

## **Comm 3020 — Communication Research, Fall 2009**

(Sec. 02, 32388, MWF 1 to 1:50 p.m., MC110)

Dr. Husselbee, Centrum 230, <husselbee@suu.edu>, <www.suu.edu/faculty/husselbee/courseinfo.html>  
Office hours: MWF, 9 to 10:50 a.m., or by appointment; please make appointments via e-mail only.

**Description** — This course focuses on empirical and critical methods appropriate for mediated communication research. Topics will include literature reviews, sampling, measurement, basic statistical tools, and various research methods, including surveys, content analysis and experiments. There is no course fee for Comm 3020.

**Textbook** — The primary texts are *Communication Research* (7th ed.) by Rubin et al., and *Concise Rules of APA Style*. We will use them regularly; however, you should also become familiar with the course information page on the SUU Web site. The URL is above. Guidelines for APA Style, PASW Statistics 17.0, and homework assignments will be posted on the course information page regularly. You may wish to bookmark it.

**Homework Assignments** — Mastery of APA Style and PASW Statistics (formerly SPSS) is required for successful completion of this course. We will discuss both topics in class. You will receive a take-home test to assess your understanding of APA Style. In addition, you will receive 10 homework assignments to test your knowledge of PASW Statistics. More details about these assignments will be provided in class.

**Research Assignments** — Students will be responsible to write an extensive literature review based on original library research on a topic of their own choosing. In addition, students will propose four research studies (a survey, a content analysis, an experiment and a focus group). Finally, students will also participate in two group research projects. All students are expected to haul their fair share of the freight in group work; students who fail to do so can expect their grades to be docked commensurately. Grading criteria for all research assignments is provided at the bottom of the next page.

**Final Exam** — The exam is Thursday, Dec. 10, at 1 p.m. in MC 110. The exam is comprehensive; it will consist of true-false, multiple-choice and matching questions. Early final exams are not permitted; please don't ask.

**Citizenship** — Respect for others in the classroom is expected; rudeness is not tolerated. Students who insist on being rude by conversing with other students during class discussions, by texting on their cells phones, by surfing the Internet, or by writing e-mail during lectures or discussions will be asked to leave the classroom. Repeated offenses will result in dismissal from the course.

**Attendance** — Attendance is expected, but roll is not taken. Students may miss class at their own risk.

**Makeup Work** — Missed exams or assignments can be made up only when an absence is the result of a university-sponsored activity or under extenuating circumstances, such as serious illness or a death in the immediate family. In such circumstances, documentation is required. No other excuse, such as weddings, honeymoons or "special" plans for university holidays, qualifies for makeup work. Please plan accordingly.

**Deadlines** — In most cases, late work is not accepted. Students traveling for university-sponsored activities must hand in assignments **before** leaving. If other extenuating circumstances apply (see "Makeup Work" above), students must submit required documentation along with a written request to hand in late assignments within a reasonable time after the absence. In this class, "reasonable" means within two days of the due date. No exceptions are permitted.

**Cheating** — Scholastic dishonesty is not tolerated. Any act of cheating (especially plagiarism) will result in a failing grade for the course. "I didn't know it was wrong" is not an acceptable excuse.

**Students with Disabilities** — Students with medical, psychological, learning or other disabilities who desire academic adjustments, accommodations or auxiliary aids must contact the Southern Utah University Coordinator of Services for Students with Disabilities in Room 206F of the Sharwan Smith Center.

**Subject to Change** — Other than policies on grading, deadlines, makeup work and attendance, information in this syllabus is subject to change with advance notice, as deemed appropriate by the instructor.

**Semester Schedule**

<u>Class</u>	<u>Day</u>	<u>Date</u>	<u>Curriculum</u>	<u>Class</u>	<u>Day</u>	<u>Date</u>	<u>Curriculum</u>
1	Mon	Aug. 24	Syllabus/Intro to Course	—	Mon	Oct. 19	Harvest Holiday (no class)
2	Wed	Aug. 26	Selecting a Research Topic	24	Wed	Oct. 21	PASW: Frequencies, Descriptives
3	Fri	Aug. 28	Narrowing the Topic (RQs)	25	Fri	Oct. 23	PASW: Tests for Differences
4	Mon	Aug. 31	Formatting Your Paper	26	Mon	Oct. 26	PASW: Tests for Differences
5	Wed	Sept. 2	Library Research	27	Wed	Oct. 28	PASW: Tests for Relationships
6	Fri	Sept. 4	Library Research	28	Fri	Oct. 30	PASW: Tests for Relationships
—	Mon	Sept. 7	Labor Day (no class)	29	Mon	Nov. 2	PASW: Recoding Data
7	Wed	Sept. 9	Library Research	30	Wed	Nov. 4	PASW: Computing New Variables
8	Fri	Sept. 11	Literature Reviews	31	Fri	Nov. 6	Survey Groups
9	Mon	Sept. 14	Literature Reviews	32	Mon	Nov. 9	Survey Groups
10	Wed	Sept. 16	Research Ethics	33	Wed	Nov. 11	Survey Groups
11	Fri	Sept. 18	Measurement	34	Fri	Nov. 13	Survey Groups
12	Mon	Sept. 21	Measurement	35	Mon	Nov. 16	Survey Presentations
13	Wed	Sept. 23	Validity and Reliability	36	Wed	Nov. 18	Content Analysis Groups
14	Fri	Sept. 25	Sampling	37	Fri	Nov. 20	Content Analysis Groups
15	Mon	Sept. 28	Focus Group Research	38	Mon	Nov. 23	Content Analysis Groups
16	Wed	Sept. 30	Focus Group Research	—	Wed	Nov. 25	Thanksgiving (no class)
17	Fri	Oct. 2	Survey Research	—	Fri	Nov. 27	Thanksgiving (no class)
18	Mon	Oct. 5	Survey Research	39	Mon	Nov. 30	Content Analysis Groups
19	Wed	Oct. 7	Content Analysis	40	Wed	Dec. 2	Content Analysis Groups
20	Fri	Oct. 9	Content Analysis	41	Fri	Dec. 4	Content Analysis Presentations
21	Mon	Oct. 12	Experimental Research	—	Mon	Dec. 7	Study day
22	Wed	Oct. 14	Experimental Research	—	Thur	Dec. 10	Final exam, 1 p.m., MC 110
23	Fri	Oct. 16	PASW: Data Entry				

**Graded Activities**

Homework Assignments:

APA Style (take-home test) .....	100 points
PASW Statistics (10 assignments @ 10 points each) .....	100 points

Research Assignments:

Literature Review.....	100 points
Proposals (4 proposals @ 50 points each) .....	200 points
Group Research Projects (2 projects @ 100 points each).....	200 points

Final Exam.....	200 points
Citizenship.....	100 points
<b>Total.....</b>	<b>1,000 points</b>

**Grading Criteria for Research Assignments**

APA Format.....	5 percent
APA Style.....	5 percent
Grammar and Usage.....	5 percent
Punctuation.....	5 percent
Content .....	80 percent