COMMUN 370 (Sec 001): Quantitative Research in Communication

University of Wisconsin-Milwaukee
Spring 2017

Classroom: Marril Hall #213 (Jan 24-Mar 30) & Mitchell Hall #353 (Apr 4-May 11)
Class hour: Tu/Th 12:30PM-1:45PM
Instructor: Chang shik Choi (choi7@uwm.edu)
Office: Johnston Hall #323
E-mail: choi7@uwm.edu
Office Hours: Tu/Th 2:00PM-3:30PM & by appointment
Course Web: http://d2l.uwm.edu/
Course director: Dr. Lindsay Timmerman (lindsayt@uwm.edu)

Course description

This course aims to introduce students to the basic set of knowledge and skills needed to design and execute quantitative 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.

Learning objectives

After completing this course, students should be able to:
1. Present research findings to both expert and lay audiences through effective oral and written communication.
2. Demonstrate research capabilities (conduct independent research, integrate research with one's own findings, and describe one's research in written and oral form).
3. Demonstrate information and research literacies (effectively obtain, evaluate, and use information).

Course materials

Required item:

Supplemental items:
- Other supplemental items are uploaded in the course D2L site.

Evaluation of performance

Weekly Assignments (275 pts)
Weekly Quizzes (220 pts; 11 × 20 pts each)

At the end of each weekly unit, you will need to complete an online quiz. There are a total of 12 weekly online quizzes. Quizzes are to be completed without notes, readings, other materials, or help from others. To help insure adherence to this standard, there is a time limit for each quiz (10 minutes).

Worksheets (55 pts; 11 × 5 pts each)

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.

Research Assignments (270 pts)

During the semester, students are required to write and submit a full research paper. Research papers in this course are completed in teams (up to five members). Students who want to work individually need to get approval from the instructor before the submission of group membership and topic approval form.

Group membership and topic approval (10 pts)

During the first few weeks of the semester, students will need to form research teams and choose their own research topics. The first research assignment, group membership & topic approval, is an individual assignment. Thus, all the members of each research team should fill out the form of group membership and topic approval and submit the form to a designated dropbox.

Research plan proposal (20 pts)

Research teams are required to present their research plan to class using visual aids (e.g., PowerPoint). In presentation, research teams need to identify their research topic, research questions and/or hypotheses, and research method(s).

Mid-term paper (100 pts)

Research teams are required to submit a mid-term paper (AKA research prospectus) by designated due date. A mid-term paper consists of following sections: title page, introduction, literature review, rationale (including hypothesis and/or research question), method proposal, references, and appendix (approximately ten to twelve pages in length, excluding references and appendix).

Final paper presentation (20 pts)

Research teams are required to present their research findings before the due date of the final paper. On the day of the final paper presentation, all research teams should present their final paper using visual aids (e.g., PowerPoint). In presentation, research teams need to identify their research topic, research
questions and/or hypotheses, research method, findings, and the implications of research. Also, research teams need to be prepared for questions from other students and the course instructor.

**Final paper (120 pts)**

The final term paper will consist of the revision of mid-term paper, a revised method section including descriptive statistical analyses, a results section with inferential statistical analyses, discussions/conclusions of the research, references, and appendix section. This will be based upon analysis of data from the distribution of minimum of 30 samples that were developed/explained in the mid-term paper.

**Additional Evaluation Items**

**Course policies and online exam agreement (5 pts)**

**Attendance, class participation, and peer evaluation (100 pts)**

**Extra credit for research participation (Up to 20 bonus pts)**

**Grading**

There are 650 points possible in this course and the point breakdown is as follows:

<table>
<thead>
<tr>
<th>Assignment Type</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Assignments</td>
<td>275</td>
</tr>
<tr>
<td>Weekly quizzes</td>
<td>220</td>
</tr>
<tr>
<td>Worksheets</td>
<td>55</td>
</tr>
<tr>
<td>Research Assignments</td>
<td>270</td>
</tr>
<tr>
<td>Group membership &amp; topic approval</td>
<td>10</td>
</tr>
<tr>
<td>Research plan proposal</td>
<td>20</td>
</tr>
<tr>
<td>Mid-term paper</td>
<td>100</td>
</tr>
<tr>
<td>Final paper presentation</td>
<td>20</td>
</tr>
<tr>
<td>Final paper</td>
<td>120</td>
</tr>
<tr>
<td>Other Assignments</td>
<td>105</td>
</tr>
<tr>
<td>Course policy and online exam agreement</td>
<td>5</td>
</tr>
<tr>
<td>Attendance, participation, &amp; peer evaluation</td>
<td>100</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>650</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 (percentages will be rounded off the numbers to two decimal places):

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

Attendance

You should plan to be present for the entirety of all class periods. Missing class, arriving late, and leaving early also adversely affect the participation grade. If a student’s attendance rate is lower than 70% at any time of the semester, or if a student makes four continuous absences without any justifiable reason, the student will be excluded from research team and will be required to do research assignments individually.

Written Work

Any assignment completed to meet the requirements of this course must be typed or word-processed using MS word (this is also necessary to submit the documents online) unless otherwise directed. All documents should strictly comply with the format developed by the 6th edition of American Psychological Association (APA).

Electronic File Format

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

Use of Technology

Students may not audio or video record class sessions without prior approval from the instructor or else they will be subject to a copyright violation per university policies. Students must TURN OFF or SILENCE and PUT AWAY mobile phones during class. Laptops, tablets, or desktop computers may be used for taking class notes, seeing course materials, and running statistical programs but use of all other purposes is specifically forbidden unless given permission by the instructor.

Late work

Late work is not accepted.

Doing assignments during class time

Any assignments that are submitted to D2L during class time will be graded as zero points based on the submission time stamp of D2L (no warning for this case).

Equal treatment

No student will be given an opportunity to improve a grade that is not made available to all members of the class.

Academic Honesty

Academic misconduct will be carefully monitored in this course. Cheating on examinations or other online activities, turning in material which is not your own (including passing individual work to other students), or using someone else’s work and/or non-print material without proper citation (make sure that even one sentence without proper citation may be considered as a plagiarism), collaborating on individual assignments, exams, presentations, papers, etc. (except where provided for), will result in zero grade from the assignment or up to the immediate failure of this course.

*Participation by Students with Disabilities*

In the pursuit of equal access and in compliance with state and federal laws, the University is required to provide accommodations to students with documented 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 contact Accessibility Resource Center (ARC): [http://uwm.edu/arc/](http://uwm.edu/arc/)

*Students Called to Active Military Duty*

Should you be called to active military duty, please refer to this link and contact me to work out the details at your earliest convenience: [http://www4.uwm.edu/academics/military.cfm](http://www4.uwm.edu/academics/military.cfm)

*Incomplete Policy*

An incomplete is seldom given in this course.

*Complaint Procedures*

Students may direct complaints to the head of the academic unit or department in which the complaint occurs.

*Grade Appeal Procedures*

A student may appeal a grade on the grounds that it is based on capricious or arbitrary decision of the course instructor.

*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](https://www4.uwm.edu/secu/docs/other/S47.pdf)

*Religious Observances*

Students who face conflicts between academic responsibilities and religious commitment need to inform about the conflict to their instructors.

*Course evaluation*
Detailed policy can be found at http://www4.uwm.edu/secu/docs/other/S52.5.htm

FERPA

The Family Educational Rights and Privacy Act (FERPA) of 1974 requires that you be knowledgeable of students’ rights concerning their educational records, and of certain categories of public information that the University has designated “directory information.”

- For the details of above policies and other relevant policies, refer to the course syllabus of the course (not abbreviate version).

**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>
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<tbody>
<tr>
<td>Time in the classroom (face to face instruction)</td>
<td>48</td>
</tr>
<tr>
<td>Time taking quizzes &amp; work sheets</td>
<td>20</td>
</tr>
<tr>
<td>Time for class preparation and study</td>
<td>40</td>
</tr>
<tr>
<td>Time completing research assignments</td>
<td>40</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>148</strong></td>
</tr>
</tbody>
</table>
## Spring 2017 Com 370 Lecture Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
</tr>
</thead>
</table>
| Week 1 | Course introduction  
Empirical approach & Structure of research paper |
| Week 2 | Research topics & Searching for previous research  
Research ethics & APA |
| Week 3 | Variables  
Developing hypothesis/research question |
| Week 4 | Paper writing – introduction & literature reviews  
Measurement & Scale |
| Week 5 | Reliability & Validity  
Experimental design |
| Week 6 | Content analysis  
Survey research |
| Week 7 | Sampling methods  
Paper writing – Rationale & method |
| Week 8 | Developing questionnaire & Mid-term paper  
Research proposal presentation |
| Week 9 | Spring break recess |
| Week 10 | Team meeting with instructor |
| Week 11 | How to: Qualtrics & Posting online questionnaire  
Descriptive statistics |
| Week 12 | Inferential statistics  
Statistics: t-test |
| Week 13 | Statistics: Correlation  
Statistics: ANOVA & Review of t-test and correlation |
| Week 14 | Statistics: Chi-square  
How to prepare final paper |
| Week 15 | How to: Post-survey works  
Analysis practice |
| Week 16 | Analysis practice  
Final paper presentation |

*For more specific schedule of course, refer to “weekly schedule at a glance” document in course D2L.*