

COMM 6/75020(Sec. 001): Research Methods in Communication
Mon: 3:20 – 5:50, D205 MSB
Kent State University
Spring 2001

Call No. 11744 _____

Instructor: Paul Haridakis
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Office Hours: 10:30-12:00 T-TH;
and 4:30-5:30 Tues
Office Phone: 330-672-0174

Course Goals:

The purpose of the course is to provide you with a broad understanding of the practice of social science.

Course Objective:

Upon completion of the course, each student should have become familiar with basic social and behavioral science research methods and procedures for the study of human communication

Required Texts:

Babbie, E. (2001). The practice of social research (9th ed.). Belmont, CA: Wadsworth.

Kerlinger, F. N., & Lee, H. (2000). Foundations of behavioral research (4th ed.). New York: Harcourt.

Rubin, R. B., Rubin, A. M., & Piele, L. J. (2000). Communication Research: Strategies and sources (5th ed.). Belmont, CA: Wadsworth.

Recommended Text:

Williams, F. (1992). Reasoning with statistics: How to read quantitative research (4th ed.). Fort Worth, TX: Harcourt Brace Jovanovich.

Course Requirements:

A. Examinations

There will be two (2) examinations throughout the semester -- a midterm and the final.

Questions on both exams will be pulled from the lectures, the textbook, the in-class exercises and discussion, and any additionally assigned readings. It is your responsibility to read all material, even though not all of the material will be covered in class.

B. Research Prospectus

You are responsible for completing a research prospectus. The prospectus should be prepared in accordance with the APA Publication Manual, 4th ed.. It should be approximately 20 pages, plus references and appendices. The prospectus includes: (a) the statement and development of a rationale for the communication research problem, and an exemplary review of the literature pertinent to the problem; (b) a complete explanation of the research methodology for studying the problem, including the research approach, design, data collection procedures, sample, instrumentation, and methods of data analysis; and (c) a list of references.

You must defend your prospectus in class. One week before the defense, distribute three copies as follows: one to the instructor and one to each of the two committee members. Committees will be assigned later in the semester. Committee members will carefully read the prospectus and prepare questions to ask during the defense. Grades on this assignment may be affected by the oral defense of your own proposal and your committee work on other proposals.

Participation

It is essential that you come to class prepared to participate. I will rely on you to come prepared to discuss the material in the book.

Grading

The midterm, final, and prospectus are weighted equally to compute the final course grade. Grading in this course is on a straight 90%-80%-70%-60% basis; 100%-90% is an "A", 89%-80% is a "B", 79%-70% is a "C", 69%-60% is a "D", and 59% and under is an "F".

Course Policies

Attendance. Attendance is expected.

Plagiarism. Cheating and/or plagiarism will not be tolerated. It will result in failure of the course and other disciplinary action.

Please refer to the University Policy regarding cheating/plagiarism (it can be found in the KSU telephone directory) if you have any questions.

Course Registration. It is the policy of Kent State University that students are not permitted to attend classes for which they are not officially enrolled. It is the student's responsibility to ensure proper enrollment in classes. You are advised to review your official class schedule during the first two weeks of the semester to ensure proper enrollment. Should you find an error in your class schedule, you have until Friday of the second week of classes to correct it. If registration errors are not corrected by that date and you do continue to attend and participate in classes for which you are not officially

enrolled, you are advised now that you will not receive a grade at the conclusion of the semester.

Students with Disabilities. In accordance with University policy, if you have a documented disability and require accommodations to obtain equal access in this course, please contact the instructor at the beginning of the semester or when given an assignment for which an accommodation is required. Students with disabilities must verify their eligibility through the Office of Student Disability Services (SDS) in the Michael Schwartz Student Services Center (672-2972).

Other Important Information

- Everything you hand in must be typed unless otherwise noted.
- Always keep up with reading assignments for class. Book readings in this class are far more than supplementary.
- This syllabus and everything on it is subject to change.

COMM 6/75020 Research Methods in Communication Tentative Schedule Spring, 2001

WEEK	DATE	SUBJECT	TEXT/ASSIGNMENT
1	1/16	Martin Luther King Day	No class
2	1/23	Course Introduction. Overview of the research process. Theory and Inquiry. Research ethics	Ch. 1-4 (B); 9 (K)
3	1/30	Research Proposals and Library Research. Research ethics cont.	Ch. 1-8, 10-12 (R); App. A-B (B)
4	2/6	Conceptualization and Measurement, Reliability, Validity	Ch. 5 (B); 26-28 (K)
5	2/13	Operationalization, Scales, and Indices. Reliability & Validity cont.	Ch. 5-6
6	2/20	Sampling, Observational Units, Levels of Analysis	Ch. 7 (B)
7	2/27	Midterm Exam	
8	3/6	Experimental Research	Ch. 8 (B); 22-24 (K)

9	3/13	Survey Research, Questionnaire Construction	Ch. 9, App. D
10	3/20	Content Analysis, Interaction Anal.	Ch. 11 (B)
11	3/27	Spring Break	No class
12	4/3	Descriptive Statistics, Hypothesis Testing, & Power	Ch. 17 (B)
13	4/10	Elementary and Advanced Statistics	Ch. 15 (B); Reserve mater. Research Prospectus Due
14	4/17	Quantifying Data, Codebooks & Computers	Ch 15, App. I (B)
15	4/24	Prospectus Defenses	
16	5/10	FINAL EXAMINATION Thursday May 10, 7:45 a.m., Room D205 MSB	