA Format
W: 9/4	Writing & Reading Research	pp. 27-36	
F: 9/6	Ethical Issues in Research	Chp. 3	
M: 9/9	Conceptual & Operational Definitions	Chp. 4	Thursday Lab: Conceptual and Operational Definitions

W: 9/11	Research Project Due: GTKYFP		
F: 9/13	Variables	Chp. 4	
M: 9/16	Research Questions & Hypotheses	Chp. 4	Thursday Lab: Literature Reviews
W: 9/18	Research Questions & Hypotheses	Chp. 4	
F: 9/20	Exam 1		
M: 9/23	Diversity and Inclusion Week Event, Meet in Scripps Convergence Lab (COM 402)		Thursday Lab: Literature Reviews
W: 9/25	Research Project		
F: 9/27	Qualitative Research	Chp. 14-15	
M: 9/30	Qualitative Research	Chp. 16	Thursday Lab: Qualitative Research
W: 10/2	Qualitative Research	Chp. 17	
F: 10/4	Research Project Due: Literature Review	Chp. 17	
M: 10/7	Measurement	pp. 83-92	Thursday Lab: Reliability
W: 10/9	Validity & Reliability	pp. 93-105	
F: 10/11	Validity & Reliability	pp. 93-105	
M: 10/14	Sampling	Chp. 6	Thursday Lab: Fall Break, No Lab
W: 10/16	Survey Research Due: Survey Data	Chp. 8	
F: 10/18	Fall Break, No Lecture		
M: 10/21	Survey Design	Chp. 8	Thursday Lab: Surveys
W: 10/23	Survey Design	Chp. 8	
F: 10/25	Exam 2		
M: 10/28	Experimental Research	Chp. 7	Thursday Lab: Experiments
W: 10/30	Experimental Designs	Chp. 7	
F: 11/1	Experimental Designs	Chp. 7	
M: 11/4	Descriptive Statistics	Chp. 9	Thursday Lab: SPSS - Descriptive Statistics
W: 11/6	Install SPSS		

F: 11/8	Writing a Methods Section		
M: 11/11	Inferential Statistics Due: Methods	pp. 189-192, 196-199	Thursday Lab: NCA, No Lab
W: 11/13	Inferential Statistics	pp. 189-192, 196-199	
F: 11/15	NCA, No Lecture		
M: 11/18	Inferential Statistics	pp. 208-216	Thursday Lab: Qualitative Analyses
W: 11/20	Qualitative Analyses		
F: 11/22	Qualitative Analyses		
M: 11/25	Peer Reviews Due: Rough Draft of Paper, Intro - Results		Thursday Lab: Thanksgiving Break, No Lab
W: 11/27	Writing the Discussion Section		
F: 11/29	Thanksgiving Break, No Lecture		
M: 12/2	Instructor Office Hours, No Lecture		
W: 12/4	Course Evals Due: Final Paper		
FINAL EXAM December 6th, 8:00am - 10:00am			