

Quantitative Research Methods

JRSM 7080-001, M50

Spring 2019

5:30-8:30 p.m., Monday

Meeman 106

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COURSE REQUIREMENTS

CATALOG DESCRIPTION:

Familiarization with content analysis, survey research, data analysis, and field studies as practiced by reporters, editors, and public relations decision makers; modern research techniques and class project using computer analysis.

PREREQUISITE:

JRSM 7050

COURSE OVERVIEW:

At its core, graduate study is research. To that end, this course develops the understanding and skills needed to conduct mass communication research. This course explores the three primarily methods of quantitative research: content analysis, survey, and experiment. Students will learn the common scientific methods of inquiry. This graduate course lays a foundation to conduct a research project in either professional or academic settings.

REQUIRED TEXTBOOK:

Zhou, S., & Sloan, W. D. (2015). *Research Methods in Communication*. Northport, AL.

APA Style Manual, 6th Edition.

Note: Several additional required readings are posted to Courseware for each week.

GRADING:

A: 97-100, A+; 92-96.9, A; 90-92.9, A-
B: 87-89.9, B+; 82-86.9, B; 80-82.9, B-
C: 77-79.9, C+; 72-76.9, C; 70-72.9, C-
D: 67-69.9, D+; 60-66.9, D
F: Below 60

Grading Philosophy: A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

NOTE: Students in Journalism and Strategic Media must earn a B or better to earn credit in the course.

Grade Distribution:

Assignment	Percent of grade
Discussion leadership	10%
Article/Method Reviews	20%
Exams	20%
Homework Assignments & Colloquium	20%
Research Paper	30%

INTELLECTUAL PROPERTY

1. Ideas cannot be copyrighted, but the way they are described can.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

Plagiarism: From UM Student Handbook: The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

ATTENDANCE & CLASS CONDUCT

Attendance is mandatory and will be taken at the beginning of each class session. Students are allowed three unexcused absences; after three, additional unexcused absences will drop the student's final grade by one letter grade for each absence. Missing a total of seven classes will result in the student failing the course. University policy for excused absences apply to this course.

Tardiness will not be tolerated. After two tardies, one percentage point will be deducted from the student's final grade for each additional tardy. Attendance will be determined by signing the daily sign-in sheet for the course.

Mobile and electronic devices:

The use of electronic devices is permitted, as this class focuses on design and technology. Mobile telephones must be turned to vibrate during class and should be used only for emergencies. Excessive text messaging will not be tolerated.

DEADLINES:

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will be deducted a letter grade for each day late. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to or on the due date.

ASSIGNMENTS

This section is meant as a general guideline to the major assignments within the class. More detail will be provided in class and on eCourseware. Deadlines are also listed in the Class Schedule. All work should be turned in via Dropbox in eCourseware unless otherwise noted. All work is due at the start of class, 11:59 p.m. CT on the Friday of the week assigned, unless otherwise noted.

DISCUSSION LEADERSHIP (One, 10%)

Each student is will take the lead on a discussion for class one week. Students will sign up for their weeks in advance. The discussant will write a two-page essay discussing the week's readings and turn it in to the professor on Saturday before class. During the class session, the discussant will take the lead in the classroom seminar.

ARTICLE/METHOD REVIEWS (Three, 20%)

Students will find a published, peer-reviewed journal article using each of the three methods we discuss in class. The instructor must approve the article before the student begins work. Student will read the article and write a 250-word critique of the article, with particular attention to the method addressed in the article. Articles should be drawn from journalism and mass communication journals, such as *Journalism and Mass Communication Quarterly*, *Mass Communication & Society*, *Journal of Broadcasting and Electronic Media*, *New Media & Society* and others published by the Association for Education in Journalism and Mass Communication or the International Communication Association.

EXAMS (Two, 20%)

Midterm (Feb. 5) and final (April 29) exams.

HOMEWORK ASSIGNMENTS AND COLLOQUIUM (20%)

Assigned throughout the semester based on the topic under discussion. Some will be statistics related and others will be sampling technique related. Graduate students must attend and write a one-page reflection paper about at least one Research Colloquium sponsored by the Department. Attendance and papers will count for at least 2% of your course final grade. Those who cannot attend will receive instructions about remote viewing from your instructor.

RESEARCH PAPER (Various deadlines)

25 percent

Approximately 20-page research paper addressing a phenomenon in journalism and mass communications. Student must conduct original research for the paper.

ADDITIONAL INFORMATION ABOUT RESEARCH PAPER

PROSPECTUS: Due Jan. 28 (1 to 3 pages double spaced) (10%)

1. Begin with a brief introduction that explains the journalism and mass communication problem or phenomenon you are researching.
2. Write a very brief academic literature review about previous scholarship related to your subject. This brief literature review should support your argument and identify the scholarly gap that your study will answer (in-text citations and references are needed).
3. Propose your research questions or hypotheses at the very end of this prospectus. Make sure your research questions or hypotheses are clear. List them as RQ1, RQ2, RQ3 etc., or H1, H2, H3, H4 etc.

PROPOSAL: Due Feb. 25 (25%)

In total, your proposal should be about 8-10 pages long. It should include the following sections:

1. Begin with a brief introduction that explains the journalism and mass communication problem or phenomenon you are researching.
2. Write an academic literature review about previous scholarship related to your subject. Focus on journalism and mass communication journals, such as *Journalism and Mass Communication Quarterly*, *Mass Communication & Society*, *the Journal of Communication*, *Journal of Broadcasting and Electronic Media*, *New Media & Society* and others published by the Association for Education in Journalism and Mass Communication or the International Communication Association. This brief literature review should support your argument and identify the scholarly gap that your study will answer (in-text citations and references are needed).
3. Propose your research questions or hypotheses at the very end of this prospectus. Make sure your research questions or hypotheses are clear with one question only. List them as RQ1, RQ2, RQ3 etc., or H1, H2, H3, H4 etc.
4. Write a methodology that explains the procedure for data collection, sampling, and analysis.
5. Any tools needed for data collection (questionnaire, code book, interview guide, etc.).

RESEARCH PAPER: Due April 22 (60%)

Build on your proposal and complete an original research project.

1. Your papers will be graded on content, including writing quality, comprehensiveness of research, adherence to complete and proper citation style, grammar, punctuation and spelling. All of these will be analyzed to determine a final paper grade.
2. Use third-person, active voice.
3. Within your paper, you will have sections on short introduction, short literature review, full method, full results, full discussion, full conclusion, and complete references.
4. Your written work will be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. By taking this course, you agree that your paper may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism.

RESEARCH PRESENTATION: April 22 (5%)

Professional presentation of research paper in class. Students will prepare a 10-minute presentation and be prepared for question and answer.

SCHEDULE OF CLASSES

Note: This schedule is subject to change based on the class situations. The professor reserves the right to change the schedule. Please get the updated details about assignments, reading materials, and related class materials from eCourseware.

WEEK 1, Jan. 14, Research fundamentals

Ways of knowing. Scientific method of inquiry. What do we research? Keywords, Search Terms, and Folders. Research ideas. Overview of Methods.

Reading: Z&S 1-2, 4-6, Online Articles.

Homework: Annotated Bibliography (Due Jan 25).

WEEK 2, Jan. 21, MLK Day, No Class

WEEK 3, Jan. 28, Conceptualization and Operationalization.

Defining concepts. Research questions vs. hypotheses.

Reading: Online Articles.

Homework: Operational definitions, Prospectus (Due Jan. 28).

WEEK 4, Feb. 4, Measurement

Scales. Variables.

Reading: Z&S 7, Online Articles.

Homework: Measurements.

WEEK 5, Feb. 11, Sampling

Simple random sample. Stratified sample. Snowball. Convenience. Purposive. Central limit theorem. Sampling error. Confidence levels.

Reading: Z&S 8, Online Articles.

Homework: Sample procedure.

WEEK 6, Feb. 18, Research practices

Institutional Review Board. Research ethics. Laws in research.

Reading: Z&S 3, Online Articles.

Homework: IRB Certification.

WEEK 7, Feb. 25, Midterm exam.

Homework: Proposal (Due Feb. 25).

WEEK 8, March 4, Spring Break**WEEK 9, March 11, Content Analysis**

Selection. Coding. Reliability testing. Code books.

Reading: Z&S 9, Online Articles.

Homework: Article Review 1.

WEEK 10, March 18, Survey

Populations. Scales. Factor Analysis.

Reading: Z&S 10, Online Articles.

Homework: Article Review 2.

WEEK 11, March 25, Experiment

Setup. Organization. Analysis.

Reading: Z&S 11, Online Articles.

Homework: Article Review 3.

WEEK 12, April 1, Descriptive Statistics

Central tendency. Frequencies.

Reading: Z&S 13, Online Articles.

Homework: Statistic Activity 1.

WEEK 13, April 8, Inferential Statistics

Chi Square, ANOVA, T-tests, Correlation.

Reading: Z&S 13, Online Articles.

Homework: Statistic Activity 2.

WEEK 14, April 15, Analysis and Conclusions

Results. Discussions.

Reading: Z&S 12, Online Articles.

Homework: Statistic Activity 3.

WEEK 15, April 22, Presentations

10-minute presentations of research.

Homework: Full research paper (Due April 22).

FINAL EXAM: 5:30-7:30 p.m. Monday, April 29

ADDITIONAL RESOURCES:

Case Studies

Tuten, T. L. (2011). Field Observations and case studies. In S. Zhou & S. Sloan (Eds.), *Research methods in communication* (pp. 265-271). Northport, AL: Vision Press.

Content Analysis

Krippendorff, K. (2004). *Content analysis: An introduction to its methodology*, 2nd ed. Thousand Oaks, CA: Sage.

Neuendorf, K. A. (2002). *The content analysis guidebook*. Thousand Oaks, CA: Sage.

Riffe, D., Lacy, S., & Fico, F. G. (1998). *Analyzing media messages: Using content analysis in research*. Mahwah, NJ: Lawrence Erlbaum.

Content Analysis Web Sites (with sample code books)

Intercoder reliability. <http://astro.temple.edu/~lombard/reliability/>
[excellent on intercoder reliability]

academic.csuohio.edu/kneuendorf/content

Palo Alto Research Center: www2.parc.com/istl/groups/qca/demos.html
www.car.ua.edu

ReCal: <http://dfreelon.org/utills/recalfront/>

Effect Size

www.researchconsultation.com/how-to-calculate-effect-size-help.asp

www.leeds.ac.uk/educol/documents/00002182.htm

www.wilderdom.com/research/effectsizes.html

Other “tools”

www.ets.org/testcoll Database of scales, inventories, surveys and such used in research articles

Directory of Unpublished Experimental Mental Models. Index of more than 1,700 unpublished instruments. Available in McWherter Library. [2009]

Other special Web sites / Print resources

Communication Studies Resources: www.uiowa.edu/~commstud/resources

First Amendment Handbook: www.rcfp.org/handbook/index.html

Freedom Forum: www.freedomforum.org

History of the Mass Media in the United States. 2000 is latest. P92.U5 H55 1998
journalism.org

Media and Communication Studies: www.aber.ac.uk/media

Museum of Broadcast Communications Encyclopedia of Television. 2000 is latest. PN1992.18 .M874 1997.

Social Science Network: www.socialpsychology.org

Public Affairs Video Archives. Purdue University: pava.purdue.edu

Power

www.researchconsultation.com/power-analysis-sample-size-calculation-help.asp

Q Method

www.qmethod.org

Watts, S., & Stenner, P. (2012). *Doing Q methodological research: Theory, method and interpretation*. Thousand Oaks, CA: Sage.

Replication

Thompson, B. (1994). The pivotal role of replication in psychological research: Empirically evaluating the replicability of sample results. *Journal of Personality*, 62(2), xx-xx.

Repositories for social science questions

Social science archives www.icpsr.umich.edu/gss

www.irss.unc.edu/data_archive

American Assn. for Public Opinion Research

www.aapor.org [see: “response rate calculator” under Survey Methods.

Lots of links in Resources on the Web, also under Survey Methods.]

Roper Center

www.ropercenter.uconn.edu

Public Opinion Lab

felix.iupui.edu [see: Completed Studies – results available from some studies.

see: Links – useful references in many areas.]

National Survey

www.wisc.edu/uwsc [see: Projects – actual Qs in national survey since 1988]

Social Science Methods (all)

The Sage encyclopedia of social science research methods. (2004). H62.L456 2004 in reference collection, McWherter Library. Explanations of 1,000 methods.

Statistics

SPSS Website

www.spss.com/tech/stat/Articles.htm [see especially their articles on survey methods]

www.spss.com/academic

<http://insideout.spss.com/> [SPSS Blog]

Statistics website at

www.statistics.com

davidmlane.com/hyperstat/index.html

www.seeingstatistics.com

Warner, R. M. (2008). *Applied statistics*. Los Angeles: Sage.

Survey Sites and References

Time-sharing Experiments for the Social Sciences (TESS). Apply to have them gather data for you via Internet or phone (national sample).

www.experimentcentral.org

“Think aloud” protocol. See: S. Presser et al. (2004). Methods for testing and evaluating survey questions. *Public Opinion Quarterly*, 68(1), pp. 109-131.

Writing Proposals

Bui, Y. N. (2009). *How to write a master's thesis*. Thousand Oaks, CA: Sage.

Leedy, P. D. (2004). *Practical research planning and design*, 8th ed. Upper Saddle River, NJ: Prentice Hall.

Locke, L. F., Spirduso, W. W., & Silverman, S. J. (2000). *Proposals that work*, 4th ed. Newbury Park, CA: Sage. [www.sagepub.com]

Ogden, E. H. (1993). *Completing your doctorate dissertation or master's thesis in two semesters or less*, 2nd ed. Lancaster, PA: Technomic.

HYBRID CLASSROOM FORMAT

- Blue Jeans is a web-based video conferencing platform. Students in the M50 section will receive an invitation to join Blue Jeans from your instructor.
- This hybrid class, with students on campus and also online synchronously, operates in a seminar format.
- Online students must have a stable Internet connection, speakers and a microphone (or a headset with a built-in mic). Headsets can be purchased for approximately \$20. Students will need to be able to have video turned on for the entire class. Online students will not be permitted to attend class using a cellphone.
- Class time will primarily be spent in discussion of theories, issues, and applications. To that end, on campus and online students must complete the assigned readings and be prepared to discuss the night's topic. Please note that failure to attend class or to actively take part — even if all your assignments are turned in on time and done acceptably — will significantly affect your final grade.

JOURNALISM AND STRATEGIC MEDIA POLICIES

PORTFOLIO REQUIREMENT:

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix, or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

EMAIL:

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

COURSE REPETITION:

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

ACADEMIC INTEGRITY:

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism/mass media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIs and email passwords; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

DEADLINES:

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP STYLE AND GRAMMAR:

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

DISABILITY:

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

STUDENT SUPPORT:

Students who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.