COMMUN 370 (Sec001): Quantitative Research in Communication

University of Wisconsin-Milwaukee

Course description

This course aims to introduce students to the basic set of knowledge and skills needed to design and execute research. Lectures will focus on the conceptual aspects, such as developing research problems, building proper measurements, sampling, designing methods, and analyzing data. After completing the course, students will be equipped to move beyond being passive audience of reported research, and become discriminating consumers and competent practitioners.

Course materials

Required item:

Supplemental items:
- Other supplemental items will be uploaded in D2L site.

Evaluation of performance

Assignments

Weekly Unit Quizzes (220 pts; 11 × 20 pts each)

At the end of each weekly unit, you will need to complete a quiz. There are a total of 12 weekly quizzes but the practice quiz from the first week of the course will not be graded. The quizzes consist of 10-20 multiple-choice items and are completed on the D2L website.

Research Papers (260 pts; 1 × 10 pts, 1 × 120 pts, 1 × 130 pts)

There are three written papers that must be completed in this course: (1) a group membership and topic preference (2) a research summary and methods proposal, and (3) the results and discussion of your quantitative research findings. These papers are completed in teams of 2-3 members (3 member teams are preferred).
Attendance and Class Participation (100 pts)

This part of the evaluation is designed to set incentives for punctual attendance and active participation in sessions. *Attendance is essential for passing the course.* Participation can take many forms. One basic form is contribution to the class’ learning experience when discussing materials. Generally, if you ask meaningful questions, or help answer questions, or otherwise contribute to a discussion, that will count towards participation.

Worksheets (11 × 5 pts)

Worksheet assignments are available in the folder for each weekly unit and are designed to stimulate discussion by providing an opportunity to practice the skills necessary for successful completion of the course. The worksheets consist of short completion assignments that are designed to assess your understanding of concepts and skills from the course, brief written assignments, and/or analysis of data using SPSS. Each worksheet focuses upon a specific aspect of larger assignments (i.e., the papers).

Final paper presentation (10 pts)

Instead of final exam, this course will have a presentation meeting during the week of final exam. At the meeting, all the groups of this class should present their final paper. Any final paper which is not presented on designated day/time will not be evaluated.

Extra credits for Research Participation (extra 12 pts)

If you participate in studies conducted by faculty or graduate students in communication, you are going to have extra credits. You will get 4 points by participating in a study and you can get up to 12 points (3 studies).

Grading

There are 655 points possible in this course and the point breakdown is as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course policy agreement</td>
<td>5 pts</td>
</tr>
<tr>
<td>Quizzes</td>
<td>220 pts</td>
</tr>
<tr>
<td>Worksheets</td>
<td>55 pts</td>
</tr>
<tr>
<td>Research paper (mid-term and final)</td>
<td>260 pts</td>
</tr>
<tr>
<td>Paper presentation</td>
<td>10 pts</td>
</tr>
<tr>
<td>Attendance and participation</td>
<td>100 pts</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>650 pts</strong></td>
</tr>
</tbody>
</table>
At the end of the semester, total points will be divided by points possible. This value will be used to
determine the final percentage grade. Letter grades will be assigned to percentages according to the
following scale:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>94 - 100</td>
</tr>
<tr>
<td>A-</td>
<td>90 - 93</td>
</tr>
<tr>
<td>B+</td>
<td>87 - 89</td>
</tr>
<tr>
<td>B</td>
<td>84 - 86</td>
</tr>
<tr>
<td>B-</td>
<td>80 - 83</td>
</tr>
<tr>
<td>C+</td>
<td>77 - 79</td>
</tr>
<tr>
<td>C</td>
<td>74 - 76</td>
</tr>
<tr>
<td>C-</td>
<td>70 - 73</td>
</tr>
<tr>
<td>D+</td>
<td>67 - 69</td>
</tr>
<tr>
<td>D</td>
<td>64 - 66</td>
</tr>
<tr>
<td>D-</td>
<td>60 - 63</td>
</tr>
<tr>
<td>F</td>
<td>0 - 59</td>
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</tbody>
</table>

Course Policies

Attendance

You should plan to be present for the entirety of all class periods. If you become ill or circumstances
arise making it impossible for you to attend class, please contact me by email before the absence. This
is because we will occasionally do in-class exercises and I need to know who will/will not be present
each class. Missing class, arriving late, and leaving early adversely affect the participation grade.

Group Work

As individuals who are either currently in organizational positions or who plan to be in the near future,
you must be able to function as an effective member of a team. This course provides you with
additional opportunity to refine your group work skills. This means that you must have regular
communication with your partners, complete tasks as assigned by the group, adhere to deadlines, and
maintain a high quality of output.

Written Work

Any assignment completed to meet the requirements of this course must be typed or word-processed
(this is also necessary to submit the documents online). All documents should strictly comply with the
format developed by the American Psychological Association (APA). If you are not familiar with APA
format, contact the instructor for resources (the book by Rubin et al. book provides a good overview).
You can also purchase a copy of the Publication Manual of the American Psychological Association,
6th edition in most bookstores (Note: You may use either APA 5th or 6th Edition. Either is fine, but
the styles should not be mixed in the same document). All written work will be evaluated for clarity
and grammatical accuracy. If you need additional writing assistance, please see your instructor for referral to your campus writing resource centers.

**Electronic File Format**

All written work that is submitted to meet assignment requirements must be in an MSWord (.doc or .docx). Other file formats (e.g., .pages, .wps) are not accepted. Files that are uploaded in a format that is not .doc or .docx will not be evaluated and will receive a score of zero.

**Late work**

Late work is not accepted. All assignments must be completed and submitted to the instructor before the time at which they are due. In most cases, this deadline is at 11:59pm on the Sunday at the end of a weekly unit.

**Accommodation for Religious Observances**

For details: [https://www4.uwm.edu/secu/docs/other/S1.5.htm](https://www4.uwm.edu/secu/docs/other/S1.5.htm)

**Academic Honesty**

Students are expected to comply with university policies dealing with student misconduct. A more detailed description of Student Academic Disciplinary Procedures may be found in Regents Policy Statements, UWS Chapter 14 and UWM Faculty Document #1686.

**Participation by Students with Disabilities**

If you need special accommodations in order to meet any of the requirements of this course, please contact me as soon as possible. For more information or services: [http://uwm.edu/arc/](http://uwm.edu/arc/)

**Students Called to Active Military Duty**

For details: [http://www4.uwm.edu/academics/military.cfm](http://www4.uwm.edu/academics/military.cfm)

**Incomplete Policy**

An incomplete is seldom given in this course. Near the end of the course, if a problem arises that will prevent you from completing class requirements; you must contact the instructor immediately. To be considered eligible for an incomplete, you must provide written, verifiable, and acceptable proof that an incomplete is justified. Again, it is highly unlikely that an incomplete will be given in this course.

**Complaint Procedures**

For details: [http://www4.uwm.edu/current_students/uws-complaint.cfm](http://www4.uwm.edu/current_students/uws-complaint.cfm)

**Grade Appeal Procedures**
Discriminatory Conduct

Discriminatory conduct—(such as sexual harassment) will not be tolerated by the University. For details: https://www4.uwm.edu/secu/docs/other/S47.pdf

Other Policies

This course will comply with policies and procedures designated by the Department of Communication, the College of Letters and Science, and the University. Additional policies are available in the administrative offices of the Department of Communication.

Approximate Course Hour Distribution

These numbers are estimates. Please be aware that actual hour allotments may vary from student to student.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Minimum Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time in the classroom (face to face instruction)</td>
<td>44</td>
</tr>
<tr>
<td>Time taking quizzes &amp; work sheets</td>
<td>30</td>
</tr>
<tr>
<td>Time for class preparation and study</td>
<td>40</td>
</tr>
<tr>
<td>Time completing research assignments</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL</td>
<td>144</td>
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</tbody>
</table>